



**EXHIBITORS**

**Partner Summit 2009**

Nov. 4th-6th, Buena Vista Palace Hotel & Spa, Orlando, FL

To: Jeannine Edwards, ConnectWise

Fax: 813-463-4701

From:

Company:

Re: Sponsorship ConnectWise Partner Summit 2009

Jeannine Edwards  
Director, Business Services  
ConnectWise  
813-463-4740  
[JEdwards@ConnectWise.com](mailto:JEdwards@ConnectWise.com)

**ConnectWise Partner Summit 2009**  
**Buena Vista Palace in Orlando, FL**

**Vendor Exhibitor Commitment Agreement**





Please indicate which option(s) you would like to purchase. If you have additional questions please contact Jeannine Edwards at 813-463-4740 or via email at [JEdwards@ConnectWise.com](mailto:JEdwards@ConnectWise.com).

**Please fax completed form to 813-463-4701.**

**PLATINUM**

**Only 4**  **available** *Only 2 Left!*

Platinum sponsorship of the 2009 ConnectWise Partner Summit includes the following:

- 4 full time conference attendees
- Full-page color ad in conference guide
- Priority placement in exhibit hall
-  • 10x20 booth space with 6 foot table with 2 chairs, wastebasket, and power in the exhibit hall
-  • Go-bo representation over the course of the conference
- Breakout session with up to 60 attendees
- Breakout session content available to all ConnectWise Partners
- Color logo, 100 word description in conference guide
- Priority placement on signage throughout the entire conference
- Priority placement of logo on website
- Hyperlink to company home page
- Connected to ConnectWise signage for booth (if applicable/ConnectWise-provided)
- Pre-conference promotional e-mail message in ConnectWise Partner Summit communication
- Color logo in direct mail and/or email campaigns
- Post-conference promotional e-mail message in ConnectWise Partner Summit communication
-  • Educational/Marketing Webinar opportunity to ConnectWise partners
- Informational article in ConnectWise newsletter within 3 months of ConnectWise Partner Summit
-  • Conference bags insert collateral (one page or one small item)
- Mention in voicemail to be distributed to all attendees staying at event hotel

**[ I Want This! ]**

\$35,000 .....

## GOLD

Gold sponsorship of the 2009 ConnectWise Partner Summit includes the following:

- 3 full time conference attendees
- Full-page color ad in conference guide
- 10x10 booth space with 6 foot table with 2 chairs, wastebasket, and power in the exhibit hall
- Co-sponsorship of one attendee lunch includes signage, brief speaking opportunity, reserved table and recognition in conference guide
- **New!** Signage at one daily break (includes recognition in the conference guide)
- Priority placement on signage throughout the entire conference
- Priority placement of logo on website with hyperlink to company home page
- Color logo in direct mail and/or email campaigns
- (1) Pre-conference promotional e-mail message in ConnectWise Partner Summit communication
- (1) Post-conference promotional e-mail message in ConnectWise Partner Summit communication
- (1) Informational article in ConnectWise newsletter within 3 months of ConnectWise Partner Summit

**[Sign Me Up!]**

\$17,500 .....

## SILVER

Silver sponsorship of the 2009 ConnectWise Partner Summit includes the following:

- Half-page color ad in conference guide
- 10 x 10 booth space with 6 foot table with 2 chairs, wastebasket, and power in the exhibit hall
- 2 full-time conference attendees
- Signage throughout the conference
- Color logo on website and Partner Summit communications
- Hyperlink to company website
- (1) Pre-conference promotional e-mail message in ConnectWise Partner Summit communication

**[I Wouldn't Miss It!]**

\$10,000 .....

## Customize Your ConnectWise Experience

Maximize **YOUR** impact! These marketing opportunities have been developed to give our vendor partners greater brand exposure and additional networking opportunities at the 2009 ConnectWise Partner Summit.

- Only 2 Left!*
- Club ConnectWise** Exclusive! ~~(three opportunities available)~~ **\$10,000** .....   
 After a full day of learning, best-practice sharing and collaboration, ConnectWise partners aren't winding down, they're just getting started. Don't miss your chance to have your brand associated with an evening of fun and networking. We will have 3 separate adjacent themed parties underway on Thursday evening. Don't miss your chance to brand one of them as your exclusive shindig. The ConnectWise Marketing Team will work with you to solidify your party's unique theme complete with signage and other branding opportunities.
- Cyber Café** Exclusive! **\$10,000** .....   
 With Internet access being extremely limited throughout the conference center, the free Cyber Café is one of the most popular and busiest locations at Partner Summit. Note: Cyber Café sponsors must provide work stations, printers, tech support and supplies.
- Co-branded Bottled Water** Exclusive! (includes production) **\$6,000** .....   
 Bottled water will be offered throughout the Partner Summit. This is a great opportunity to have your branding reinforced from sunrise to sunset.
- Breakout Sessions** (limit 2) **\$5,000 each** .....   
 This is your opportunity to share your strategy, vision and direction message with up to 60 IT solution providers and ConnectWise Partners.
- Lanyard** Exclusive! **\$5,000** .....   
 Each attendee will be required to wear a badge throughout the entire Partner Summit so this is prime branding real estate. You can have your logo on the event lanyard, co-branded with ConnectWise.
- Registration Bag** Exclusive! (includes production) **\$5,000** .....   
 Guaranteed exposure to each and every attendee. The registration bag will be given to all attendees when they check in at the ConnectWise registration desk. This is a plastic handle bag with 25% post consumer recycled content. You can upgrade to a reusable non-woven shopping/grocery bag for an extra \$1,000.
- Pocket Agenda** Exclusive! **\$3,500** .....   
 Every attendee will receive a handy pocket agenda for easy reference throughout the duration of the event.
- Registration Bag Insert** **\$3,000** .....   
 This is an opportunity to send your strategic message to Summit attendees via one piece of literature pre-dropped in the collateral bag that each attendee receives at registration.
- Advertisement Upgrade** **\$3,000** .....   
 Available to Silver level sponsors. Upgrade your advertisement in the Partner Summit Conference Guide from a half-page ad to a full-page ad.
- Additional Attendees** (limit 2 per company) **\$750 per additional attendee** .....   
 Do you have business partners or key employees who really need to be there? No problem. We're happy to add up to two additional attendees per company.

Please complete and return this Exhibitor Commitment Agreement (this "Agreement"), along with payment of the appropriate Sponsorship and Exhibit Space Fees to confirm your ConnectWise Partner Summit 2009 participation. Sponsorship details and the terms and conditions related to exhibit space are incorporated herein by reference.

This is an Agreement between ConnectWise, as organizer of the ConnectWise Partner Summit 2009 to be held November 4-6, 2009, and the undersigned for sponsorship and/or exhibit space at such Partner Summit 2009. The undersigned hereby contracts with ConnectWise for the sponsorship and/or exhibit space indicated above, upon the terms and conditions set forth herein this Agreement and any and all rules and regulations ConnectWise deems necessary or desirable for the success of the Partner Summit 2009. In the event the undersigned fails to comply in any respect with the terms of this Agreement or the terms, conditions, rules and regulations referred to herein, this Agreement may be cancelled by ConnectWise. Upon cancellation of this Agreement by ConnectWise, all rights of the undersigned under this Agreement shall, at the option of ConnectWise, be forfeited.

#### **PAYMENT**

The Sponsorship Fee shall be payable as follows: 100 percent (100%) of the Sponsorship Fee and Exhibit Space Fee must be paid per the Terms stated in the Invoice forwarded by ConnectWise. If a Purchase Order is issued by the undersigned for payment of the Sponsorship Fee the Terms and Conditions of this Agreement supersede the Terms and Conditions of the Purchase Order. If the total Sponsorship Fee is not received in full by October 23, 2009, this Agreement may be canceled by ConnectWise.

#### **\*Please forward any payment by check to:**

ConnectWise  
2803 West Busch Blvd. Ste. 204  
Tampa, FL 33618  
Attention: Accounting  
Checks should be made payable to ConnectWise.

#### **REFUNDS**

All Sponsorship Fees paid by the undersigned are non-refundable. Any fees paid by the undersigned for any canceled sponsorship and/or exhibit space will be retained by ConnectWise as a cancellation penalty and no portion of such fees will be refunded. Any exhibitor who is a "no show" will forfeit the entire Sponsorship Fee paid.

#### **ADVERTISING**

All publicity releases and other advertising referencing ConnectWise shall be subject to ConnectWise's prior written approval. Any promotional materials, signs and banners to be used in connection with the Partner Summit 2009 are subject to ConnectWise's approval. Any use by the undersigned of any logo, name, trademark, trustmark, service mark, trade name or other commercial or product designation of ConnectWise ("ConnectWise Marks") is subject to ConnectWise's prior written approval. Any use by the undersigned of any ConnectWise Mark must adhere to ConnectWise's standards, restrictions and guidelines. The undersigned is responsible for providing ConnectWise with all camera-ready art, ad copy and company logos for use in connection with the undersigned's sponsorship.

#### **INDEMNITY**

The undersigned agrees to indemnify, defend and hold harmless ConnectWise, its officers, directors, employees, agents, successors and assigns from and against any and all claims, demands, losses, liabilities, actions, lawsuits, proceedings, judgments, awards, costs and expenses (including reasonable attorneys' fees) arising, in whole or in part, out of any act or omission by the undersigned, or any employee, agent, contractor, subcontractor or representative of the undersigned in connection with or relating to this Agreement including, without limitation, any injury and damages caused to the Buena Vista Palace Hotel & Spa.

#### **FORCE MAJEURE**

ConnectWise shall not be liable or responsible for any failure by ConnectWise to comply with the terms of this Agreement due to causes beyond its reasonable control, including, but not limited to, fire, storm, flood, accident, acts of war, insurrection, terrorism, labor disputes, acts of God, failure of communication systems or networks and acts of third parties.

#### **GENERAL PROVISIONS**

This Agreement shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns. The rights and obligations of the undersigned under this Agreement may not be transferred, assigned, sublet or otherwise disposed of without the prior written consent of ConnectWise. The parties hereto may, by mutual agreement, amend any provision of this Agreement, and any party hereto may grant consent or waive any right to which it is entitled hereunder or any condition to its obligations hereunder, provided that each such amendment, consent or waiver shall be in writing. No waiver by either party hereto at any time of any breach by the other party hereto of, or compliance with, any condition or provision of this Agreement to be performed by such other party shall be deemed a waiver of similar or dissimilar provisions or conditions at the same or any prior or subsequent time.

This Agreement shall be governed by and construed in accordance with the laws of the United States of America and the laws of the State of Florida without reference to the choice of law principles thereof. The undersigned hereby submits to the jurisdiction of the state and federal courts of the State of Florida for all proceedings arising out of or relating to this Agreement and waives any objection to the propriety or convenience of venue in such courts. This Agreement shall not create, nor shall it be represented by either party to create a partnership, joint venture, employer-employee, master-servant, principal-agent, or other relationship whatsoever between the parties hereto. Neither party hereto shall have, nor represent to have, authority or power to obligate or bind the other party hereto by contract, agreement, warranty, representation or otherwise in any manner whatsoever, without the other party's prior written consent.

The undersigned hereby agrees to the terms and conditions set forth in this Agreement, and agrees to pay the Sponsorship Fee indicated above.

## Terms and Conditions Accepted and Agreed By:

**Company Name:** \_\_\_\_\_

**By:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Date:** \_\_\_\_\_

Please fax signed Agreement to Jeannine Edwards at (813) 463-4701 – Upon receipt of signed Agreement Exhibitor will receive an Exhibitor Checklist and a link/password to register for Partner Summit 2009.

### TERMS AND CONDITIONS FOR EXHIBIT SPACE

#### Agreement to Terms and Conditions

Each exhibitor agrees to abide by the terms and conditions set forth herein, the rules, regulations, policies and procedures of the Buena Vista Hotel & Spa, and any and all applicable federal, state, municipal and other laws, ordinances, rules and regulations, including, without limitation, safety codes and union agreements.

#### Payment Policy

Each exhibitor must submit one originally executed copy of the Exhibitor Commitment Agreement and payment of the total amount due to ConnectWise.

#### Exhibitor Costs

Each exhibitor is responsible for all costs incurred by such exhibitor in connection with its exhibit space. This includes, but is not limited to, such services as electrical, internet, phone and décor over and above that provided in the exhibit space.

#### Assignment of Exhibit Space

Assignment of exhibit space will be determined by ConnectWise in its sole discretion. Such assignment will be based on product or service category, size of booth, historical participation and the date the Sponsorship and Exhibit Space Agreement and payment is received by ConnectWise. Once an exhibit space has been assigned, no exhibitor will be moved unless ConnectWise deems it necessary or appropriate, in its sole discretion.

#### Care of Exhibit Space

Each exhibitor must maintain and keep its exhibit space in good order for the duration of the conference. Exhibitors shall not injure or deface the walls or floors of the conference facility. When such injury or damage appears, the exhibitor shall be liable. To the extent that ConnectWise incurs additional cleaning expenses due to the condition of such exhibit space or property, goods or materials left at the exhibit space by the exhibitor at the end of the conference, the exhibitor shall be responsible for such costs.

#### Use of Exhibit Space

The exhibit space assigned to an exhibitor must be used for purposes directly related to the exhibitor and cannot be subleased by the exhibitor. All demonstrations, distributions of advertising materials and other marketing activities of the exhibitor must be confined to the limits of such exhibit space. No exhibitor shall assign, sublet or sell the whole or any part of the exhibit space assigned to such exhibitor without the written consent of ConnectWise. No exhibitor shall permit any other person to use the exhibit space assigned to such exhibitor, nor shall such exhibitor display products or services not manufactured or normally sold by such exhibitor.

#### Security

Each exhibitor is responsible for its own materials and other property at all times. ConnectWise will not be liable to the exhibitor for any loss, damage or injury to the property of the exhibitor, its agents or employees, from theft, damage by fire, accident or any other causes. ConnectWise strongly suggests that all valuable items be secured by the exhibitor. ConnectWise does not maintain security or insurance covering the exhibitors' property. Each exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of any injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the Buena Vista Palace Hotel & Spa.

#### Shipping

All shipping and handling arrangements should be made as directed in the Exhibitor Checklist provided by ConnectWise. ConnectWise is not responsible for shipping and/or receiving of exhibit materials. To the extent that ConnectWise incurs additional shipping and/or receiving expenses for exhibit materials the exhibitor shall be responsible for such costs and will be invoiced by ConnectWise.

#### Cancellation or Relocation of Conference

In the event of any cancellation or relocation of any conference due to circumstances within ConnectWise's direct control, the liability of ConnectWise shall be limited to a refund of fees paid to ConnectWise by the exhibitor. In the event ConnectWise has no direct control over the cancellation or relocation of any conference, ConnectWise shall have no liability of any kind to any exhibitor.

#### Antitrust

Each exhibitor assumes sole responsibility to abide by all applicable antitrust laws and competition legislation.

#### Liability

ConnectWise undertakes no duty to exercise care, nor does ConnectWise assume any responsibility, for the protection or safety of any exhibitor, its officers or employees or for the protection of the exhibitor's property or any other property used in connection with any exhibit, from theft, damage by fire, accident, or any other causes. Any protection exercised by ConnectWise shall be deemed purely gratuitous on its part and shall in no way be construed to make ConnectWise liable for any loss or inconvenience suffered by an exhibitor.