

User Conferences 2019

Sponsorship Opportunities

EUROPE | ASIA PACIFIC | LATIN AMERICA & CARIBBEAN | MIDDLE EAST

Ellucian User Conferences 2019

This year we are pleased to host User Conferences in Europe, Asia Pacific, Latin America & Caribbean and the Middle East. This will be an annual gathering over two days, bringing our higher education user community together to attend sessions on the latest trends, topics and technologies in the industry.

Benefits of Sponsoring

The User Conferences are a great opportunity to promote your brand, solutions and services to the higher education community around the world. The variety of sponsorship packages offered will provide sponsors with enhanced visibility and the opportunity to promote your organisation to an influential group within the higher education community. We will develop the agenda to provide ample opportunity for networking time with sponsors.

Locations

The User Conferences will take place at the following locations:

Europe:

15 – 16 May 2019, Mercure Manchester Piccadilly Hotel

Asia Pacific:

2 – 3 September 2019, Sheraton Grand Sydney Hyde Park, Sydney, Australia

Latin America & Caribbean:

October 2019, Panama

Middle East:

11 – 12 November 2019, Four Seasons Hotel, Dubai, UAE

Discount matrix

| Number of Locations | Gold | Silver | Bronze |
|------------------------|------|--------|--------|
| One Location | N/A | N/A | N/A |
| Two to Three Locations | 15% | 5% | N/A |
| Four Locations | 20% | 10% | 5% |

Sponsorship Packages

GOLD

The package contains the following per location:

- Lightening Talk during main plenary (10min)
- Recognition during the opening keynote
- 1 breakout presentation (customer case study)
- Website listing with logo
- Logo in the conference programme guide
- Brand signage at the event
- Exhibit space
- Dinner sponsorship
- Opportunity to share a case study with the regional database and on social media channels
- Pre-conference email mention
- Post event email mention
- 4 complimentary event passes at each location sponsored
- 1 partner representative at the Executive breakfast

Gold Sponsor pricing:

- Europe: \$11,000 USD
- Asia Pacific: \$11,000 USD (invoice will be sent in AUD)
- Latin America & Caribbean: \$11,000 USD
- Middle East: \$20,000 USD

SILVER

The package contains the following per location:

- 1 breakout presentation (customer case study)
- Website listing with logo
- Logo in the conference programme guide
- Brand signage at the event
- Exhibit space
- Pre-conference email mention
- 3 complimentary event passes at each location sponsored
- 1 partner representative at the Executive breakfast

Silver Sponsor pricing:

- Europe: \$7,000 USD
- Asia Pacific: \$7,000 USD (invoice will be sent in AUD)
- Latin America & Caribbean: \$7,000 USD
- Middle East: \$10,000 USD

BRONZE

The package contains the following per location:

- Website listing with logo
- Logo in the conference programme guide
- Brand signage at the event
- Exhibit space
- Pre-conference email mention
- 2 complimentary event passes at each location sponsored

Bronze Sponsor pricing:

- Europe: \$3,000 USD
- Asia Pacific: \$3,000 USD (invoice will be sent in AUD)
- Latin America & Caribbean: \$3,000 USD
- Middle East: \$5,000 USD

Ellucian User Conference 2019 Sponsor Application

Company

Contact Name

Title

Telephone

Contact's Email Address

Mailing Address

City, State, Postal Code

Tax ID number

Company Name (as you want it listed on website and printed programme)

Company URL (link from logo on website and listed in the attendee printed programme)

Company 50-word Description (listed on the website and printed programme)

Sponsorship Opportunities: Please select all that apply

Europe

Gold

Silver

Bronze

Asia Pacific

Gold

Silver

Bronze

Latin America & Caribbean

Gold

Silver

Bronze

Middle East

Gold

Silver

Bronze

Ellucian User Conference 2019 Sponsorship Terms & Conditions

The following Terms and Conditions govern this contract (“Contract”) between Ellucian Company L.P (“Ellucian”) and the participating entity (“Company”):

1. ACCEPTANCE

Acceptance of this Contract by Ellucian is effective when 1) Ellucian has received a Contract signed by your organisation and a completed Ellucian User Conference 2019 Sponsor Application; and 2) your organisation has secured its space with a payment as outlined in Section 2 below.

2. PAYMENT

Participation must be secured by wire transfer. Ellucian reserves the right to invoice Company using a local Ellucian affiliate company. Applicable taxes will be invoiced. Your participation will not be considered confirmed until payment is received. Please send a copy of your invoice along with your electronic payment.

3. SPACE ASSIGNMENT

Corporate participation is based on first-come, first-served basis and sponsorship level.

4. PROMOTIONAL MATERIAL AND MARKETING ACTIVITIES

Without limiting its rights as otherwise provided for herein, Ellucian reserves the right to approve and/or to disapprove, in its absolute and sole discretion (for any reason or no reason whatsoever) the use and distribution of session content, sample articles, premiums, novelties, publications, souvenirs, printed educational and promotional materials, and any other literature pertaining to Company's products and services (“Promotional Materials”) at or around Company's contracted space for each location immediately prior to and during Ellucian User Conference 2019. Permitted Promotional Materials must be distributed within the limits of the Company's contracted space only, except for Promotional Materials approved by Ellucian for Company advance mailings or

presentations. Under no circumstances is electronic distribution, particularly including “spam,” allowed. Furthermore, Ellucian prohibits the use of e-mail by or on behalf of any Company to promote participation except by an authorized vendor. On select packages as advertised, physical mailing addresses, for direct mail, of attendees who have consented to disclosure, will be available prior to Ellucian User Conference 2019. Ellucian reserves the exclusive right to withdraw its permission (for any reason or for no reason whatsoever) for the distribution or display of any material that Ellucian, in its sole and absolute discretion, considers objectionable. Any food or beverage distribution must be approved in advance by the Exhibit Facility. All promotional activities during Ellucian User Conference 2019, including but not limited to, live demonstrations, signs and banners, and the use of costumed representatives are subject to approval by Ellucian and must be confined to the limits of the Company's contracted space.

5. RIGHT TO EJECT COMPANIES

Company understands and agrees that their attendance and participation at the conference must comply with all provisions of this Contract. If Ellucian determines that Company is in breach of this Contract, Ellucian may terminate this Contract and eject Company from the conference without a refund or liability to Ellucian.

6. ELIGIBILITY

Ellucian has the sole right to determine the eligibility of approved companies and exhibits, including, but not limited to: participating entities, products, systems, services, booth graphics, printed matter distributed at the conference, souvenirs and giveaways, costumes and booth personnel attire, and all other exposition features and activities.

7. COMPANY PROPERTY

Neither Ellucian nor the conference facilities will be liable for loss or damage to any Company property in storage, in transit to or from the conference, or while in the facilities buildings or premises.

8. INSURANCE

For the dates that Company will be at a location, Company will obtain and maintain insurance against personal injury, property damage, fire and theft. This policy will have minimum coverage as required by the facility and will name Ellucian and the facility, their officers, directors, employees and agents as additional insureds. A certificate of insurance evidencing such coverage may be required by Ellucian prior to the start of the conference.

9. CANCELLATION BY COMPANY; LIQUIDATED DAMAGES

While Company may cancel this Contract at any time; Company understands and agrees that Ellucian will incur damages due to Company's cancellation. Due to the difficulty of determining such damages, the parties agree that, in the event of Company's cancellation, the liquidated damages will be that Ellucian will provide to Company a refund of the participation fees as follows:

- - Company provides to Ellucian written notice 60 days prior to the conference occurring at a particular location: Ellucian will refund 50 percent (50%) of the participation fee for that particular location. If such cancellation will affect the discount rate, then the refund will be prorated to reflect the new discount level across all locations.
- - Company provides to Ellucian written notice less than 60 days prior to event: No refund.

The date of cancellation will be the date Ellucian receives such notice by email to Ellucian, Attention Hannah Hunsinger, at hannah.hunsinger@ellucian.com.

10. CANCELLATION, TERMINATION, OR POSTPONEMENT BY ELLUCIAN

In the event that any unforeseen occurrence shall render the fulfillment of this agreement impossible by Ellucian, the parties shall mutually amend or terminate the agreement at Ellucian's option. Ellucian shall not be financially liable in the event the show is interrupted, cancelled, moved or dates changed except as provided herein.

11. ENTIRETY OF CONTRACT

This Contract and all documents incorporated by reference constitute the entire agreement of the parties and may not be modified or amended in any respect whatsoever without the written permission of Ellucian.

12. SEVERABILITY

If any provision or provisions of this Contract are held to be invalid, illegal or unenforceable, the validity, legality, and enforceability of the remaining provisions shall not in any way be affected or impaired thereby.

13. CHOICE OF LAW:

This Contract will be construed under the laws of the State of Virginia.

14. INDEMNIFICATION; LIMITATION OF LIABILITY

Company assumes full responsibility for the acts, errors, omissions and/or conduct of its employees, representatives, contractors and agents. Company agrees to indemnify, defend, save and hold harmless Ellucian and the facility, their officers, directors, employees and agents from and against any and all claims, losses, damages, injuries, including deaths, fines, penalties, costs and/or expenses (including court costs, interest and attorney's fees) of any kind whatsoever arising out of or attributable to: (i) Company's violation of any law, statute, rule, regulation or ordinance; (ii) such acts, errors, omissions and/or conduct whether occasioned by the negligence of Company or those holding under the Company and/or; (iii) Company's failure to strictly comply with this Contract or any applicable terms in the agreement between Ellucian and the facility.

15. Any attendee personal information provided by Ellucian to Company, or that Company obtains from an attendee during Ellucian User Conference 2019, may be used only by Company for the limited purpose of making a one-time initial contact on or before April 1, 2020 to provide attendee with Company's Promotional Materials. Further: (i) Company shall not disclose attendee personal information to any third party or use attendee personal information more than one time without the attendee's knowledge and separate consent; (ii) Company shall honor any request by an attendee to opt-out of receiving communications from Company; (iii) Company shall, at the request of an attendee, or at the direction of Ellucian, erase from all storage media an attendee's personal information; (iv) Company shall, within thirty (30) days from the request of an attendee, provide the attendee with copies of their personal information in Company's possession and inform the attendee where their personal information is being stored; (v) Company shall promptly, and without undue delay, notify Ellucian of any security breach involving an attendee's personal information; (vi) Company acknowledges and accepts that it is possible not all attendees will consent to their personal information being provided to Company; and (vii) Company shall take reasonable precautions to protect attendees' personal information from loss, misuse, unauthorized access, and disclosure. Company acknowledges that it may receive personal data regarding from data subjects in the EEA (currently comprising the European Union Member States and Iceland, Liechtenstein and Norway). Ellucian has self-certified to the EU-U.S. Privacy Shield Framework regarding the collection,

use and retention of Personal Data transferred from the EEA to the United States. Company agrees: (i) to process EEA Personal Data only for the limited and specified purposes consistent with the consent provided by the individual; (ii) to provide at least the same level of protection for EEA Personal Data as is required by the Privacy Shield Principles (available at <https://www.privacyshield.gov/EU-US-Framework>"); (iii) to notify Ellucian if Exhibitor makes a determination that it can no longer meet the obligation of clause (ii) herein; and (iv) upon making the determination specified in clause (iii), to cease processing EEA personal data or take other reasonable and appropriate steps to remediate unauthorized processing.

Hunsinger at hannah.hunsinger@ellucian.com.

By signing here, you agree to the above Terms and Conditions on behalf of your Company.

Name

Company

Signature

Date

Please sign below and email the signed agreement page to the attention of Hannah



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CONFERENCE**