Sponsorship Opportunities

www.informaticaworld.com
Informatica World Overview

Join us as a sponsor for Informatica World, May 24-26, 2022, at The Venetian Resort Las Vegas.

At Informatica, we believe data is the soul of business transformation. That’s why we help you transform it from simply binary information to extraordinary innovation with our Informatica Intelligent Data Management Cloud™. Powered by AI, it’s the only cloud dedicated to managing data of any type, pattern, complexity, or workload across any location — all on a single platform. Whether you’re driving next-gen analytics, delivering perfectly timed customer experiences, or ensuring governance and privacy, you can always know your data is accurate, your insights are actionable, and your possibilities are limitless.

Informatica World is our largest event, hosting customers and partners from around the world. Our 2022 reach promises to be bigger than ever with a combination of 1,700+ attendees on site and an additional 1,300+ virtually.

When you sponsor Informatica World, you are able to engage with our growing community of C-level executives, IT directors, IT managers, and research and development practitioners. Join us for this exclusive opportunity to grow your business with Informatica and gain exposure for your company.

Top Reasons To Sponsor Informatica World

**Networking and lead generation**

Your presence in the Solutions Pavilion offers unparalleled visibility to loyal Informatica customers and partners.

**Branding and corporate visibility**

Highlight your company at Informatica’s most important conference in 2022. Our package of pre-event, on-site, and post-event branding will focus attention on you, our featured sponsor.

**Thought leadership**

Sponsors at the higher levels can take advantage of speaking opportunities that convey your solution and differentiation to the target audience.
## Agenda at a Glance

<table>
<thead>
<tr>
<th>Monday, May 23</th>
<th>Tuesday, May 24</th>
<th>Wednesday, May 25</th>
<th>Thursday, May 26</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Registration</td>
<td>• Registration</td>
<td>• Registration</td>
<td>• Roundtables</td>
</tr>
<tr>
<td>• Architecture Summit</td>
<td>• Keynotes</td>
<td>• Keynotes</td>
<td>• Deep Dives</td>
</tr>
<tr>
<td>• Industry Content</td>
<td>• Breakout Sessions</td>
<td>• Roundtables</td>
<td>• Solutions Pavilion</td>
</tr>
<tr>
<td>• Market Perspectives</td>
<td>• Deep Dives</td>
<td>• Deep Dives</td>
<td>• Solutions Pavilion</td>
</tr>
<tr>
<td></td>
<td>• Solutions Pavilion</td>
<td>• Roundtables</td>
<td>• Executive Briefing Center</td>
</tr>
<tr>
<td></td>
<td>• Executive Briefing Center</td>
<td>• Roundtables</td>
<td>• Executive Briefing Center</td>
</tr>
<tr>
<td></td>
<td>• Welcome Reception</td>
<td>• Deep Dives</td>
<td>• Evening Celebration</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Solutions Pavilion</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Executive Briefing Center</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Evening Celebration</td>
<td></td>
</tr>
</tbody>
</table>

**Solutions Pavilion Hours:** The Solutions Pavilion will be open all day on Tuesday and Wednesday, and closed during Keynotes.

**High Solutions Pavilion Traffic:** High traffic times are immediately before or after Keynotes, during breaks, lunches, and the Welcome Reception.
Attendee Demographics

Reach over 3,000 total attendees in the new hybrid world. We’re offering packages for both our in-person event and virtual event experiences.

Attendee Breakdown

**REGION**

<table>
<thead>
<tr>
<th>Region</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>84%</td>
</tr>
<tr>
<td>EMEA/LATAM</td>
<td>8%</td>
</tr>
<tr>
<td>APJ</td>
<td>8%</td>
</tr>
</tbody>
</table>

**TOP INDUSTRIES**

- Healthcare: 15%
- Insurance: 15%
- Banking: 8%
- Retail: 8%
- Industrial: 6%
- Other: 10%
- Financial Services: 22%

**JOB FUNCTION**

<table>
<thead>
<tr>
<th>Function</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>IT Professionals</td>
<td>58%</td>
</tr>
<tr>
<td>Business Executives</td>
<td>53%</td>
</tr>
<tr>
<td>IT Executives</td>
<td>47%</td>
</tr>
<tr>
<td>IT Managers/Research &amp; Development/BI</td>
<td>21%</td>
</tr>
<tr>
<td>Business - Consulting, Sales, &amp; Others</td>
<td>11%</td>
</tr>
<tr>
<td>Business/General</td>
<td>5%</td>
</tr>
<tr>
<td>CXO</td>
<td>5%</td>
</tr>
</tbody>
</table>
## Physical Sponsorship Packages

<table>
<thead>
<tr>
<th>Event Passes</th>
<th>Platinum Invite Only</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of opportunities</td>
<td>5</td>
<td>8</td>
<td>12</td>
<td>4</td>
</tr>
<tr>
<td>2022 Investment</td>
<td>$100,000</td>
<td>$60,000</td>
<td>$35,000</td>
<td>$12,000</td>
</tr>
<tr>
<td>Full-conference passes</td>
<td>10</td>
<td>7</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Option to purchase additional passes at a discounted rate</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Exhibit Booth</th>
<th>20’ x 20’</th>
<th>10’ x 20’</th>
<th>10’ x 10’</th>
<th>5’ x 5’</th>
</tr>
</thead>
<tbody>
<tr>
<td>Booth size</td>
<td>20’ x 20’</td>
<td>10’ x 20’</td>
<td>10’ x 10’</td>
<td>5’ x 5’</td>
</tr>
<tr>
<td>Turnkey exhibit property</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Option to bring own booth (Informatica approval required)</td>
<td>✓</td>
<td>✓</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Lead retrieval devices</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Speaking Opportunities</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakout session – customer speaker (45 min est.)</td>
<td>2</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Innovation Theater session in Solutions Pavilion (10 min), also streamed on virtual platform</td>
<td>–</td>
<td>1</td>
<td>$3,000</td>
<td>–</td>
</tr>
<tr>
<td>Final attendee list from partner Breakout session/Innovation Theater session (opt-in)</td>
<td>✓</td>
<td>✓</td>
<td>✓*</td>
<td>–</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Networking Opportunities</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Invitation for (2) executives to participate in Analyst Reception</td>
<td>✓</td>
<td>–</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Sponsor meeting room</td>
<td>Exclusive</td>
<td>Shared (2 hrs)</td>
<td>Shared (1 hr)</td>
<td>–</td>
</tr>
<tr>
<td>Opportunity to meet with Informatica executives (schedules permitting)</td>
<td>✓</td>
<td>✓</td>
<td>–</td>
<td>–</td>
</tr>
<tr>
<td>Pre-event attending-company list (no contact details) for planning purposes</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

*with purchased Innovation Theater session
## Physical Sponsorship Packages

<table>
<thead>
<tr>
<th>Marketing</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor logo and URL on event website</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Logo on Informatica World pre-event emails</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Mobile app collateral (document loaded to mobile app)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Push notification promoting sessions</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Keynote ad (1 min) – livestreamed to virtual audience (Informatica approved)</td>
<td>✔</td>
<td>SOLD OUT</td>
<td>SOLD OUT</td>
<td>SOLD OUT</td>
</tr>
<tr>
<td>Sponsor recognition on event live stream</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Sponsor logo recognition at Keynote</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Attendee collateral piece (sponsor provided; Informatica approved)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Standard Virtual Inclusions</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor logo, URL, and description on mobile app and virtual event platform</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Ability to showcase collateral on virtual event platform sponsor page</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Attendee opt-in list – receive leads of attendees who visit virtual event platform sponsor page</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Post Event</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo on Informatica World post-event email</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Lead retrieval scan data (opt-in)</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
</tbody>
</table>
Virtual Experience Sponsorship – $7,500 (10) Available

Along with a robust virtual platform, Informatica World is proud to offer the Informatica World Studio at this year's event. Broadcasting live from the Solutions Pavilion, the Informatica World Studio allows our global community to stay connected to what is happening at Informatica World! All Keynotes will be livestreamed, and we will deliver “live from Informatica World” content to our virtual audience. You don’t want to miss this opportunity!

### Marketing

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Additional complimentary full-conference pass</td>
</tr>
<tr>
<td>(1) Prerecorded video (3 min max) to play during the world studio - Informatica approved</td>
</tr>
<tr>
<td>(1) “Person on the Street” interview (2 min max) – will be streamed on virtual platform</td>
</tr>
<tr>
<td>Custom tile on sponsor list page directing attendees to your website or microsite</td>
</tr>
</tbody>
</table>

### Premium Platform Offerings

<table>
<thead>
<tr>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard virtual inclusions (see grid on page 6)</td>
</tr>
<tr>
<td>Dedicated sponsor page</td>
</tr>
<tr>
<td>Custom graphic/branding (sponsor provided)</td>
</tr>
<tr>
<td>Prerecorded welcome video on sponsor page (sponsor provided)</td>
</tr>
<tr>
<td>Additional (4) collateral pieces featured on sponsor page</td>
</tr>
<tr>
<td>Schedule live chat and meeting hours</td>
</tr>
<tr>
<td>Leads of opt-in attendees</td>
</tr>
</tbody>
</table>
Platinum Sponsorship – $100,000 (5) Available

Exhibit Booth
- 20’ X 20’ Island exhibit booth with graphics package; sponsor to submit artwork
- (4) Lead retrieval devices
- Conference Wi-Fi
- Turnkey booth package (option to bring own booth with approval)
  - (4) Demo kiosks each with a 40” wall-mounted monitor
  - Center tower with a 40” wall-mounted monitor
  - Lounge seating
  - Literature rack
  - Electrical with power strips
  - Nightly cleaning including vacuuming
  - (2) Wastebaskets
  - Install and dismantle labor

Event Passes
- (10) Full-conference passes
- Option to purchase additional passes at a discounted rate of $1,695

Speaking Opportunities
- (2) Breakout sessions – customer speaker (45 min est.)
- Final attendee list from partner breakout sessions (opt-in)

Networking Opportunities
- Invitation for (2) executives to participate in Analyst Reception
- Exclusive sponsor meeting room
- Opportunity to meet with Informatica executives (schedules permitting)
- Pre-event attending-company list (no contact details) for planning purposes

Marketing
- General
  - Sponsor logo and URL on event website
  - Logo on (2) Informatica World pre-event emails
- Onsite
  - Mobile app collateral (document loaded to mobile app)
  - Push notification promoting sessions
  - Keynote ad (1 min) – livestreamed to virtual audience (Informatica approved)
  - Sponsor recognition on event live stream
  - Sponsor logo recognition at Keynote
  - Attendee collateral piece (sponsor provided; Informatica approved)
- Standard virtual inclusions
  - Sponsor page featuring logo, URL, company description, contact us, and social media links
  - Ability to showcase collateral on virtual event platform sponsor page
  - Attendee opt-in list – receive leads of attendees who visit virtual event platform sponsor page
- Post-event
  - Logo on Informatica World post-event email
  - Session attendee scan data (opt-in) provided
  - Lead retrieval scan data (opt-in)
Platinum Booth
Gold Sponsorship – $60,000 (8) Available

**Exhibit Booth**
- 10’ X 20’ Exhibit booth with graphics package, sponsor to submit artwork
- (2) Lead retrieval devices
- Conference Wi-Fi
- Turnkey booth package (option to bring own booth with approval)
  - (2) Demo counters each with 40” wall-mounted monitor
  - Highboy table and (4) stools
  - Literature rack
  - Electrical with power strips
  - Nightly cleaning including vacuuming
  - (2) Wastebaskets
  - Install and dismantle labor

**Event Passes**
- (7) Full-conference passes
- Option to purchase additional passes at a discounted rate of $1,695

**Speaking Opportunities**
- (1) Innovation Theater session in Solutions Pavilion (10 min), also streamed on virtual platform

**Networking Opportunities**
- Access to shared sponsor meeting room for (2) hours
- Opportunity to meet with Informatica executives (schedules permitting)
- Pre-event attending-company list (no contact details) for planning purposes

**Marketing**
- **General**
  - Sponsor logo and URL on event website
  - Logo on (1) Informatica World pre-event email
- **Onsite**
  - Mobile app collateral (document loaded to mobile app)
  - Sponsor logo recognition at Keynote
  - Attendee collateral piece (sponsor provided; Informatica approved)
- **Standard virtual inclusions**
  - Sponsor page featuring logo, URL, company description, contact us, and social media links
  - Ability to showcase collateral on virtual event platform sponsor page
- **Attendee opt-in list – receive leads of attendees who visit virtual event platform sponsor page**
- **Post-event**
  - Logo on Informatica World post-event email
  - Innovation Theater attendee scan data (opt-in) provided
  - Lead retrieval scan data (opt-in)
Gold Booth
Silver Sponsorship – $35,000 (12) Available

**Exhibit Booth**
- 10’ X 10’ Exhibit booth with graphics package, sponsor to submit artwork
- (1) Lead retrieval device
- Conference Wi-Fi
- Turnkey booth package
  - (1) Demo counter with a 40” wall-mounted monitor with (2) stools
  - (1) Reception counter
  - Literature rack
  - Electrical with power strip
  - Nightly cleaning including vacuuming
  - Wastebasket
  - Install and dismantle labor

**Event Passes**
- (3) Full-conference passes
- Option to purchase additional passes at a discounted rate of $1,695

**Speaking Opportunities**
- (1) Innovation Theater session in Solutions Pavilion (10 min), also streamed on virtual platform – $3,000

**Networking Opportunities**
- Sponsor meeting room shared for (1) hour
- Pre-event attending-company list (no contact details) for planning purposes

**Marketing**
- **General**
  - Sponsor logo and URL on event website
- **Onsite**
  - Mobile app collateral (document loaded to mobile app)
  - Sponsor logo recognition at Keynote
  - Attendee collateral piece (sponsor provided; Informatica approved) – $2,500
- **Standard virtual inclusions**
  - Sponsor page featuring logo, URL, company description, contact us, and social media links
  - Ability to showcase collateral on virtual event platform sponsor page
  - Attendee opt-in list – receive leads of attendees who visit virtual event platform sponsor page
- **Post-event**
  - Innovation Theater session attendee scan data (opt-in), if purchased
  - Lead retrieval scan data (opt-in)
Silver Booth
Bronze Sponsorship – $12,000 (4) Available

**Exhibit Booth**
- 5’ x 5’ Exhibit booth with graphics package, sponsor to submit artwork
- (1) Lead retrieval device
- Conference Wi-Fi
- Turnkey booth package
  - (1) Demo counter with a 40” wall-mounted monitor and (1) stool
  - Literature rack
  - Electrical with power strip
  - Nightly cleaning including vacuuming
  - Wastebasket
  - Install and dismantle labor

**Event Passes**
- (2) Full-conference passes
- Option to purchase additional passes at a discounted rate of $1,695

**Networking Opportunities**
- Pre-event attending-company list (no contact details) for planning purposes

**Marketing**
- **General**
  - Sponsor logo and URL on event website
- **Onsite**
  - Sponsor logo recognition at Keynote
  - Attendee collateral piece (sponsor provided; Informatica approved) – $2,500
- **Standard virtual inclusions**
  - Sponsor page featuring logo, URL, company description, contact us, and social media links
  - Ability to showcase collateral on virtual event platform sponsor page
  - Attendee opt-in list – receive leads of attendees who visit virtual event platform sponsor page
- **Post-event**
  - Lead retrieval scan data (opt-in)
Bronze Booth
## Marketing Promotional Opportunities

<table>
<thead>
<tr>
<th>MPO</th>
<th>Description</th>
<th>Access</th>
<th>Quantity Available</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile app push notification (pending final app plan)</td>
<td>This short message can help push timely, scheduled calls to action.</td>
<td>All tiers</td>
<td>3</td>
<td>$1,500</td>
</tr>
<tr>
<td>Welcome Reception bar</td>
<td>Signage will thank your company for sponsoring (1) bar at the Welcome Reception Tuesday night (sponsor may provide cocktail napkins at their own expense).</td>
<td>All tiers</td>
<td>3</td>
<td>$5,000</td>
</tr>
<tr>
<td>Lunch sponsor</td>
<td>Signage will thank your company for sponsoring the lunch.</td>
<td>All tiers</td>
<td>2</td>
<td>$10,000</td>
</tr>
<tr>
<td>Break sponsor</td>
<td>Signage will thank your company for sponsoring (1) break.</td>
<td>All tiers</td>
<td>4</td>
<td>$5,000</td>
</tr>
</tbody>
</table>

Coming soon – additional marketing promotional opportunities!
Application and Contract for Sponsorship

All requests are subject to Informatica approval.

Company name: 

Primary event contact (the main contact for fulfillment):

Mailing address: 

City: State: Postal code: Country:

Email: Telephone:

Billing and invoicing information (if different from above):

Primary billing contact:

Mailing address: 

City: State: Postal code: Country:

Email: Telephone:

Informatica World Sponsorship Options*

May 24 – May 26, 2022 | The Venetian Resort Las Vegas

Sponsorship packages:

☐ Platinum ($100,000) ☐ Gold ($60,000) ☐ Silver ($35,000) ☐ Bronze ($12,000)

Virtual package: ☐ ($7,500)

Marketing Promotional Opportunities (MPOs): $

Additional item(s), (e.g., Keynote ad or Theater session): $

Total investment**: $

PO Number:

*Prices increase 15% beginning two weeks before event.
**All payment is due in full per invoice and prior to the event.

I have read and agree to the terms and conditions of this Agreement. I am authorized to execute this Agreement to sponsor.

Approval by (name): 

Title:

Authorized signature: 

Date:

Please return to iwsponsors@informatica.com

Please note: Payment for Informatica World sponsorships will be made to Enterprise Events Group. Your billing contact will receive an invoice with payment options (credit card, wire, check) and details for payment submittal. MDF cannot be used for Informatica World sponsorship.
TERMS & CONDITIONS

This Agreement is by and between the Sponsor signing the attached agreement and Informatica LLC and/or its affiliates (“Informatica”), effective as of the execution by Sponsor and acceptance by Informatica.

Eligibility & Rules: Sponsorship opportunities at Informatica World 2022 (“the Event”) are available exclusively to Informatica Business Partners in good standing (i.e., Informatica partner program members and businesses approved by Informatica) and are subject to Informatica approval. To participate as a sponsor at the Event, Sponsor’s sponsorship level(s) must be confirmed by Informatica. Sponsor must pay sponsorship fees per the Payment Terms. Informatica may accept or refuse, in its sole discretion, any application for sponsorship, and Sponsor may not transfer or assign its sponsorship without the prior written consent of Informatica. By signing this Agreement, Sponsor submits the application for a sponsorship opportunity at the Event, and Sponsor agrees to comply with the provisions of this Agreement, as well as those provisions that are imposed by the Event Venue, the Venetian Resort, Las Vegas in conjunction with the Event.

Payment Terms: Sponsor shall pay sponsorship fees within thirty (30) days of submitting this application for sponsorship; provided, however, that payment of sponsorship fees via check or wire transfer must be made payable to Enterprise Events Group and be received on or before Friday, May 6, 2022. Sponsorships are not confirmed until Sponsor receives written confirmation from Informatica that payment was received.

Term: This Agreement expires at the conclusion of the Event. All rights and licenses granted hereunder will cease upon expiration or termination, except that provisions which by their nature survive do survive.

Sponsorship Benefits: During the Term, Sponsor receives the right and obligation to demonstrate an exhibit in the assigned demonstration area and/or other activities as confirmed by items selected, purchased, and approved in this commitment.

Cancellation Policy: This contract is binding upon signature by Sponsor and acceptance by Informatica. Exhibit demonstration area reservations will not be considered confirmed until the total amount due has been paid. Sponsors wishing to cancel or withdraw from the show must do so in writing, by registered mail or overnight delivery service. Cancellations made on or before Friday, April 15, 2022 will receive a 50% refund. Sponsors canceling after Friday, April 15, 2022 will be liable for the entire amount paid or due. Informatica reserves the right to assign final demonstration areas but will use reasonable efforts to assign demonstration areas requested by Sponsors on a first-paid basis.

Sponsor’s Representative: Each exhibiting Sponsor must name at least one person to be its authorized official representative. At least one representative must be at Sponsor’s demonstration area during all regular hours that the Event is open. If, one hour before the start of the Event, Sponsor has failed to occupy its assigned demonstration area and prepare it for use, Informatica shall have the right in its sole discretion to take and reassign possession of the area without refund to Sponsor.

Warranty of Right to Use: Each of Informatica and Sponsor (the Parties) warrants to the other: (a) that it has the legal right and authority to enter into and perform its obligations under this Agreement; (b) that the use of its trademarks, to the extent licensed in connection with the Event, will not infringe any third party’s intellectual property rights; and (c) that it will not do anything during the Event that would or would be likely to materially damage the goodwill and/or reputation of the other Party.

Character of Exhibit: Informatica reserves the right to reasonably judge the appropriateness of any exhibit and to decline to permit any Sponsor to conduct or maintain an exhibit if, in the judgment of Informatica, the exhibit is, in any respect, deemed unsuitable, offensive, competitive with Informatica, or likely to negatively affect the character of the Event. This reservation relates to persons, conduct, articles or merchandise, printed matter, souvenirs and catalogs without limitation. All Sponsor personnel in Sponsor’s assigned demonstration area must be identified with an Event badge at all times.

Confidential Information: “Confidential Information” means any information, technical data or know-how of the disclosing party which is identified as confidential at the time of disclosure. Confidential Information, to the extent practical, shall be disclosed in documentary or tangible form marked “Confidential.” In the case of disclosures in non-documentary form made orally or by visual inspection, the disclosing party shall have the right, or if requested by recipient, the obligation, to confirm in writing within 60 days after the disclosure is made, the fact that such information is confidential and protected hereunder. The parties hereby agree that: (i) a party’s products and all related technical and financial information (including the terms of this Agreement) furnished in any manner by a party, are and shall be treated as the Confidential Information of such party; (ii) Recipient shall instruct and require all of its employees, agents, and contractors who have access to the Confidential Information of the disclosing party to maintain the confidentiality of the Confidential Information; (iii) Recipient shall exercise at least the same degree of care, but not less than reasonable care, to safeguard the confidentiality of the Confidential Information as recipient would exercise to safeguard the confidentiality of the recipient’s own confidential property; (iv) Recipient shall use the Confidential Information of the disclosing party only as necessary in the performance of its obligations hereunder; and (v) Recipient shall not disclose the Confidential Information, or any part or parts thereof, to any of its employees, agents, or contractors except on a “need to know” basis. The confidentiality provisions of this Section shall not apply to any information which (i) Recipient can demonstrate was rightfully in its possession, without confidentiality restrictions, before receipt, (ii) is or subsequently becomes publicly available without recipient’s breach of any obligation owed the disclosing party, (iii) is disclosed to recipient without confidentiality restrictions by a third party who had the right to disclose such information, or (iv) Recipient can demonstrate was independently developed without reliance on any Confidential Information.

Personal Information: Informatica follows the privacy policy available at https://www.informatica.com/privacy-policy.html with respect to any personal information collected from Sponsor or Sponsor employees or contractors during the Event. Sponsor or Sponsor employees shall ensure: (i) Sponsor’s privacy policy is clearly posted at each point where it collects personal information; and (ii) Sponsor and its employees will comply with any applicable data protection laws in regard to the personal information collected.

Intellectual Property: The Parties agree that as between them, Sponsor has and retains ownership of all of Sponsor’s Confidential Information and intellectual property rights (e.g., trademarks). Informatica has the right to use Sponsor’s logo solely to the extent necessary to fulfill its obligations under this agreement.
Agreement, including display of Sponsor’s logo in a manner similar to the display of other Sponsors’ logos associated with the Event, subject to any reasonable trademark guidelines and request for prior review and approval given to Informatica by Sponsor. Informatica shall have or obtain no other rights in any of Sponsor’s Confidential Information or intellectual property unless otherwise agreed to by the Parties. In no event shall either Party be precluded or restricted from developing, using, marketing, or providing for itself, or for others, materials that are competitive with the products and services of the other Party, irrespective of their similarity to any products or services offered by the other Party in connection with this Agreement; each Party acknowledges that the other may already possess or have developed such materials. In addition, each Party shall be free to use its general knowledge, skills and experience, and any ideas, concepts, know-how, and techniques within the scope of its business that are used or developed in the course of undertaking this Agreement by such Party, and each Party shall remain free to provide products and services to any client or prospective client so long as the terms of this Agreement are not violated.

Restrictions: Sponsors must confine activities to their assigned demonstration area. Distribution of literature, conducting surveys, promotional activities and giveaways, sales activity, and display of signage are permitted only in your assigned area. Informatica reserves the right to remove any signage it deems excessive or inappropriate. Sponsors will not be permitted to bring their own exhibit structures of any kind unless an explicit written addendum accompanies this Agreement. All Sponsors must be properly attired and conduct themselves in a professional manner. The use of microphones and strobe or flashing lights is prohibited. Sponsor is responsible for complying with law and acquiring any required permits, registrations and credentials for all activities in its assigned demonstration area. Sponsor's sponsorship is subject to termination without compensation for failure to abide by these restrictions.

Force Majeure: If the premises where the exhibition is to be housed are destroyed or damaged, or the exposition fails to take place as scheduled or is relocated or interrupted and discontinued or access to the premises is prevented or interfered with by reason of any strike, lockout, injunction, pandemic, act of war, act of God, emergency declared by any government agency or for any other reason, this Agreement may be terminated by Informatica. In the event of such termination, the Sponsor waives any and all damages and claims for damages and agrees that the sole liability of Informatica shall be to return to each Sponsor the sponsorship fees paid by the Sponsor.

Consent and Release: Sponsor grants to Informatica a nonexclusive, no-charge right to use for internal or external marketing any of Sponsor’s story and/or any related imagery, videos, slides, or other items, including Sponsor's name, logos, quotations, and product descriptions and uses, and/or the names and likenesses of Sponsor's employees or contractors, which are told, displayed, or shown by Sponsor at the Event.

Giveaways: Sponsor is solely responsible for all aspects of any contests or giveaways offered in connection with the Sponsor's exhibit, including but not limited to their administration, operation, and fulfillment. Sponsor is solely responsible for ensuring their compliance with applicable law, including but not limited to any local, state, regional, or national lottery laws and any registration required by such laws.

No Implied Endorsements: Except as expressly noted herein, this Agreement does not grant Sponsor the right to use Informatica’s name, logo, or other Informatica trademark, or otherwise create the appearance of endorsement by Informatica.

Limitation of Liability—Insurance: Each Party shall defend, indemnify, and hold harmless the other Party, their officers, directors, employees, principals (partners, shareholders or holders of an ownership interest, as the case may be), agents, and Enterprise Events Group, from and against any third-party claims, demands, loss, damage or expenses (including attorney's fees and court costs) relating to or arising out of death, bodily injury or damage to real and/or tangible property caused by the indemnifying Party’s negligent acts or omissions. In addition, Sponsor acknowledges that neither Informatica, Enterprise Events Group, nor any of the exhibit facilities maintain insurance covering Sponsor’s property, and that it is the sole responsibility of Sponsor to obtain business interruption and property damage insurance covering such losses by Sponsor. Informatica is not responsible for any theft of, damage to or destruction of any Sponsor property or materials, or injury to Sponsor’s employees, agents or representatives. Informatica makes no warranties or representations whatsoever to Sponsor or to any third party with respect to the Event and Sponsor’s participation therein, including the number of individuals participating or attending the Event or whether the Event is an effective method of marketing for Sponsor. Each Party’s liability, whether in contract, tort, or otherwise, arising out of or in connection with this Agreement, shall not exceed the amounts paid by Sponsor to Informatica. Neither Party shall be liable to the other for any special, indirect, incidental, consequential, punitive or exemplary damages, including, but not limited to, lost profits, even if such Party alleged to be liable has knowledge of the possibility of such damages provided, however, that the limitations set forth in this Section shall not apply to or in any way limit the obligations or liability of the Parties for indemnification obligations set forth above, willful misconduct, breach of Confidential Information, and/or infringement of a Party's intellectual property.

General Provisions: Informatica and Partner are strictly independent contractors and shall so represent themselves to all third parties. Neither party has the right to bind the other in any manner whatsoever and nothing in this Agreement shall be interpreted to make either party the agent or legal representative of the other or to make the parties joint venturers. This Agreement will in all respects be governed by and construed in accordance with the laws of with the laws of the State of California, excluding its choice of law rules. The failure of either party to enforce at any time any of the provisions of this Agreement shall not be deemed to be a waiver of the right of such party thereafter to enforce any such provisions. If any provision of this Agreement is held to be invalid by a court of competent jurisdiction, then the remaining provisions shall nevertheless remain in full force and effect. This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof, and supersedes any prior or contemporaneous understandings, oral or written, and all other communications between the parties concerning its subject matter.

The Parties have read and agree to abide by this Agreement for sponsorship at the Event. Informatica reserves the right to modify the Agreement solely with respect to changes in the rules and regulations enforced by the venue. Sponsor will be notified in writing by email of changes in the Agreement at least ten (10) days in advance of the Event or such changes will have no effect upon Sponsor under this Agreement or any amendments or addenda thereto. By signing this application, Sponsor acknowledges that Sponsor and all employees and agents of Sponsor participating in the Event will adhere to the rules and regulations set forth herein.