

THE MARKETING NATION™  
**ROADSHOW**

THE MARKETO MARKETING NATION PRESENTS

**INSPIRATION**  
IN THE NATION



# Europe Roadshow Details

On the European leg of our roadshow tour, we're bringing the Inspiration in the Nation to Paris, Munich and London. We'll do the heavy-lifting by filling the seats with marketers of all levels and we'll give you a chance to shine.

To secure a European sponsorship option, please contact:  
[emea-marketing@marketo.com](mailto:emea-marketing@marketo.com)



## Europe Roadshow Cities

### Paris

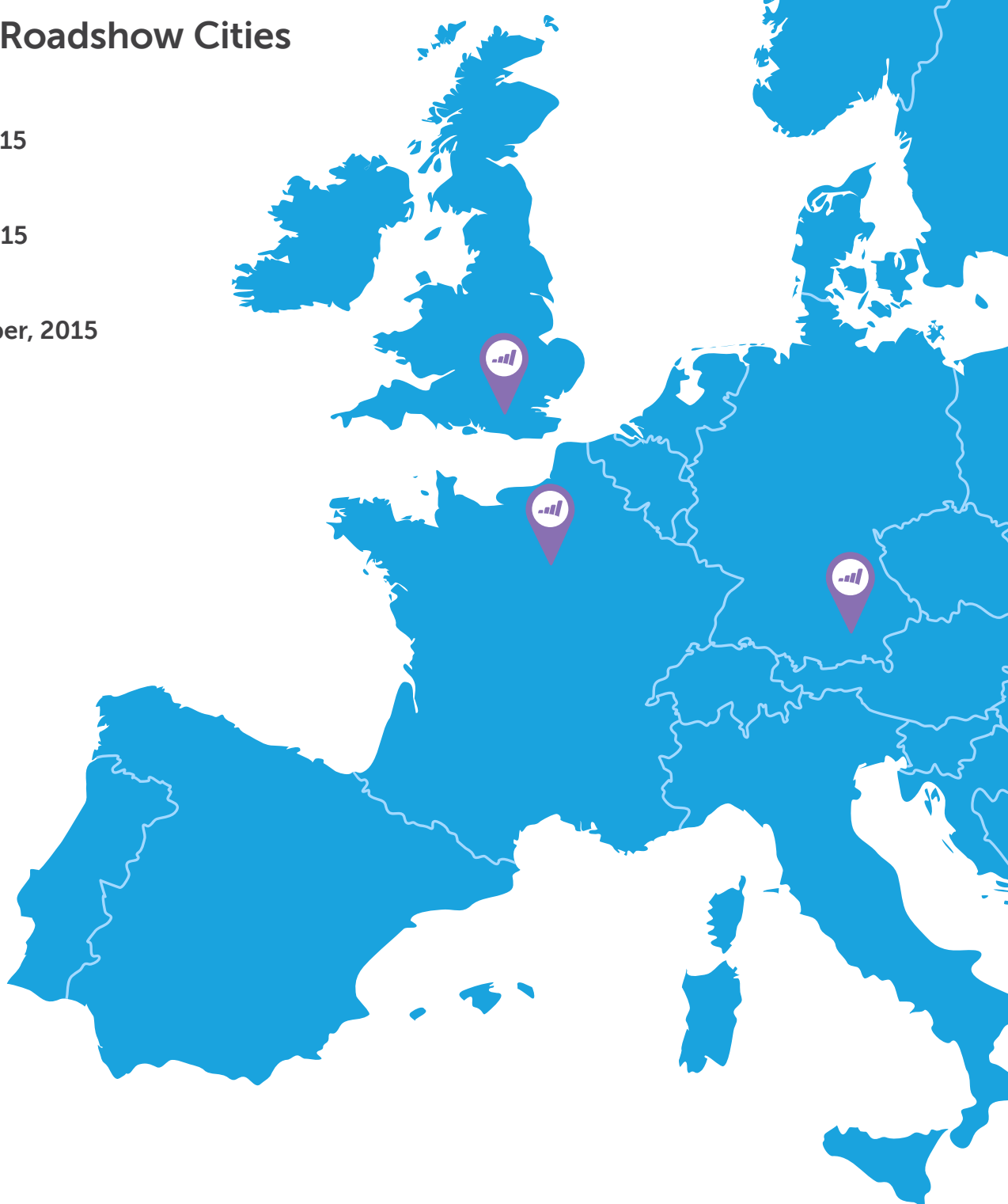
16 June, 2015

### Munich

23 June, 2015

### London

22 September, 2015



# Europe Sponsorship Packages

**SOLD  
OUT**

## PARIS

€2,000

- 3x2m Space (Furnished with Table, 2x Chairs, 1x Electrical Power)
- Logo Placement on Registration Page
- Logo Placement on Event Signage

**SOLD  
OUT**

## MUNICH

€2,000

- 3x2m Space (Furnished with Table, 2x Chairs, 1x Electrical Power)
- Logo Placement on Registration Page
- Logo Placement on Event Signage

## LONDON

**PLATINUM**  
£15,000 (Max 1)

- Platinum Booth in Partner Village with x2 Delegate Lead Scanners
- 30 Minute Speaking Slot at Event
- Logo Placement on Event Registration Page and Event Signage
- Joint Webinar with marketo promoting to the EMEA Database
- Conference Bag Inclusion 1x Item to be provided by Sponsor

**GOLD**  
£10,000 (Max 3)

- Gold Booth in Partner Village with x 1 Delegate Lead Scanner
- Joint Sponsorship of Emea Happy Hour 'Inspiration for the Nation' Virtual event. This offer will close on July 17th 2015.
- Logo Placement on Event Page and Signage, Conference Bag
- Conference Bag Inclusion 1x Item to be provided by Sponsor

**SILVER**  
£4,000

- Partner Booth
- 1 Delegate Lead Scanner
- Logo Placement on Event Registration Page and Event Signage
- Conference Bag Inclusion 1x Item to be provided by Sponsor

# Europe Sponsorship Agreement

## SPONSOR INFORMATION

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ PASSCODE: \_\_\_\_\_

COUNTRY: \_\_\_\_\_ VAT NUMBER: \_\_\_\_\_

SPONSOR COST: \_\_\_\_\_ SPONSOR PACKAGE:  Platinum

Gold

Silver

## BILLING DETAILS

BILLING CONTACT NAME: \_\_\_\_\_

EMAIL: \_\_\_\_\_ PHONE: \_\_\_\_\_

PURCHASE ORDER #: \_\_\_\_\_

Your Sponsorship is not confirmed until payment is received in full. Full payment is due upon receipt of invoice. Marketo reserves the right to cancel sponsorship if payment is not received in full thirty (30) days prior to the event, and cannot guarantee sponsorship deliverables until payment is received. Once a contract is signed and received it is considered binding and non-refundable.

## AUTHORISED SIGNATURE

COMPANY NAME: \_\_\_\_\_ COMPANY NAME: **MARKETO EMEA LTD.**

AUTHORISED SIGNATURE: \_\_\_\_\_ AUTHORIZED SIGNATURE: \_\_\_\_\_

NAME: \_\_\_\_\_ NAME: \_\_\_\_\_

JOB TITLE: \_\_\_\_\_ JOB TITLE: \_\_\_\_\_

DATE: \_\_\_\_\_ DATE: \_\_\_\_\_

# Europe Terms & Conditions

**SPONSORSHIP AGREEMENT FOR PARTNERS:** The Marketing Nation European Roadshow Tour is scheduled to be held from June 16 to September 23 2015. Marketo reserves the right, at its sole discretion, to change the site, hours or dates of the events. Marketo will attempt to notify Partner of any such changes as far in advance as possible.

**Diamond Sponsorship - Platinum Sponsorship - Gold Sponsorship - Silver Sponsorship - Bespoke Sponsorship.**

**APPLICATIONS:** All applications for exhibit space must be made on this Agreement. A counter-signed copy will be returned to the Partner upon acceptance of the Agreement by an authorized representative for the Marketo Marketing Nation Roadshow Tour. Marketo reserves the right, at its sole discretion, to decline acceptance of any Agreement.

**CANCELLATION:** In the event Partner wishes to cancel all or part of its participation contracted for herein, Partner must send notice of cancellation in writing to [emea-marketing@marketo.com](mailto:emea-marketing@marketo.com) for email POC. Partner shall be liable for one-hundred percent (100%) of the total Sponsorship Fee. Partner is responsible for payment of such fees irrespective of the reason for Partner's cancellation. In the event of cancellation by Partner, Marketo shall have the right to use such space or rent such space to another Partner. Marketo's lease of Partner's canceled space shall not excuse Partner from payment of the Sponsorship Fees assessed hereunder. Marketo reserves the right to cancel the event or to terminate this Agreement for any reason at any time upon written notice to Partner. Upon cancellation or termination by Marketo, Marketo's sole liability to Partner, and Partner's exclusive remedy, shall be a refund of any Fees paid by Partner under this Agreement.

**PAYMENT:** 100% of the Sponsorship fees are due with the signed Agreement.

**FORCE MAJEURE:** Marketo shall not be responsible for any loss or damage resulting from failure to perform under this Contract or to conduct the Marketo Marketing Nation Roadshow Tour as currently scheduled in whole or part as a result of riot, strike, civil disorder, act of war, failure of facilities, earthquake, storm, fire, flood, or other acts of God, or any reason of any kind whatsoever beyond the reasonable control of Marketo. In such event, Marketo will make reasonable efforts to reschedule the Marketo Marketing Nation Roadshow Tour. Notwithstanding any other terms or conditions of this Contract, should it ultimately be impossible to hold the Marketo Marketing Nation Roadshow Tour for a force majeure event, Marketo may retain or will be due such portion of Partner's Sponsorship Fee as necessary to compensate Marketo for expenses reasonably incurred up to the time the force majeure event occurred. All payments in excess of such expenses shall be refunded.

**CONDUCT OF PARTNER:** Partner shall conduct its booth/table in a professional manner so as not to be objectionable to Marketo, other Partners, the Roadshow Tour venue, or the public. Marketo reserves the right to restrict or prohibit exhibits which, because of noise, method of operation, content, or any other reason, are objectionable or otherwise detract from or are out of keeping with the character of the Marketo Marketing Nation Roadshow Tour as a whole. Marketo may prohibit installation or request removal or discontinuance of any exhibit or promotion which, if continued, departs substantially from the design and description given advance approval. Marketo and the venue reserve the right to close, remove or require changes in any exhibit or to remove any of Partner's personnel, agents, representatives, independent contractors, invitees or guests who are deemed detrimental to Marketo, Marketo Marketing Nation Roadshow Tour, other Partners, the venue, or the public. If Partner or its representatives fail to observe the terms and conditions of this Agreement, or, in the opinion of Marketo, conduct themselves unethically or detrimentally to Marketo, Partner may be dismissed from Marketo Marketing Nation Roadshow Tour without refund or other appeal.

**CARE AND CONDITION OF PREMISES:** Partner shall not paste, nail or otherwise affix any exhibit, sign or other materials, to walls, doors, or other surfaces in a way that marks or defaces the premises or booth equipment and furnishings. Partner shall return the premises in as good a condition as when received. Partner shall be liable for any damage caused by its failure to adhere to this provision. The premises are provided on an "as is" basis. Marketo shall not be liable for preexisting conditions of the premises or for conditions arising during the period of the event. Anyone visiting, viewing or otherwise participating in Partner's booth is deemed to be the invitee or licensee of Partner while so visiting, viewing or otherwise participating in Partner's booth, rather than the invitee of Marketo or the venue.

**BOOTH STAFFING RESTRICTIONS:** All staff persons are to be pre-approved by Marketo prior to the event. The Partner Area shall be open to the Marketo Marketing Nation Roadshow Tour Sponsor attendees during specified hours, but generally during meals and at the end of the day. Partners understand that there will be little or no traffic during the general sessions and breakout sessions. Partners are responsible for their own transportation to, from and during the event

**BADGES / RESTRICTIONS:** Partner personnel must wear identification badges while on the exhibit floor, and must stay within designated areas as specified by the badges (Exhibitors only in Partner Area). Badges shall be non-transferable, without prior approval from show management. Any violation of such restrictions may result in expulsion from the event without refund of any fees paid.

Initials

# Europe Terms & Conditions

**UNION LABOR:** Partners are required to observe all union contracts in effect between Marketo, the Exposition Contractors, the conference venue, and various labor organizations.

**LIABILITY AND INSURANCE:** Neither Marketo nor the conference venue shall be liable for any damage, injury or loss to Partner's properties, persons conducting or otherwise participating in the conduct of the exhibit, or invitees to Partner's exhibit where such damage, injury or loss does not arise solely from the gross negligence or intentional misconduct of Marketo. Partner shall indemnify Marketo against, and hold it harmless from, any complaints, damages, or liabilities resulting from the negligence or conduct of Partner, or its employees, agents or representatives, in connection with the Marketo Marketing Nation Roadshow Tour.

**OTHER RULES AND REGULATIONS:** Partner shall comply with all fire laws, electrical codes and all other applicable rules, regulations, codes or statutes with respect to the installation, conduct and disassembly of its exhibit. Partner shall also comply with all reasonable requests of Marketo and conference officials with respect to the installation, conduct and disassembly of its booth (if applicable). Marketo may issue further rules and regulations governing the Marketo Marketing Nation Roadshow Tour, the Partner Area, or use of the conference venue from time to time. Partner agrees to abide by all such rules and regulations, to the extent reasonable.

**LIMITATION OF LIABILITY:** Marketo shall in no event be liable for any indirect, incidental, special or consequential damages, or damages for loss of profits, revenue, data, or use, incurred by Partner, whether in an action in contract or tort, even if Marketo has been advised of the possibility of such damages. Marketo's liability for damages hereunder shall in no event exceed the amount of fees paid by Partner under this Agreement.

**NO ASSIGNMENT:** The rights granted by this Agreement are personal in nature. Partner may not assign this Agreement to any third party without the written consent of Marketo.

**AUTHORIZATION:** By signing this Agreement you are authorizing Marketo to provide contact information including your address, phone number, fax number and contact person to any service vendor contracted to conduct work at the Marketo Marketing Nation Roadshow Tour.

**GOVERNING LAW; JURISDICTION:** This Agreement and the terms and conditions here shall be construed in accordance with Irish law and the parties hereby submit to exclusive jurisdiction of the courts of the Republic of Ireland.

Initials