

THE MARKETING NATION™
ROADSHOW

THE MARKETO MARKETING NATION PRESENTS

INSPIRATION
IN THE NATION



Highlights of Last Year's Event

6827 REGISTRANTS

3264 ATTENDEES

TOP 5 INDUSTRIES



Internet & Software



Business Services



Computer & Electronics



Retail

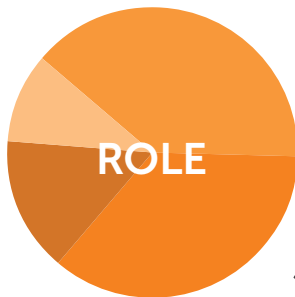


Media & Entertainment

COMPANIES THAT ATTENDED

Accenture, American Express, AT&T, Autodesk, CA Inc, Cisco Systems, Citrix, Comcast, EMC Corporation, Excelsior College, Google, Hewlett-Packard Company, Hitachi Data Systems, Honeywell International, HootSuite, IBM, Informatica, John Wiley & Sons Inc, Kimberly-Clark, LinkedIn, Mercer, Microsoft, McKesson, North Eastern University, Oliver Wyman, Oracle, SAP, Sprint, Staples, Time Warner Cable, Wells Fargo

10%
Other

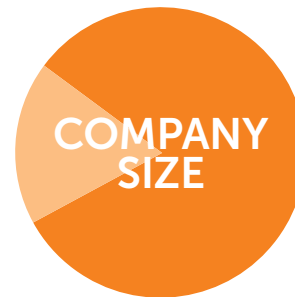


39%
Marketing Professionals

15%
Executive Level

36%
Marketing Manager/Director

18%
Enterprise



82%
Small and Medium Business

SAMPLE OF PAST SPONSORS

Certain, FlipTop, LeadMD, InsideView, Validar, NetProspex, Vidyard, Lattice Engines, TrackMaven, Cvent, Cloudwords, ReachForce, UberFlip, Cvent, Hootsuite, ON24, ReadyTalk

North America Roadshow Details



Roadshow Cities

Portland, OR

July 16, 2015

San Diego, CA

July 21, 2015

Dallas, TX

July 23, 2015

Boston, MA

July 30, 2015

Toronto, Canada

August 11, 2015

Chicago, IL

August 18, 2015

Denver, CO

August 20, 2015

Agenda

Registration & Networking

2:30PM–3:00PM

Keynote

3:00PM–3:30PM

MKTG How-to Customer Story

(Two Sessions)

3:40PM–4:30PM

Break & Networking

4:30PM–4:45PM

Panel Discussion

(B2B Customer + B2C Customer + Marketo)

4:45PM–5:30PM

New Product Session

4:45PM–5:30PM

Networking Reception

5:30PM–7:00PM



Block Parties

Seattle, WA

July 14, 2015

Raleigh, NC

July 28, 2015

Los Angeles, CA

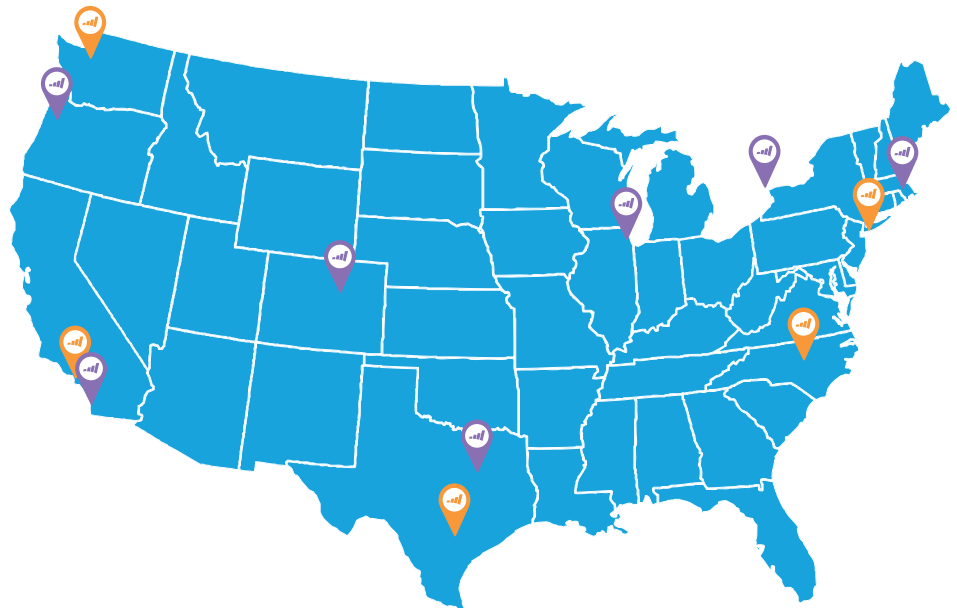
August 13, 2015

New York, NY

September 24, 2015

Austin, TX

October 1, 2015



North America Sponsorship Details

NORTH AMERICA GOLD

\$70,000 Premium Sponsor for All Seven Cities (Max 4)

Logo Placement

- Microsite (Main page and each city page)
- Email Communications
- Post show Thank You Survey

Onsite

- Logo on All Event Signage
- Chair Drop (2 avail.), Welcome Gift, Departing Gift

Social Media

- One post to announce Roadshow

Premium Booth Placement in Reception Hall

- 5 ft. booth to be provided by Marketo (Graphics designed by sponsor)
- Complimentary lead scanner

Post Show Attendee List for North America Cities

NORTH AMERICA SILVER

Large City - \$15,000 (Max 10)
Boston, Chicago, Denver, Toronto

Small City - \$12,000 (Max 4)
Portland, San Diego, Dallas

Branding

- Logo on City Page on Microsite
- On-site Event Signage

5 ft. Booth in Reception Hall

- Pop-Up Booth to be provided by Marketo (Graphics designed by sponsor)
- Complimentary Lead Scanner

Post Show Attendee List

USA BLOCK PARTIES

\$7,500 (Max 4)
New York City

\$5,000 (Max 4)
Seattle, Los Angeles, Austin, Raleigh

Demo Station

Attendee List

Logo on Landing Page

Event Signage

Marketo's Marketing Nation is quickly growing, and we want to celebrate with marketers from across the nation! Block Parties are a great way to mix and mingle with the best marketers in your city. They provide a laid back atmosphere for people to relax, unwind and collaborate with their peers!

North America Sponsorship Agreement

SPONSOR INFORMATION

COMPANY NAME: _____

CONTACT NAME: _____ TITLE: _____

MAILING ADDRESS: _____

EMAIL: _____ PHONE: _____

NA SPONSORSHIP LEVEL

Gold

All Cities

Silver

Boston, MA

Chicago, IL

Dallas, TX

Denver, CO

Portland, OR

San Diego, CA

Toronto, Canada

Block Parties

Austin, TX

Los Angeles, CA

New York, NY

Raleigh, NC

Seattle, WA

Your sponsorship is not confirmed until payment is received in full and full payment is due upon receipt of invoice. Please note that Marketo reserves the right to cancel sponsorship if payment is not received in full thirty 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.

BILLING DETAILS

BILLING CONTACT NAME: _____

MAILING ADDRESS: _____

EMAIL: _____ PHONE: _____

PURCHASE ORDER NUMBER: _____

SIGNATURE

SIGNATURE: _____ DATE: _____

USA Terms & Conditions

SPONSORSHIP AGREEMENT FOR PARTNERS: The Marketing Nation Roadshows "Summer of Inspiration" Tour is scheduled between July 14th and August 20th, 2015. Marketo reserves the right, at its sole discretion, to change the site, hours or dates of the Events. Marketo will attempt to notify Sponsors of any such changes as far in advance as possible.

APPLICATIONS: All applicants for exhibit space or speaking sessions must sign this Sponsorship Agreement ("**Agreement**"). Once the Agreement is signed and received by Marketo, it is considered binding and fees are non-refundable. Marketo reserves the right, at its sole discretion, to decline acceptance of the Agreement.

PAYMENT: Marketo will invoice Sponsor for the fees 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 nonrefundable and non-cancelable.

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 roadshows@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 shall have the right to use Sponsor's allocated space / session or rent such space / session to another Sponsor. Marketo's re-allocation of Sponsor's space / session shall not excuse Sponsor from payment of the Sponsorship Fees assessed hereunder. Marketo reserves the right to cancel the Event or to terminate the 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 Subscription Fees paid by Sponsor under the Agreement.

DEMAND GENERATION AND CONTENT: Sponsor acknowledges and agrees that lead information provided to Sponsor pursuant to its Sponsorship Level shall be limited to those leads generated by the Event in Sponsor's geographical location only in either the United States, the European Union or Asia Pacific. Sponsor shall comply with all privacy and data protection laws and regulations applicable to its location and operations. Marketo shall have the right to hold the Event environment open on an on-demand basis for a period of three months from the Event date and make available publicly all pre-recorded presentations, sessions, booths, content and materials.

FORCE MAJEURE: Marketo shall not be responsible for any loss or damage resulting from failure to perform under the 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 the Agreement, should it ultimately be impossible to hold the Event for 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 booth/content/session 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/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 given advance approval. 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. If Sponsor or its representatives fail to observe the terms and conditions of the 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 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 Sponsorship Fee paid by Sponsor under the Agreement.

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

AUTHORIZATION: By signing the 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: The 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 the Agreement shall be instituted in San Mateo, California.