



# THE MARKETING NATION<sup>™</sup> SUMMIT

2017 SPONSORSHIP PROSPECTUS

APRIL 23-26, 2017  
MOSCONE WEST  
SAN FRANCISCO, CALIFORNIA







Dear Valued Partner,

As you well know, marketing is in a state of transformation. The Marketing Nation Summit™ is the premier industry event for anyone involved in digital marketing and engaging customers, bringing together the best and brightest minds in the digital transformation of marketing, advertising, IT, services, and beyond. We are excited to announce that we will be moving Summit, taking place April 23<sup>rd</sup>-26<sup>th</sup>, 2017, back to Moscone West in San Francisco!

OUR 2016 SPONSORS TOLD US: THEY WERE HAPPY WITH THE QUANTITY OF LEADS (AVERAGE INCREASE OF 21%), THE QUALITY OF TRAFFIC TO THEIR BOOTH (79%), AND THE ROI SUMMIT PROVIDES (82%). AND, **94% PLAN TO JOIN US AGAIN THIS YEAR.**



As a Marketo partner, you are an integral part of what makes Marketo the best marketing ecosystem for our customers. The Marketing Nation Summit is an opportunity to build awareness for your brand among leaders and practitioners from our base of customers, prospects, and key industry thought leaders.

Last year we had over **6,000 attendees, 100 sessions, and 115 sponsors**. We expect 2017's event will be even bigger and better, and we hope you'll join us. We offer a wide range of sponsorship opportunities to suit your needs. I encourage you to review our sponsorship prospectus—especially the important dates for sponsorship discounts—and respond quickly, as we expect to sell out. Please note that booth selection is based on your contract submission date, so don't delay!

On behalf of the entire Marketo team, I hope you'll choose to partner with us for what's shaping up to be our most successful Marketing Nation Summit yet!

Sincerely,

*Robin Ritenour*

Robin Ritenour  
SVP of Business Development  
Marketo







Marketing Nation Summit provides a level of excitement and enthusiasm around marketing that other events in the same space don't have. It's clear they care just as much about their sponsors as they do the attendees, which is important to us. Overall, Marketing Nation Summit is a joy to attend as a sponsor!

**ERIKA GOLDWATER**  
VICE PRESIDENT MARKETING  
ANNUITAS



It's a really unique opportunity to talk to my peers and see what people are thinking about, what people are doing, how people are solving some of the same challenges that we have.

**JORDON WEISS**  
SENIOR DIRECTOR OF GLOBAL  
INTEGRATED MARKETING  
CA TECHNOLOGIES



Summit 2016 was one of the best events we have seen that brings together demand generation marketing technology professionals from a wide variety of organizations and industries. I highly recommend the investment in sponsorship for 2017.

**BRIAN HANSFORD**  
DIRECTOR - CLIENT SERVICES  
DEMAND GENERATION & MARKETING  
TECHNOLOGY, HEINZ MARKETING

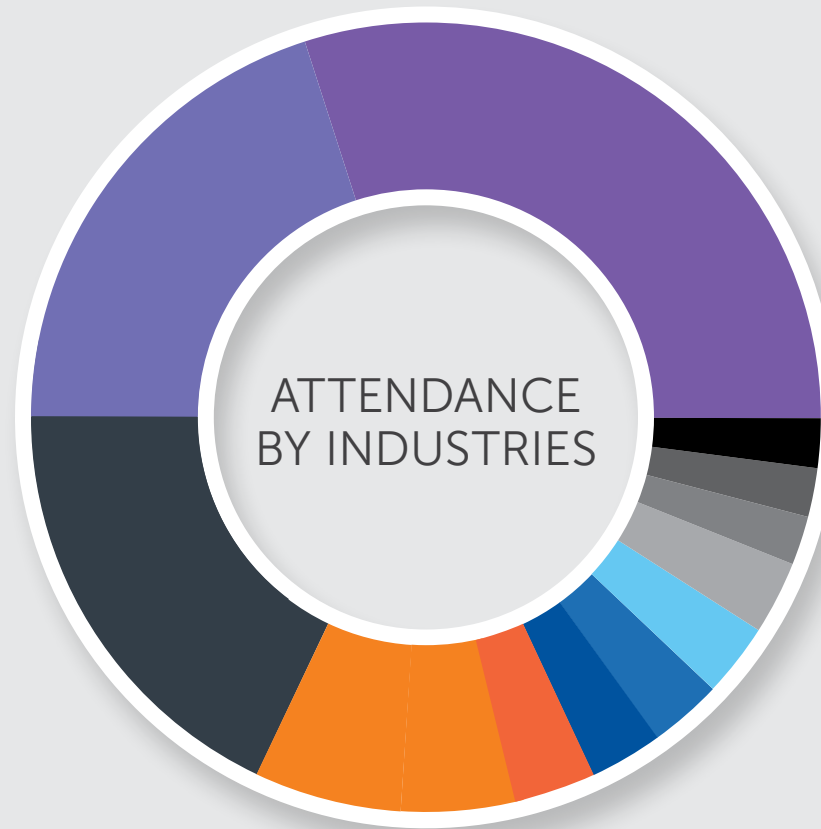
- WHO SAID IT
- STATS
- GOOD COMPANY





## 2016 SPONSORS SAID:

- GOT 21% MORE LEADS
- QUALITY BOOTH TRAFFIC (79%)
- PROVIDES POSITIVE ROI (82%)
- 94% WILL SPONSOR SUMMIT 2017



- 28%** INTERNET AND SOFTWARE
- 18%** BUSINESS SERVICES
- 15%** MISCELLANEOUS (ENERGY, NON PROFIT, INSURANCE, TRANSPORTATION, TRAVEL)
- 11%** COMPUTER AND ELECTRONICS
- 5%** FINANCIAL SERVICES
- 4%** TELECOM
- 4%** RETAIL
- 4%** EDUCATION
- 3%** MANUFACTURING
- 3%** MEDIA & ENTERTAINMENT
- 3%** HEALTHCARE
- 2%** REAL ESTATE & CONSTRUCTION

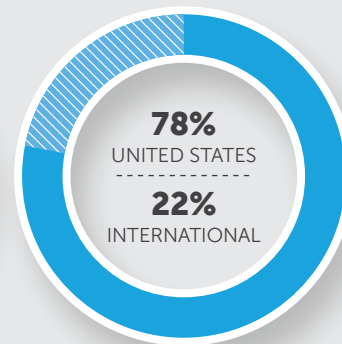
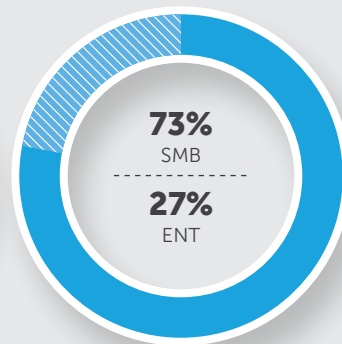
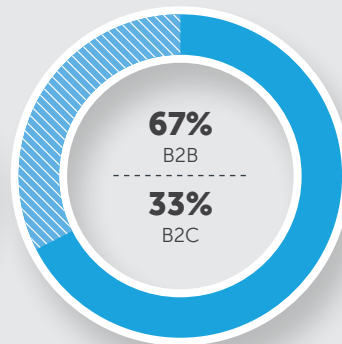
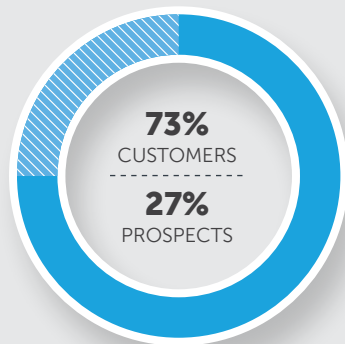
WHO SAID IT

• STATS

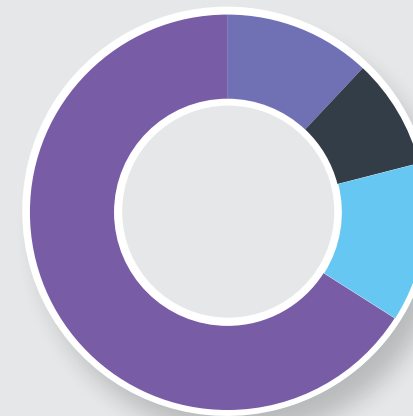
GOOD COMPANY

# 2016 ATTENDANCE

6,000+ TOTAL ATTENDEES WORLDWIDE



## ATTENDANCE BY JOB ROLE



- 12%** EXECUTIVE
- 9%** SALES ROLE
- 13%** OTHER (AGENCY, ANALYST, IT)
- 66%** MARKETING

# 2016 SPONSORS

THANK YOU TO OUR 2016 SPONSORS THAT MADE THE MARKETING NATION SUMMIT 2016 A HUGE SUCCESS.

WHO SAID IT

STATS

GOOD COMPANY

## DIAMOND

Accenture **Interactive**  
Part of Accenture Digital

## PLATINUM

DigitasLBi

EVERSTRING

infer

integrate

kapost®

Lattice

NewsCred

SnapApp

Überflip

vidyard

## GOLD

sense

ANNUITAS  
transforming demand generation

brightcover

captora™

((CENTRIC))

DEMANDGEN™

dun & bradstreet

ENGAGIO

influitive

informatica

InsideView®

jahia

jive

LeadMD

leadspace

LOOKBOOKHQ

MARKETING.AI

OPENTEXT™

PFL

RADIUS®

REACHFORCE

SPICEWORKS  
Where IT goes to work.™

PEDOWITZ GROUP

WISTIA

## SILVER

Allocadia

bizible

brightfunnel

Certain

citrix GoTo Webinar

cloudwords

CONVERSICA

curata

cvent

doubledutch

epi

GIGYA

INXPO  
The Power To Reach™

ON24

Optimizely

PERKUTO

ReadyTalk

Salytics

SMARTLING

spear

+ a b l e a u

The Mx Group

TURN

zoominfo

RingLead

## BRONZE

AdRoll

BlueBird STRATEGIES

CONTENT DEMAND GEN

DEMANDBASE

FATHOM

GETSMARTCONTENT

Grazitti Interactive  
Marketing for Digital Native

HEINZ MARKETING

MOO

MINTIGO  
THINK YOUR MARKETING MARKS EASY

N3

salespredict

SCRIBEX

SOCIAL123  
Smarter Contact Data for Better Marketing

translations.com

emedia

MarketingProfs

## EXHIBITOR

ActiveProspect  
atEvent  
Attend  
Bedrock Data  
Braffon  
CallTrackingMetrics  
Elixiter  
eventosity  
FunnelWise  
GoAnimate  
Hushly  
Knak  
Kwanzoo  
LeanData  
Marketing Automation Canada  
MediaMath  
Oceanos

Openprise  
Position2  
Rocket Fuel  
Salesify  
SalesLoft  
ScribbleLIVE  
ShowMeLeads  
SimilarWeb  
Socedo  
TrenDemon  
True Influence  
Velocify  
Zift Solutions  
digITal PL  
Leadpages  
Quantcast  
Workato

# AN INTRODUCTION

## THE 2017 MARKETING NATION SUMMIT IS HEADED BACK TO SAN FRANCISCO!

We are excited to be back at **Moscone West**, the largest convention and exhibition complex in San Francisco.

### SPONSORSHIPS

We have a range of sponsorship packages designed to suit all your needs. Each allows you to showcase your products and services where the top marketing decision-makers and influencers network.

### HOW TO RESERVE YOUR SPONSORSHIP

Sponsorships are limited and available on a first-come, first-served basis. To request your sponsorship just hit the [Sign Me Up](#) link and you will be guided to our online Sponsorship Portal. For additional questions email us at [SummitSponsorship@marketo.com](mailto:SummitSponsorship@marketo.com).

### BOOTH SELECTION

Booth selection will take place in early 2017. At that time, sponsors will have the opportunity to select the booth of their choice in their sponsorship level (based on availability). The selection process will begin in the order in which the signed agreements were received.

### PAYMENT OPTIONS

Sponsorships can be paid by check or wire transfer. Sponsorships must be paid in full for booth selection.

Make checks payable to:  
 FreemanXP Marketo  
 350 Rhode Island Street, Suite 220N  
 San Francisco, CA 94103

Remitting Payment via Bank:  
 Bank of America  
 Beneficiary: FreemanXP Inc Marketo  
 ABA/Transit Number: 026009593 (for wires)  
 ABA/Transit Number: 111000025 (for ACH)  
 Account Number: 488038519842  
 Swift Code (for International Transfers): BOFAUS3N

PACKAGE	SUPER EARLY BIRD <small>PRICES VALID THROUGH 10-31-16</small>	EARLY BIRD <small>PRICES VALID THROUGH 1-31-17</small>	REGULAR RATE
DIAMOND	Email for Details		
TITANIUM	Email for Details		
PLATINUM	\$90,000	\$95,000	\$100,000
GOLD	\$63,000	\$66,500	\$70,000
SILVER	\$40,500	\$42,750	\$45,000
BRONZE	\$31,500	\$33,250	\$35,000
EXHIBITOR	\$9,000	\$9,500	\$10,000

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- A-LA-CARTE



# SPONSORSHIPS AT A GLANCE

## SPONSORSHIPS ARE LIMITED!

To secure your spot today, purchase your sponsorship by clicking the [Sign Me Up](#) link. The deadline to purchase your sponsorship is February 15, 2017. For additional questions email [SummitSponsorship@marketo.com](mailto:SummitSponsorship@marketo.com).

	DIAMOND 1 AVAILABLE	TITANIUM 2 AVAILABLE	PLATINUM 8 AVAILABLE	GOLD 25 AVAILABLE	SILVER 25 AVAILABLE	BRONZE 25 AVAILABLE	EXHIBITOR 35 AVAILABLE
Co-Sponsorship of Sunday Night Welcome Reception	■	■	■	■	■	■	■
Logo on Conference Lanyard	■	■	■	■	■	■	■
Lunch Sponsor	■	■	■	■	■	■	■
Pre-Event Promotion on Marketo Social Networks	■	■	■	■	■	■	■
Joint Customer Speaking Opportunity	■	■	■	■	■	■	■
Private Meeting Room	■	■	■	■	■	■	■
Thank You During Keynote	■	■	■	■	■	■	■
Logo in Email Communications	■	■	■	■	■	■	■
Access to VIP Areas	■	■	■	■	■	■	■
Branded Signage in Prominent Areas	■	■	■	■	■	■	■
Full Conference Passes	20	16	10	8	6	4	2
Booth Size	30'x30'	20'x20'	10'x30'	10'x20'	10'x10'	10'x6.5'	Kiosk

■ INCLUDED IN THE SPONSORSHIP PACKAGE

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# DIAMOND SPONSORSHIP

One 30'X30' Diamond kiosk with prominent location in the Expo Hall\*

One speaking opportunity with Marketo customer

- Customer must be approved by Marketo
- Session leads will be provided

Ten full conference passes

Ten full conference passes with VIP access

- Access to Special Keynote seating
- Access to VIP Lounge in the conference center
- Access to VIP Area at the Marketing Nation Gala

Co-sponsorship of the Monday Night Opening Reception

Logo on conference lanyard co-branded with Marketo

One meeting room

- Exclusive use for the duration of the conference (will not be open during keynote sessions, setup and tear down; room size is 10' x 10')

Recognition/Thank You during Keynote by Marketo Executive

Summit website recognition

- Logo on sponsor section
- Company description

Branded sponsorship signage in prominent locations

Conference mobile app

- Logo included in directory
- Company description
- Link to your featured content

\$200 discount code to apply to full conference passes

- Provided for Sponsor's Customers only, not applicable to Sponsor employees

Logo on footer of Summit emails

- Beginning January 1, 2017

One promotion of your Diamond Sponsorship

- On Marketo's social networks

\* All branded artwork items to be designed/provided by Sponsor to Marketo specifications and subject to approval. Please note: Lead retrieval is not included in your sponsorship package and will be available for purchase separately.

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GOLD

SILVER

BRONZE

EXHIBITOR

A-LA-CARTE

Email us for details + availability.

1

AVAILABLE



# TITANIUM

## 20'X20' EXHIBIT KIOSK INCLUDES:

PRINTED GRAPHIC PANELS\*

FOUR DEMO WORKSTATIONS

ONE BRANDED INFORMATION COUNTER\*

THREE ELECTRICAL CONNECTIONS

FIVE POWER STRIPS

FOUR WASTEBASKETS

MATERIAL HANDLING – 4 PACKAGES

ONE HIGH TABLE

FOUR STOOLS

FOUR MOUNTED MONITORS

INSTALL AND DISMANTLE

SPONSOR ONLY WI-FI ACCESS



# TITANIUM SPONSORSHIP

## 20'x20' Exhibit kiosk

### One speaking opportunity with Marketo customer

- Customer must be approved by Marketo
- Session leads will be provided

### Co-sponsorship of conference lunches (Monday and Tuesday)

### Eight full conference passes

### Eight full conference passes with VIP access

- Access to Special Keynote Seating
- Access to VIP Lounge in the Conference Center
- Access to VIP Area at the Marketing Nation Gala

### One meeting room

- Exclusive use for the duration of the conference (will not be open during Keynote sessions, setup and tear down; room size is 10' x 10')

### Recognition/Thank You during Keynote by Marketo Executive

### Summit website recognition

- Logo on sponsor section
- Company description

### Branded sponsorship signage in prominent locations

### Conference mobile app

- Logo included in directory
- Company description
- Link to your featured content

### \$200 discount code to apply to full conference passes

- Provided for Sponsor's Customers only, not applicable to Sponsor employees

### Logo on footer of Summit emails

- Beginning January 1, 2017

### One promotion of your Titanium Sponsorship

- On Marketo's social networks

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EXHIBITOR

A-LA-CARTE

Email us for details + availability.

2

AVAILABLE

\* All branded artwork items to be designed/provided by Sponsor to Marketo specifications and subject to approval. Please note: Lead retrieval is not included in your sponsorship package and will be available for purchase separately.



( SIGN ME UP )

WELCOME

A CASE FOR SPONSORSHIP

SPONSORSHIP PORTFOLIO

TERMS & CONDITIONS



## PLATINUM

### 10'X30' EXHIBIT KIOSK INCLUDES:

PRINTED GRAPHIC PANELS\*

TWO DEMO WORKSTATIONS

ONE BRANDED INFORMATION COUNTER\*

TWO LOGO HEADERS

TWO ELECTRICAL CONNECTIONS

TWO POWER STRIPS

TWO WASTEBASKETS

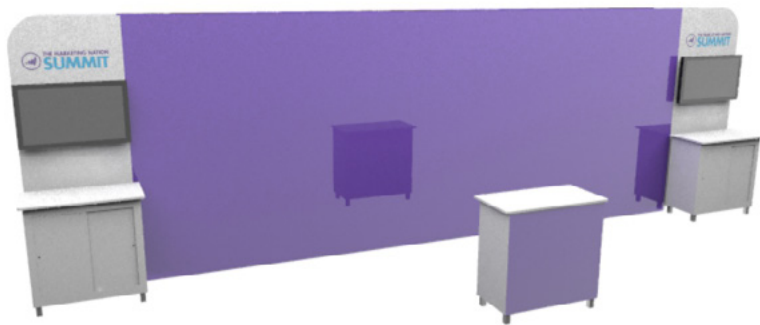
MATERIAL HANDLING – 4 PACKAGES

TWO STOOLS

TWO MOUNTED MONITORS

INSTALL AND DISMANTLE

SPONSOR ONLY WI-FI ACCESS



# PLATINUM SPONSORSHIP

## 10'x30' Exhibit kiosk

### One speaking opportunity with Marketo customer

- Customer must be approved by Marketo
- Session leads will be provided

## Six full conference passes

### Four full conference passes with VIP access

- Access to Special Keynote Seating
- Access to VIP Lounge in the Conference Center
- Access to VIP Area at the Marketing Nation Gala

## One meeting room

- Exclusive use for the duration of the conference (will not be open during Keynote sessions, setup and tear down, room size is 10' x 10')

## Summit website recognition

- Logo on sponsor section
- Company description

## Branded sponsorship signage in prominent locations

## Conference mobile app

- Logo included in directory
- Company description
- Link to your featured content

## \$200 discount code to apply to full conference passes

- Provided for Sponsor's Customers only, not applicable to Sponsor employees

## Logo on footer of Summit emails

- Beginning January 1, 2017

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EXHIBITOR

A-LA-CARTE

\$100,000

8

AVAILABLE

\* All branded artwork items to be designed/provided by Sponsor to Marketo specifications and subject to approval. Please note: Lead retrieval is not included in your sponsorship package and will be available for purchase separately.



( SIGN ME UP )

WELCOME

A CASE FOR SPONSORSHIP

SPONSORSHIP PORTFOLIO

TERMS & CONDITIONS



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## GOLD

### 10'X20' EXHIBIT KIOSK INCLUDES:

PRINTED GRAPHIC PANELS\*

TWO DEMO WORKSTATIONS

ONE BRANDED INFORMATION COUNTER\*

TWO LOGO HEADERS

TWO ELECTRICAL CONNECTIONS

TWO POWER STRIPS

TWO WASTEBASKETS

MATERIAL HANDLING – 2 PACKAGES

TWO STOOLS

TWO MOUNTED MONITORS

INSTALL AND DISMANTLE

SPONSOR ONLY WI-FI ACCESS



# GOLD SPONSORSHIP

## 10'x20' Exhibit kiosk

## Six full conference passes

## Two full conference passes with VIP access

- Access to Special Keynote Seating
- Access to VIP Lounge in the Conference Center
- Access to VIP Area at Gala

## Summit website recognition

- Logo on sponsor section
- Company description

## Branded sponsorship signage in prominent locations

## Conference mobile app

- Logo included in directory
- Company description
- Link to your featured content

\* All branded artwork items to be designed/provided by Sponsor to Marketo specifications and subject to approval. Please note: Lead retrieval is not included in your sponsorship package and will be available for purchase separately.

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EXHIBITOR

A-LA-CARTE

\$70,000

25  
AVAILABLE

## SILVER

### 10'X10' EXHIBIT KIOSK INCLUDES:

- BRANDED PANEL\*
- ONE WORKSTATIONS
- ONE LOGO HEADER
- ONE ELECTRICAL CONNECTION
- ONE POWER STRIP
- ONE WASTEBASKET
- MATERIAL HANDLING – 2 PACKAGES
- ONE STOOL
- ONE MOUNTED MONITOR
- INSTALL AND DISMANTLE
- SPONSOR ONLY WI-FI ACCESS



# SILVER SPONSORSHIP

## 10'x10' Exhibit kiosk

## Six full conference passes

## Summit website recognition

- Logo on sponsor section
- Company description

## Branded sponsorship signage in prominent locations

## Conference mobile app

- Logo included in directory
- Company description

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EXHIBITOR

A-LA-CARTE

\$45,000

25

AVAILABLE

\* All branded artwork items to be designed/provided by Sponsor to Marketo specifications and subject to approval.  
Please note: Lead retrieval is not included in your sponsorship package and will be available for purchase separately.



## BRONZE

### 6.5' EXHIBIT KIOSK INCLUDES:

BRANDED PANEL\*

ONE WORKSTATION

ONE LOGO HEADER

ONE ELECTRICAL CONNECTION

ONE POWER STRIP

ONE WASTEBASKET

MATERIAL HANDLING – 1 PACKAGE

ONE STOOL

ONE MOUNTED MONITOR

INSTALL AND DISMANTLE

SPONSOR ONLY WI-FI ACCESS



# BRONZE SPONSORSHIP

## 10'x6.5' Exhibit kiosk

## Four full conference passes

## Summit website recognition

- Logo on sponsor section
- Company description

## Conference mobile app

- Logo included in directory
- Company description

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A-LA-CARTE

\$35,000

25

AVAILABLE

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## EXHIBITOR

### KIOSK INCLUDES:

KIOSK WORKSTATION

BRANDED PANEL\*

ONE LOGO HEADER

ONE ELECTRICAL CONNECTION

ONE POWER STRIP

ONE WASTEBASKET

MATERIAL HANDLING – 1 PACKAGE

ONE STOOL

ONE METERBOARD\*

ONE MOUNTED MONITOR

INSTALL AND DISMANTLE

SPONSOR ONLY WI-FI ACCESS



# EXHIBITOR SPONSORSHIP

## Exhibit kiosk

## Two full conference passes

## Summit website recognition

- Logo on sponsor section
- Company description

## Conference mobile app

- Logo included in directory

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A-LA-CARTE

\$10,000

35

AVAILABLE

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# A-LA-CARTE ADD-ONS

Add value to your sponsorship both inside and outside the Expo Hall! Put your brand front and center at the 2017 Marketing Nation Summit by taking advantage of one of these great marketing promotional opportunities. Please note: A-La-Carte items must be purchased in addition to a sponsorship package.

A-LA-CARTE SPONSORSHIP		COST
MOVE WITH MARKETO - FUN RUN	1 AVAILABLE	\$20,000
HOTEL ROOM KEY	1 AVAILABLE	\$20,000
COFFEE CART	2 AVAILABLE	\$20,000
CONFERENCE ROOMS	10 AVAILABLE	\$10,000
AISLE SIGNAGE	1 AVAILABLE	\$7,000
PARTNER THEATER	15 AVAILABLE	\$5,000
MONDAY NIGHT PARTNER PARTY	Email: SummitSponsorship@ marketo.com for details	

Booth hospitality services will need to be coordinated through Moscone Catering, SAVOR, and the Summit Events Team. Contact [SummitSponsorship@marketo.com](mailto:SummitSponsorship@marketo.com) for assistance.

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Additional A-La-Carte items will be added as we move forward with Summit planning.

STAY TUNED FOR MORE FUN DETAILS!

# A-LA-CARTE ADD-ONS

## MOVE WITH MARKETO - FUN RUN

The Fun Run is back! The Nation that exercises together, stays together. Kick Summit off the right way by taking advantage of all the great things San Francisco (and Marketo) has to offer you; exercise, cool swag, light breakfast, and, of course, networking with the Marketing Nation over a perfect Bay Bridge sunrise! We estimate 300 people to join us at this 5K run/walk. Sponsorship includes:

Co-branded (w/Marketo) Move with Marketo t-shirt

Co-branded (w/Marketo) headband

Logo on signage at the event

Sponsorship recognition by Marketo Executive at start line

Logo on registration confirmation email

Logo on thank you email

Move with Marketo attendee leads will be provided (attendees must fill out a waiver)



## HOTEL ROOM KEY

Be the first name attendees see when they check in and the last when they leave their rooms for the conference each day. Your logo, along with Summit branding, will be imprinted on each keycard, providing thousands of impressions through the conference! Sponsorship includes:

Your company's artwork, along with Summit branding, imprinted on room keycards used at conference hotels



## COFFEE CART

(ALL DAY MONDAY or ALL DAY TUESDAY; both days can be purchased for \$40,000)  
Non-stop networking and education wears people out! Perk everyone up with a gourmet coffee bar when everyone needs a little pick me up. Don't miss out on the opportunity to have attendees come by to get their "Summit Fuel" for the day. Sponsorship includes:

Signage by Coffee Cart acknowledging your sponsorship

Branded coffee cups

Branded napkins

Coffee Cart attendee data during your sponsorship



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# A-LA-CARTE ADD-ONS

## CONFERENCE ROOMS

Hold meetings with customers and prospects in your own private conference room. Room size is 10' x 10' and is furnished with a conference table and 4 chairs. Any hospitality services will need to be coordinated and purchased through Moscone. Sponsorship includes:

Logo on the conference room door

Conference table and 4 chairs - room size is 10' x 10'

To personalize your meeting room, contact [SummitSponsorship@marketo.com](mailto:SummitSponsorship@marketo.com)

\$10,000

## AISLE SIGNAGE

Increase awareness of your company by exclusively displaying your company logo on all overhead aisle signs throughout the Expo Hall floor. Attendees will see your logo each time they look for an aisle number. Sponsorship includes:

Your company logo and booth number displayed on all Expo Hall aisle signs

\$7,000

## PARTNER THEATER

This is your company's time to shine with a 15-minute product demonstration at the Partner Theater, located in the Expo Hall. You must be an official Marketo Partner (Technology or Services) to participate. Sponsorship includes:

One 15-minute presentation or demo (10-minute presentation, 5-minutes Q&A) in the Partner Theater, located prominently in the Expo Hall

Session promoted on the Partner Theater Schedule, the Summit website, and through the Conference Mobile App

Located in high traffic area (near Marketo Central)

\$5,000

## MONDAY NIGHT PARTNER PARTY

The Monday night of Summit is the designated Partner Party Night! This is an awesome opportunity to host Summit attendees at your own party. There are amazing venues around San Francisco to host a great party. We'll help promote your party to all Summit Attendees!

Here are the rules to participate:

- Summit sponsors must book their own venue
- All party sponsors must also be Summit sponsors
- To be promoted, party must be held on Monday, April 24th, and start after the Expo Hall closes

Email [SummitSponsorship@marketo.com](mailto:SummitSponsorship@marketo.com) for more details to participate.

Email for more details

ADDITIONAL A-LA-CARTE ITEMS WILL BE ADDED AS WE MOVE FORWARD WITH SUMMIT PLANNING. STAY TUNED FOR MORE FUN DETAILS!



## THE MARKETING NATION SUMMIT TERMS & CONDITIONS

**SPONSORSHIP AGREEMENT:** The Marketing Nation Summit 2017 is scheduled to occur from April 23-26, 2017 at the Moscone Center, San Francisco, California (the "Event"). Marketo, Inc. ("Marketo") reserves the right, at its sole discretion, to change the site, hours or dates of the Event. Marketo will attempt to notify Sponsors of any such changes as far in advance as possible.

**APPLICATIONS:** All applicants for exhibit space, speaking sessions or general sponsorship (regardless of level) (hereinafter "Sponsor") must agree to this Sponsorship Agreement ("Agreement"). Once this Agreement is accepted by Sponsor (whether electronically, click-through or otherwise) and received and accepted by Marketo, it is considered binding and fees are non-refundable. Marketo reserves the right, at its sole discretion, to decline acceptance of this Agreement.

**PAYMENT:** Marketo will invoice Sponsor for the fees associated with its chosen level of sponsorship for the Event ("Sponsorship Fee"). Payment is due net 30 days from the invoice date. Except as otherwise set forth herein, the Sponsorship Fee is non-refundable and non-cancelable. Marketo reserves the right to revoke or prevent Sponsor's Event participation in the event of non-payment.

**CANCELLATION:** In the event Sponsor wishes to cancel all or part of its participation in the Event, Sponsor must send notice of cancellation in writing to [summit-sponsorship@marketo.com](mailto:summit-sponsorship@marketo.com). Sponsor shall be liable for one-hundred percent (100%) of the total Sponsorship Fee. Sponsor is responsible for payment of the Sponsorship Fee irrespective of the reason for Sponsor's cancellation. In the event of cancellation by Sponsor, Marketo reserves the right to use or resell Sponsor's canceled Event participation. Marketo's re-allocation of Sponsor's Event participation shall not excuse Sponsor 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 Sponsor. Upon cancellation or termination by Marketo, Marketo's sole liability to Sponsor, and Sponsor's exclusive remedy, shall be a refund of the Sponsorship Fees paid by Sponsor under this Agreement.

**USE OF MARKETO MARKS:** Sponsor agrees not to use any trademarks, trade names, logos, slogans or other intellectual property owned by Marketo or its affiliated or subsidiary companies ("Marketo Marks"), except as permitted in, and in accordance with, Marketo's Brand Guidelines, which Sponsor hereby acknowledges receiving, and which are incorporated into this Agreement by reference. In its sole discretion, Marketo may withhold or withdraw permission to display items or distribute souvenirs, advertising or any other material containing the Marketo Marks. Sponsor may not issue any announcement or press release regarding the Event, or Sponsor's participation in the Event, without the prior written consent of Marketo.

**NO ENDORSEMENT:** Sponsor will not state or imply

that its products or services are endorsed by Marketo or Marketo's affiliated or subsidiary companies and no approval by Marketo or any of its affiliated or subsidiary companies of any of Sponsor's content or participation in the Event will be deemed an endorsement.

**BOOTH SPACE:** When the booth map becomes available, Sponsor will be eligible to select a booth (placement in the booth selection queue is based in part on the date and time this Agreement is accepted by Marketo and payment is received plus any other criteria as determined solely by Marketo).

**USE OF EVENT/BOOTH SPACE:** Sponsor shall not assign, lend, or share Sponsor's event space. Sponsor shall not promote any other person or entity, or any products other than Sponsor's, without Marketo's prior written consent. "Promote" includes signage, products, demos, presentations, giveaways, and any other marketing pieces. Sponsor must confine all demonstrations, promotional activities, and representatives to Sponsor's predesignated Event space. No signs, literature, collateral, equipment, furniture, or promotional items may be placed, distributed or posted outside of the Sponsor's designated Event space.

**FORCE MAJEURE:** Marketo shall not be responsible for any loss or damage resulting from failure to perform under this Agreement or to conduct the Event 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 what so ever beyond the reasonable control of Marketo. In such event, Marketo will make reasonable efforts to reschedule the Event. Notwithstanding any other terms or conditions of this Agreement, should it ultimately be impossible to hold the Event due to a force majeure event, Marketo may retain or will be due such portion of the 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 SPONSOR:** Sponsor shall conduct its Event participation in a professional manner so as not to be objectionable to Marketo, other Sponsors or participants, or the public. Marketo reserves the right to restrict or prohibit exhibits or content 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 Event as a whole. Marketo may prohibit installation or request removal or discontinuance of any exhibit or promotion that, if continued, deviates substantially from the design and description approved in advance by Marketo. Marketo and the venue reserve the right to close, remove or require changes in any exhibit or to remove any of Sponsor's personnel, agents, representatives, independent contractors, invitees or guests who are deemed detrimental to Marketo, the Event, other sponsors, the venue, or the public. Sponsor shall not distribute any

giveaways, prizes or collateral that would be considered potentially dangerous or destructive, including, without limitation, pocket knives, box knives, stickers, adhesive decals, helium balloons, glitter, laser pointers, or dart guns. If Sponsor 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, Sponsor may be dismissed from Event without refund or other appeal.

**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 Sponsor, whether such action is in contract or tort, even if Marketo has been advised of the possibility of such damages. Marketo's entire liability for damages hereunder shall in no event exceed the Sponsorship Fee paid by Sponsor under this Agreement.

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

**AUTHORIZATION:** By accepting 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 Event.

**GOVERNING LAW; JURISDICTION:** This Agreement and all matters arising out of or relating to it shall be governed by the procedural and substantive laws of the State of California. Any legal action relating to this Agreement shall be instituted in San Mateo, California.

**WARRANTY:** Sponsor warrants that it has the authority to enter into this Agreement; that its participation in the Event will not violate any other agreement or understanding between Sponsor and a third party; that Sponsor will reimburse Marketo for any losses Marketo incurs resulting from any damage to the personal property of, or any personal injury to, Marketo, the Event location owner, or any of their employees or contractors in connection with the Event; that no materials provided by Sponsor in connection with the Event will infringe or misappropriate any third party's rights; and that Sponsor will comply with all applicable federal, state and local laws and regulations in connection with its obligations under this Agreement and its conduct in connection with the Event.

**INDEMNITY:** Sponsor will indemnify and hold Marketo, its parent, affiliated and subsidiary companies (the "Indemnified Parties") harmless for and from any alleged or actual claim for any costs, losses, or fines, penalties, or expenses (including reasonable attorneys fees) arising from or related to: (1) any damages to real or personal property, or personal injury to any person, directly or indirectly caused by Sponsor or Sponsor's employee or contractor in connection with the Event;

(2) any failure to comply with any applicable federal, state, and local laws and regulations related to the collection, use, sharing, disclosure and storage of personal information; and (3) any claim that the Indemnified Parties' use of any content provided by Sponsor for the Event infringes or misappropriates any third party's intellectual property, publicity, privacy, confidentiality or other right, provided that in no event will the Indemnified parties' approval or use of Sponsor's products or any other materials provided by Sponsor for the Event, or the Indemnified Parties' approval of Sponsor's use of Event marks, affect the Indemnified Parties' right of indemnification as described in this paragraph. This provision will survive the termination or expiration of this Agreement.

**NO PARTNERSHIP OR AGENCY:** Nothing in this agreement is intended to, or will be deemed to, establish any partnership or joint venture between any of the parties, designate any party as the agent of another party, nor authorize any party to make or enter into any commitments for or on behalf of any other party.

**PERMISSION TO USE MATERIALS:** Sponsor grants Marketo and its employees, agents, contractors or representatives permission to use, reproduce, combine with other works, and publish worldwide in all media, Sponsor's trademarks, product names or descriptions and logo(s) and any materials Sponsor provides for the purpose of, or as result of, Sponsor's participation in Event, including, without limitation, posting on websites, or publishing in other print or electronic media, brochures, newsletters, advertisements, and magazines. Marketo may edit materials only as necessary to conform them to a given media, e.g., changing the size of an image, but will not modify Sponsor's trademarks or logos in any other way without Sponsor's prior written consent.

**CONFIDENTIALITY AND AUTHORIZATION:** This Agreement, its terms and the Event are confidential until publicly announced by Marketo. Sponsor may not disclose the existence of this Agreement or the terms of this Agreement to any third party without Marketo's prior written consent. Sponsor hereby authorizes Marketo to provide Sponsor's contact information including address, phone number, fax number and primary contact person information to the Marketo events and marketing team, and any Marketo vendor contracted to conduct work for this Event, as well as to the Event location owner and its employees, agents and contractors.

**ENTIRE AGREEMENT:** This Agreement constitutes the complete agreement between the parties and supercedes all prior or contemporaneous agreements or representations, written or oral, concerning the subject matter hereof. This Agreement may not be modified or amended except in a writing signed by a duly authorized representative of each party.

