

# Sponsorship AGREEMENT

Print company information exactly as it should appear in all promotional materials:

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Company Phone \_\_\_\_\_

Website \_\_\_\_\_

Twitter Handle \_\_\_\_\_

*\*To help expedite the promotion of your company on the conference website, please include your approved logo with your agreement. Logo specifications: Logos must be vector art, CMYK color, Illustrator EPS files CS3 or lower. Convert all fonts to paths/outlines. TIFFs, JPEGs, and GIFs are unacceptable formats, do not send.*

Please send all sponsor-related information to:

Contact Name \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

■ **PAYMENT TERMS:** Your KMWorld 2024/Enterprise Search & Discovery/Taxonomy Boot Camp/Text Analytics Forum/Enterprise AI World sponsorship is not confirmed until this contract is signed and returned. All accounts with Information Today, Inc. must be current in order to participate in this Sponsorship Program.

• 100% of total sponsorship value is due upon receipt of signed contract.

■ **CANCELLATION TERMS:** If Information Today, Inc. finds it necessary to cancel, based upon nonpayment in accordance with the terms of this contract, or if any sponsor requests a cancellation of the assigned sponsorship program, the sponsor will be assessed a cancellation fee as follows:

• 50% of total sponsorship value if canceled on or before May 31, 2024, plus production expenses.

• 100% of total sponsorship value if canceled after May 31, 2024.

■ **PAYMENT:** \$ \_\_\_\_\_

Check (Please make check payable to Information Today, Inc.)

Charge my:  MasterCard  Visa  AmEx  Discover

Account # \_\_\_\_\_

Exp. \_\_\_\_\_ CVC \_\_\_\_\_

Signature \_\_\_\_\_

Email or fax transmittal will serve as acceptance of this contract and shall be treated as an original.

■ **ACCEPTED BY:**

*I have read the terms of this agreement. I fully understand that it shall become a binding contract upon signature and is subject to the terms, conditions, rules, and regulations as set forth herein and on the reverse.*

Name (please print) \_\_\_\_\_

Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**KMWorld** 2024

Enterprise Search & Discovery

**taxonomy**  
BOOT CAMP >>>>

**Text**  
ANALYTICS  
Forum

ENTERPRISE  
**AI World**

**NOVEMBER 18-21, 2024**

JW Marriott • Washington, D.C.

## MAJOR EVENT SPONSORSHIPS

**DIAMOND SPONSORSHIP** Tabletop #  
\$15,995

Optional tabletop on 11/18 outside session room  Y  N

Optional tabletop on 11/21 outside session room  Y  N

### KMWorld 2024

PLATINUM SPONSORSHIP = \$9,995 Tabletop #

GOLD SPONSORSHIP = \$6,995 \_\_\_\_\_

### Enterprise Search & Discovery

PLATINUM SPONSORSHIP = \$9,995 Tabletop #

GOLD SPONSORSHIP = \$6,995 \_\_\_\_\_

### Taxonomy Boot Camp

PLATINUM SPONSORSHIP = \$9,995 Tabletop #

GOLD SPONSORSHIP = \$6,995 \_\_\_\_\_

Optional tabletop on 11/18 outside session room  Y  N

### Text Analytics Forum

PLATINUM SPONSORSHIP = \$9,995 Tabletop #

GOLD SPONSORSHIP = \$6,995 \_\_\_\_\_

Optional tabletop on 11/21 outside session room  Y  N

### Enterprise AI World

PLATINUM SPONSORSHIP = \$9,995 Tabletop #

GOLD SPONSORSHIP = \$6,995 \_\_\_\_\_

Optional tabletop on 11/21 outside session room  Y  N

## PROMOTIONAL OPPORTUNITIES

Monday Grand Opening Reception ..... \$5,995

Conference Bags ..... \$4,995

Boxed Lunch ( Tuesday  Wednesday) ..... \$3,995

Tuesday Networking Happy Hour ..... \$2,995

Networking & Coffee Breaks ..... \$2,995

Lanyards ..... \$2,995

Conference Wi-Fi ..... \$2,995

Video Monitor ..... \$2,995

Hotel Key Cards ..... \$2,495

Branded Meterboard ..... \$2,495

Floor Tiles ..... \$2,495

Attendee Email Blast ..... \$1,495

Final Program Ad ..... \$1,295

Conference Bag Insert ..... \$895

Seat Drop ..... \$495

Private Meeting Room or Hotel Suite.... Call for Pricing

**TOTAL \$** \_\_\_\_\_

Information Today

143 Old Marlton Pike • Medford, NJ 08055  
Phone: (609) 654-6266 • infotoday.com

**RESERVE YOUR  
SPONSORSHIP TODAY!**

**LaShawn Fugate**, Account Executive  
(859) 278-2223 x104 lashawn@infotoday.com

**Stephen Faig**, Group Sales Director  
(908) 795-3702 sfaig@infotoday.com

# Tabletop Space AGREEMENT

KMWorld<sup>2024</sup>

Enterprise Search  
& Discovery

taxonomy  
BOOT CAMP >>>>

Text  
ANALYTICS  
Forum

ENTERPRISE  
AI World

**NOVEMBER 18-21, 2024**

JW Marriott • Washington, D.C.

## 1. Tabletop Assignments

Tabletop assignments will be made in the order that contracts are received at the offices of Information Today, Inc. The organizers will make every effort to place sponsors in their preferred position and separate exhibitors from competitors where requested. The organizers reserve the right to change location assignments at any time.

## 2. Tabletops

A standard tabletop package (8' back and 3' side wall draping, (1) 6-ft. draped table, (2) side chairs, wastebasket, ID sign, & electricity) is provided by Exhibition Management without cost to the sponsor. No hard wall booths or structures are permitted. Any object 8' tall (MAX height allowed) must be against the back drape and come out no further than 2'. All objects in the front 4' of the booth can be no taller than 36". Any exceptions must first be approved by Exhibition Management. Audio-visual aids and/or equipment may not be played at a level that would interfere with adjacent exhibitors. Exhibitors may use sound equipment in their booths so long as the noise level does not disrupt the activities of neighboring exhibitors. Speakers and other sound devices should not be positioned so as to direct sound into other booths.

## 3. Payment and Cancellation

Subject to terms of contract.

## 4. Use of Space

No exhibitor shall permit any other corporation or firm or its representatives to use the space allotted to him, nor shall he display articles not manufactured or normally sold by him. Requests for co-participation by any other corporation or firm or its representatives in space assigned to the original applicant must be made in writing to Exhibition Management. If permission is granted by Exhibition Management, there will be an additional charge at the discretion of Exhibition Management for each additional participant for the run of the particular conference or convention; benefits of agreement are limited to the contracted exhibiting company. Exhibitors shall not sublet booths or assign this lease in whole or in part without the prior consent of the organizers.

## 5. Limitation of Liability

The exhibitor shall indemnify the organizers against all claims, demands, actions, expenses, damages, penalties, or proceedings arising out of or in any way connected with the exhibitor's occupancy and use of the exhibition premises or any part thereof. Exhibitors will be required to meet the cost of making good any damage to floors, walls, structures, and accessories.

## 6. Security and Insurance

The organizers will take reasonable care to ensure security in the exhibition area and will employ reputable security guards. The duty of the guards will be to protect the general exhibit against theft during closed hours. Neither the organizer, organizer management, nor the owners of the exhibit premises will assume any responsibility for an Exhibitor's personal property, booth materials, or rented equipment. Exhibitors should make their own insurance agreements. The exhibitor hereby agrees to indemnify and hold harmless the organizers, its

partners, agents and representatives and the owners of the exhibit premises from any claim, loss, liability or damage suffered as a result of the operation of the exhibit.

## 7. Protection of the Exhibit Hall Facility

Nothing shall be posted on or tacked, nailed, screwed, or otherwise attached to columns, walls, floors, or other parts of the hotel, conference, or convention hall exhibit area without permission from the proper building authority and Exhibition Management. Packing, unpacking, and assembly of exhibits shall be done only in designated areas and in conformity with directions of the Exhibition Manager, the hotel, conference, or convention hall manager, or their assistants.

## 8. Installation and Dismantling

The specific requirements as to time for installation and dismantling of exhibits shall be supplied to each exhibitor. Such requirements shall be binding. All displays must be in place and set up by the time of the official opening of the show. Space not occupied or set up by that time may be reassigned for other purposes. No exhibits shall be dismantled before the official closing time of the show. The exhibitor must comply with all union regulations applicable to installation/dismantle and display of exhibits.

## 9. Default Occupancy

Any exhibitor failing to occupy space which has been contracted is not relieved of the obligation of paying for such space at the full rental price, and the Exhibition Management shall have the right to use such space as it sees fit to eliminate empty space in the exhibit hall, provided such booth space is not occupied by one (1) hour before the official show opening.

## 10. Distribution of Printed Matter, Etc.

Neither exhibitors nor nonexhibitors shall distribute to the conference or convention delegates printed matter, samples, souvenirs, and the like, except from within rented spaces. Special distribution of such matter elsewhere must be approved by the Exhibition Management.

## 11. Use of Paging System

The paging system in the exhibit hall is for the exclusive use of Exhibition Management.

## 12. Privacy Policy & Data Processing

Registration and attendee information is processed in accordance with the Information Today, Inc. [Privacy Policy](#).

## 13. Agreement to Conditions

Each exhibitor for himself and his employees agrees to abide by these conditions, it being understood and agreed that the sole control of the exhibit hall rests with the Exhibition Management.

## 14. Amendments

The organizers shall have sole authority to interpret and enforce all rules and regulations contained herein and to make any amendments thereto and to make such further rules and regulations as shall be necessary for the orderly conduct of the exhibition.