THE MARKETING NATION™
SUMMIT
2016 SPONSORSHIP PROSPECTUS
MAY 9TH–12TH, 2016
MGM GRAND HOTEL AND CASINO
LAS VEGAS, NEVADA
Dear Valued Partner,

The marketing landscape is moving and changing fast. With new advances in digital, mobile, Internet of Things, and more, it’s tough to keep up. Ensuring the Marketing Nation is educated on the newest must-haves in digital marketing is a significant part of our focus for our annual Marketing Nation Summit. We are excited to announce that we will be moving our conference to The MGM Grand Las Vegas, which will take place May 9th-12th, and allows us to add more Expo and session time!

We expect next year’s event will be even larger and more thought prolific, and we hope you’ll join us as we continue to take the Marketing Nation to the next level. This next year we expect an even higher attendance rate at 7,000 attendees. We are in the final discussions with some amazing, not-to-miss keynote speakers and party venues, so stay tuned!

The Marketo 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 in the Marketing Nation. In addition, our 2015 sponsors were ecstatic about the level of discussion and number of leads generated from this marquee event.

We offer a wide range of sponsorship opportunities to suit your needs. I encourage you to review the enclosed details and respond quickly, as we expect to sell out. Please note important dates for sponsorship discounts are outlined in the prospectus and also booth selection is based on the 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,
Sanjay Dholakia
Chief Marketing Officer
Marketo, Inc.
We were so blown away with how AWESOME Summit was. The energy level throughout the entire conference was infectious. I think due to your inspiring keynotes, educational sessions and your killer networking events it seemed like attendees and your employees got more juiced as the conference went on.

**MARNE REED**
VP OF STRATEGIC ALLIANCES
PRINTINGFORLESS (LAUNCHPOINT TECHNOLOGY PARTNER)

The best thing about Summit this week–Everyone at Marketo is so pro marketing, and excited about the future, and that’s quite contagious. Next year my whole team is coming!

**STEWART CONWAY**
HEAD OF DIGITAL STRATEGY
JUPITER ASSET MANAGEMENT (CUSTOMER)

Summit was undoubtedly the best marketing conference I’ve ever been to. We had quite the show… Don’t think I’ve ever had so many high quality conversations in such a short space of time!

**NICK EDOUARD**
CMO
LOOKBOOKHQ (LAUNCHPOINT TECHNOLOGY PARTNER)
2015 ATTENDANCE
6,000+ TOTAL ATTENDEES WORLDWIDE

88% PAID ATTENDEE GROWTH

ATTENDANCE GROWTH

ATTENDANCE BY INDUSTRIES

INTERNET AND SOFTWARE: 30%
MISCELLANEOUS (ENERGY, CONSULTING, GOVERNMENT, NON PROFIT, ETC.): 20%
BUSINESS SERVICES: 10%
OTHER TECHNOLOGY: 6%
COMPUTER AND ELECTRONICS: 5%
TELECOM: 2%
FINANCIAL SERVICES: 1%
MANUFACTURING: 1%
RETAIL: 1%
MEDIA & ENTERTAINMENT: 1%
EDUCATION: 2%
REAL ESTATE & CONSTRUCTION: 2%
HEALTHCARE: 1%

ATTENDANCE BY TITLE

10% EXECUTIVE
12% SALES ROLE
21% OTHER
28% MANAGER PRACTITIONER
29% MARKETING MANAGER/DIRECTOR

WHO SAID IT
GOOD COMPANY

STATS

12% SALES ROLE
29% MARKETING MANAGER/DIRECTOR
10% EXECUTIVE
28% MANAGER PRACTITIONER
29% MARKETING MANAGER/DIRECTOR
88% PAID ATTENDEE GROWTH

88% PAID ATTENDEE GROWTH

2015 ATTENDANCE
6,000+ TOTAL ATTENDEES WORLDWIDE

ATTENDANCE GROWTH

INTERNET AND SOFTWARE: 30%
MISCELLANEOUS (ENERGY, CONSULTING, GOVERNMENT, NON PROFIT, ETC.): 20%
BUSINESS SERVICES: 10%
OTHER TECHNOLOGY: 6%
COMPUTER AND ELECTRONICS: 5%
TELECOM: 2%
FINANCIAL SERVICES: 1%
MANUFACTURING: 1%
RETAIL: 1%
MEDIA & ENTERTAINMENT: 1%
EDUCATION: 2%
REAL ESTATE & CONSTRUCTION: 2%
HEALTHCARE: 1%

ATTENDANCE BY TITLE

10% EXECUTIVE
12% SALES ROLE
21% OTHER
28% MANAGER PRACTITIONER
29% MARKETING MANAGER/DIRECTOR

WHO SAID IT
GOOD COMPANY

STATS

12% SALES ROLE
29% MARKETING MANAGER/DIRECTOR
10% EXECUTIVE
28% MANAGER PRACTITIONER
29% MARKETING MANAGER/DIRECTOR
88% PAID ATTENDEE GROWTH

88% PAID ATTENDEE GROWTH

2015 ATTENDANCE
6,000+ TOTAL ATTENDEES WORLDWIDE

ATTENDANCE GROWTH

INTERNET AND SOFTWARE: 30%
MISCELLANEOUS (ENERGY, CONSULTING, GOVERNMENT, NON PROFIT, ETC.): 20%
BUSINESS SERVICES: 10%
OTHER TECHNOLOGY: 6%
COMPUTER AND ELECTRONICS: 5%
TELECOM: 2%
FINANCIAL SERVICES: 1%
MANUFACTURING: 1%
RETAIL: 1%
MEDIA & ENTERTAINMENT: 1%
EDUCATION: 2%
REAL ESTATE & CONSTRUCTION: 2%
HEALTHCARE: 1%

ATTENDANCE BY TITLE

10% EXECUTIVE
12% SALES ROLE
21% OTHER
28% MANAGER PRACTITIONER
29% MARKETING MANAGER/DIRECTOR

WHO SAID IT
GOOD COMPANY

STATS

12% SALES ROLE
29% MARKETING MANAGER/DIRECTOR
10% EXECUTIVE
28% MANAGER PRACTITIONER
29% MARKETING MANAGER/DIRECTOR
88% PAID ATTENDEE GROWTH

88% PAID ATTENDEE GROWTH
# 2015 SPONSORS

## THANK YOU!

To our 2015 sponsors that made the Marketing Nation Summit 2015 a huge success.

### DIAMOND

<table>
<thead>
<tr>
<th>Sponsor Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>LinkedIn</td>
</tr>
<tr>
<td>chorta®</td>
</tr>
</tbody>
</table>

### PLATINUM

<table>
<thead>
<tr>
<th>Sponsor Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>infor</td>
</tr>
<tr>
<td>kapost®</td>
</tr>
</tbody>
</table>

### TITANIUM

<table>
<thead>
<tr>
<th>Sponsor Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accenture</td>
</tr>
<tr>
<td>hybris software</td>
</tr>
<tr>
<td>Lattice predictABILITY</td>
</tr>
</tbody>
</table>

### GOLD

<table>
<thead>
<tr>
<th>Sponsor Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>ANNUITAS®</td>
</tr>
<tr>
<td>brightcove</td>
</tr>
<tr>
<td>BrightTalk®</td>
</tr>
<tr>
<td>cloudwords</td>
</tr>
<tr>
<td>DemandGen®</td>
</tr>
<tr>
<td>dnn® &amp; brodstreet®</td>
</tr>
<tr>
<td>Flippop</td>
</tr>
<tr>
<td>Hootsuite®</td>
</tr>
<tr>
<td>InsideView®</td>
</tr>
<tr>
<td>jive®</td>
</tr>
</tbody>
</table>

### SILVER

<table>
<thead>
<tr>
<th>Sponsor Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Annuitas®</td>
</tr>
<tr>
<td>LeadMD®</td>
</tr>
<tr>
<td>Lookbook®</td>
</tr>
<tr>
<td>Pantheon</td>
</tr>
<tr>
<td>Qualitycs</td>
</tr>
<tr>
<td>ReachForce®</td>
</tr>
<tr>
<td>Shoopad</td>
</tr>
<tr>
<td>SnapApp®</td>
</tr>
<tr>
<td>Snappd</td>
</tr>
</tbody>
</table>

### EXHIBITOR

<table>
<thead>
<tr>
<th>Sponsor Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aberdeen Group</td>
</tr>
<tr>
<td>AdRoll</td>
</tr>
<tr>
<td>Bluenose Analytics</td>
</tr>
<tr>
<td>BrightFunnel</td>
</tr>
<tr>
<td>Citrix</td>
</tr>
<tr>
<td>Domo</td>
</tr>
<tr>
<td>eMedia</td>
</tr>
<tr>
<td>EverString</td>
</tr>
<tr>
<td>Highspot</td>
</tr>
<tr>
<td>Invoca</td>
</tr>
<tr>
<td>IBM (Zipline)</td>
</tr>
<tr>
<td>Klipfolio</td>
</tr>
<tr>
<td>Mura</td>
</tr>
<tr>
<td>Neustar</td>
</tr>
<tr>
<td>Perkuto</td>
</tr>
<tr>
<td>RingLead</td>
</tr>
<tr>
<td>Rocket Fuel</td>
</tr>
<tr>
<td>Sprinklr</td>
</tr>
<tr>
<td>Survey Monkey</td>
</tr>
<tr>
<td>TIBCO</td>
</tr>
<tr>
<td>TrackMaven</td>
</tr>
<tr>
<td>Zentrix</td>
</tr>
</tbody>
</table>

### LAUNCHPOINT

<table>
<thead>
<tr>
<th>Sponsor Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allocadia</td>
</tr>
<tr>
<td>AtEvent</td>
</tr>
<tr>
<td>Bedrock Data Inc.</td>
</tr>
<tr>
<td>Biztix</td>
</tr>
<tr>
<td>BrightInfo</td>
</tr>
<tr>
<td>CACE</td>
</tr>
<tr>
<td>Cintell</td>
</tr>
<tr>
<td>Content4Demand</td>
</tr>
<tr>
<td>Demand Spring</td>
</tr>
<tr>
<td>Elster Inc.</td>
</tr>
<tr>
<td>EverKboud</td>
</tr>
<tr>
<td>Fatnorn</td>
</tr>
<tr>
<td>FunnelEnvy</td>
</tr>
<tr>
<td>Graffiti Interactive</td>
</tr>
<tr>
<td>InsightPond</td>
</tr>
<tr>
<td>ISSmetrics</td>
</tr>
<tr>
<td>K2Rangoz Inc</td>
</tr>
<tr>
<td>LearnData</td>
</tr>
<tr>
<td>LogiKem</td>
</tr>
<tr>
<td>Marketing Automation Canada</td>
</tr>
<tr>
<td>Media Shower</td>
</tr>
<tr>
<td>MediaMath</td>
</tr>
<tr>
<td>MobilePaks</td>
</tr>
<tr>
<td>Mobucabs</td>
</tr>
<tr>
<td>Openprise Inc.</td>
</tr>
<tr>
<td>Position2</td>
</tr>
<tr>
<td>Projectspace (Planview)</td>
</tr>
<tr>
<td>R2Integrated</td>
</tr>
<tr>
<td>ReadyTalk</td>
</tr>
<tr>
<td>RevenuePulse</td>
</tr>
<tr>
<td>Salesly Inc.</td>
</tr>
<tr>
<td>Servewiz</td>
</tr>
<tr>
<td>Synthesio</td>
</tr>
<tr>
<td>TechValidate</td>
</tr>
<tr>
<td>The New Office</td>
</tr>
<tr>
<td>The ROI Shop</td>
</tr>
<tr>
<td>The Ridgebridge</td>
</tr>
<tr>
<td>UserTesting</td>
</tr>
<tr>
<td>Visuall</td>
</tr>
<tr>
<td>Vorex, Inc.</td>
</tr>
<tr>
<td>Zift Solutions</td>
</tr>
<tr>
<td>Zoom Video Communications</td>
</tr>
</tbody>
</table>
**AN INTRODUCTION**

**THE 2016 MARKETING NATION SUMMIT IS HEADED TO LAS VEGAS!**

Summit will be held at the MGM Grand Hotel and Casino, one of the premier hotels Las Vegas has to offer. Easy access to the airport, world-class restaurants, the ultimate nightlife experience, and affordable luxury hotel rooms—the MGM Grand has plenty to offer all Marketing Nation members!

**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. This year we’ve included Plus Packages within the overall sponsorship package, no extra add-ons for you to worry about.

**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.

**BOOTH SELECTION**

Booth selection will take place in early February 2016. 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.

<table>
<thead>
<tr>
<th>PACKAGE</th>
<th>2016 LIST PRICE</th>
<th>EARLY BIRD</th>
<th>REGULAR RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIAMOND</td>
<td>Email for Details</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TITANIUM</td>
<td>$125,000</td>
<td>$112,500</td>
<td>$118,750</td>
</tr>
<tr>
<td>PLATINUM</td>
<td>SOLD OUT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>GOLD</td>
<td>$65,000</td>
<td>$58,500</td>
<td>$61,750</td>
</tr>
<tr>
<td>SILVER</td>
<td>$40,000</td>
<td>$36,000</td>
<td>$38,000</td>
</tr>
<tr>
<td>BRONZE</td>
<td>$30,000</td>
<td>$27,000</td>
<td>$28,500</td>
</tr>
<tr>
<td>EXHIBITOR</td>
<td>$10,000</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## 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 January 31, 2016. For additional questions email SummitSponsorship@marketo.com.

### Sponsorship Portfolio

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>DIAMOND</th>
<th>TITANIUM</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
<th>EXHIBITOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Available</td>
<td></td>
<td>2 Available</td>
<td>8 Available</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Co-Sponsorship of Monday Night Welcome Reception</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on Conference Lanyard</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lunch Sponsor</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-Event Promotion on Marketo Social Networks</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Joint Customer Speaking Opportunity</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Private Meeting Room</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thank You During Keynote</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo in Email Communications</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to VIP Areas</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Branded Signage in Prominent Areas</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Description</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ad</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Link to Content</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promoted Posts</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference Mobile App</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Conference Passes</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>16</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>30'x30'</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20'x20'</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10'x30'</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10'x20'</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10'x10'</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>10'x6.5'</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kiosk</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Included in the Sponsorship Package**

- Logo
- Description
- Ad
- Link to Content
- Promoted Posts
- Full Conference Passes
- Booth Size
- Kiosk
## DIAMOND SPONSORSHIP

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>One custom 30’x30’ Diamond kiosk with prominent location in the Expo Hall*</td>
<td></td>
</tr>
<tr>
<td>One speaking opportunity with Marketo customer</td>
<td>• Customer must be approved by Marketo</td>
</tr>
<tr>
<td>Ten full conference passes</td>
<td></td>
</tr>
</tbody>
</table>
| 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                   |                                                                                                                                                                                                             |
| One meeting room                              | • Exclusive use for the duration of the conference (will not be open during keynote sessions, setup and tear down)                                                                                       |
| Recognition/Thank You during Keynote by Marketo Executive |                                                                                                                                                                                                             |
| Summit website recognition                   | • Logo on sponsor section  
• Company description                                                                                                                                                                                       |
| Branded sponsorship signage in prominent locations |                                                                                                                                                                                                             |
| Opportunity to provide a gift to Executive Track attendees | • Must be approved by Marketo in advance, value of $50 or more                                                                                                                                               |
| Conference mobile app                         | • Logo included in directory  
• 50 word description  
• Graphic/ad*  
• Link to your featured content  
• Two 30-minute Promoted Posts (message or image) per day pinned to the top of the conference activity feed, May 9th-12th | |
| $200 discount code to apply towards full conference passes | • Provided for Sponsor’s Customers only, not applicable to Sponsor employees                                                                                                                                 |
| Logo on footer of summit emails               | • Beginning November 1, 2015                                                                                                                                                                                |
| One promotion of your Diamond Sponsorship    | • On Marketo’s Social Networks: Facebook, LinkedIn, Twitter, and Google+                                                                                                                                   |

* All branded artwork items to be designed/provided by Sponsor to Marketo specifications and subject to approval.
**TITANIUM SPONSORSHIP**

**20’x20’ Exhibit kiosk**

- One speaking opportunity with Marketo customer
  - Customer must be approved by Marketo

**Co-sponsorship of conference lunches (Tuesday and Wednesday)**

- Eight full conference passes
  - 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)

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

- Summit website recognition
  - Logo on sponsor section
  - Company description

**Branded sponsorship signage in prominent locations**

- Opportunity to provide a gift to Executive Track attendees
  - Must be approved by Marketo in advance, value of $50 or more

**Conference mobile app**

- 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 promotion of your Titanium Sponsorship**

- On Marketo’s Social Networks: Facebook, LinkedIn, Twitter, and Google+

---

* All branded artwork items to be designed/provided by Sponsor to Marketo specifications and subject to approval.
PLATINUM SPONSORSHIP

10’x30’ Exhibit kiosk

One speaking opportunity with Marketo customer
  • Customer must be approved by Marketo

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)

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
  • 50 word description
  • Graphic/ad*
  • Link to your featured content
  • One 30-minute Promoted Post (message or image) pinned to the top of the conference activity feed on one day during the conference

$200 discount code to apply towards full conference passes
  • Provided for Sponsor’s Customers only, not applicable to Sponsor employees

Logo on footer of Summit emails
  • Beginning November 1, 2015

* All branded artwork items to be designed/provided by Sponsor to Marketo specifications and subject to approval.

SOLD OUT

$100,000
8 AVAILABLE

INTRO
OVERVIEW
DIAMOND
TITANIUM
• PLATINUM
GOLD
SILVER
BRONZE
EXHIBITOR
A-LA-CARTE

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
LEAD SCANNER PROVIDED VIA CONFERENCE MOBILE APP

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
LEAD SCANNER PROVIDED VIA CONFERENCE MOBILE APP

SOLD OUT

$100,000
8 AVAILABLE

PLATINUM SPONSORSHIP

10’x30’ Exhibit kiosk

One speaking opportunity with Marketo customer
  • Customer must be approved by Marketo

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)

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
  • 50 word description
  • Graphic/ad*
  • Link to your featured content
  • One 30-minute Promoted Post (message or image) pinned to the top of the conference activity feed on one day during the conference

$200 discount code to apply towards full conference passes
  • Provided for Sponsor’s Customers only, not applicable to Sponsor employees

Logo on footer of Summit emails
  • Beginning November 1, 2015

* All branded artwork items to be designed/provided by Sponsor to Marketo specifications and subject to approval.

SOLD OUT

$100,000
8 AVAILABLE
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
  • 50 word description
  • Graphic/ad*
  • Link to your featured content

* All branded artwork items to be designed/provided by Sponsor to Marketo specifications and subject to approval.

INTRO
OVERVIEW
DIAMOND
TITANIUM
PLATINUM
GOLD
SILVER
BRONZE
EXHIBITOR
A-LA-CARTE

$65,000
SILVER SPONSORSHIP

10’x10’ Exhibit kiosk

Six full conference passes

Summit website recognition
  • Logo on sponsor tab
  • Company description

Branded sponsorship signage in prominent locations

Conference mobile app
  • Logo included in directory
  • 50 word description

SILVER SPONSORSHIP PORTFOLIO TERMS & CONDITIONS

$40,000

* All branded artwork items to be designed/provided by Sponsor to Marketo specifications and subject to approval.
**BRONZE SPONSORSHIP**

10' x 6.5' Exhibit kiosk

Four full conference passes

Summit website recognition
  - Logo on sponsor tab
  - Company description

Conference mobile app
  - Logo included in directory
  - 50 word description

---

$30,000

* All branded artwork items to be designed/provided by Sponsor to Marketo specifications and subject to approval.

---

**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
- Lead scanner provided via conference mobile app

---

**A-LA-CARTE**
EXHIBITOR SPONSORSHIP

Exhibit kiosk

Two full conference passes

Summit website recognition
  - Logo on sponsor tab
  - Company description

Conference mobile app
  - Logo included in directory

KIOSK INCLUDES:
- KIOSK WORKSTATION
- BRANDED PANEL*
- ONE LOGO HEADER
- ONE ELECTRICAL CONNECTION
- ONE POWER STRIP
- ONE WASTEBASKET
- MATERIAL HANDLING – 1 PACKAGE
- ONE MOUNTED MONITOR
- INSTALL AND DISMANTLE
- SPONSOR ONLY WI-FI ACCESS
- LEAD SCANNER PROVIDED VIA CONFERENCE MOBILE APP

* All branded artwork items to be designed/provided by Sponsor to Marketo specifications and subject to approval.

$10,000
## A-LA-CARTE SPONSORSHIPS

Add value to your sponsorship both inside and outside the Expo Hall! Put your brand front and center at the 2016 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.

**Booth hospitality services will need to be coordinated through the MGM Grand and the Summit Events Team. Contact SummitSponsorship@marketo.com for assistance.**

<table>
<thead>
<tr>
<th>A-LA-CARTE SPONSORSHIP</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthier Marketer Lounge</td>
<td>$75,000</td>
</tr>
<tr>
<td>Move With Marketo</td>
<td>$30,000</td>
</tr>
<tr>
<td>Water Bottle</td>
<td>$30,000</td>
</tr>
<tr>
<td>VIP Lounge</td>
<td>$30,000</td>
</tr>
<tr>
<td>Hotel Room Key</td>
<td>SOLD OUT</td>
</tr>
<tr>
<td>Coffee Cart</td>
<td>$20,000</td>
</tr>
<tr>
<td>Healthy Snack Station</td>
<td>$15,000</td>
</tr>
<tr>
<td>Hotel Room Gift Drop</td>
<td>$15,000</td>
</tr>
<tr>
<td>University Day</td>
<td>$15,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>A-LA-CARTE SPONSORSHIP</th>
<th>COST</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Rooms</td>
<td>10 AVAILABLE</td>
</tr>
<tr>
<td>Breaks</td>
<td>2 AVAILABLE</td>
</tr>
<tr>
<td>Expo Hall Entrance Digital Signage</td>
<td>5 AVAILABLE</td>
</tr>
<tr>
<td>Aisle Signage</td>
<td>1 AVAILABLE</td>
</tr>
<tr>
<td>Mobile App “Promoted Posts”</td>
<td>5 AVAILABLE</td>
</tr>
<tr>
<td>Mobile App “Free Stuff”</td>
<td>10 AVAILABLE</td>
</tr>
<tr>
<td>Agenda Wall Digital Signage</td>
<td>5 AVAILABLE</td>
</tr>
<tr>
<td>Partner Theater</td>
<td>15 AVAILABLE</td>
</tr>
<tr>
<td>Tuesday Night Partner Party</td>
<td></td>
</tr>
</tbody>
</table>

Email: SummitSponsorship@marketo.com for details.

**Stay tuned for more fun details!**

---

**Terms & Conditions:**

1. Additional A-La-Carte items will be added as we move forward with Summit planning.
2. Stay tuned for more fun details!
HEALTHIER MARKETER LOUNGE*

Be the company that makes it possible for Summit attendees to relax with a chair massage, stretch with a bit of yoga, refuel with a healthy treat, and power up their devices in our Healthier Marketer Lounge. In addition to putting a smile on everyone’s face, you’ll be able to capture the data of the visitors to the Lounge. The traffic won’t stop here! Sponsorship includes:

- Signage acknowledging your sponsorship in the lounge
- Co-branded décor in the lounge area
- Six full conference passes
- Co-branded décor in the lounge area
- Conference mobile app
  - Logo included in directory
  - Graphic/ad (to be provided by sponsor and approved by Marketo)
  - Link to your featured content
  - One 30-minute Promoted Post (message or image) pinned to the top of the conference activity feed on one day during the conference
- One meeting room
  - Exclusive use for the duration of the conference (Will not be open during Keynote sessions, setup and tear down)
- 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
- Co-branded (w/Marketo) sweat towel
- Co-branded (w/Marketo) headband
- Co-branded (w/Marketo) Move with Marketo t-shirt
- Logo on signage at the event
- Sponsorship recognition by Marketo Executive at the beginning of session
- Move with Marketo attendee leads will be provided (attendees must fill out a waiver)
- $200 discount code to apply towards full conference passes
  - Provided for Sponsor’s Customers only, not applicable to Sponsor employees
- Logo on footer of Summit emails beginning November 1, 2015

*This can be purchased as a stand alone sponsorship. No additional booth spaces are required to purchase.

MOVE WITH MARKETO (SPIN CLASS OR SIMILAR WORKOUT ACTIVITY)

The Nation that exercises together, stays together! Kick Summit off the right way by sponsoring a power fueled group exercise-by-the-pool session, led by a certified instructor. After class, we’ll help attendees refuel with a healthy snack station. This new addition is one you don’t want to miss! Sponsorship includes:

- Co-branded (w/Marketo) sweat towel
- Co-branded (w/Marketo) headband
- Co-branded (w/Marketo) Move with Marketo t-shirt
- Logo on signage at the event
- Sponsorship recognition by Marketo Executive at the beginning of session
- Move with Marketo attendee leads will be provided (attendees must fill out a waiver)

$75,000
$30,000

**A-LA-CARTE SPONSORSHIPS**

- Signage acknowledging your sponsorship in the lounge
- Co-branded décor in the lounge area
- Six full conference passes
- Co-branded décor in the lounge area
- Conference mobile app
  - Logo included in directory
  - Graphic/ad (to be provided by sponsor and approved by Marketo)
  - Link to your featured content
  - One 30-minute Promoted Post (message or image) pinned to the top of the conference activity feed on one day during the conference
- One meeting room
  - Exclusive use for the duration of the conference (Will not be open during Keynote sessions, setup and tear down)
- 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
- Co-branded (w/Marketo) sweat towel
- Co-branded (w/Marketo) headband
- Co-branded (w/Marketo) Move with Marketo t-shirt
- Logo on signage at the event
- Sponsorship recognition by Marketo Executive at the beginning of session
- Move with Marketo attendee leads will be provided (attendees must fill out a waiver)
- $200 discount code to apply towards full conference passes
  - Provided for Sponsor’s Customers only, not applicable to Sponsor employees
- Logo on footer of Summit emails beginning November 1, 2015

*This can be purchased as a stand alone sponsorship. No additional booth spaces are required to purchase.
# A-LA-CARTE SPONSORSHIPS

## WATER BOTTLE

Attendees need to stay hydrated, especially in the Vegas heat! Get in on the action by having your brand front and center on our attendee water bottles (co-branded with Marketo). Each paid attendee will receive one as they check in at the conference. Great visibility and sustainable way to keep the Marketing Nation going! Sponsorship includes:

- Co-branded fruit infuser water bottle
  - Estimated 5,000 quantity
  - This will be the only bag insert at the conference

Marketo will provide, print and distribute the water bottles.

### Co-branded fruit infuser water bottle

<table>
<thead>
<tr>
<th>Quantity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>5,000</td>
<td>Co-branded with your brand</td>
</tr>
</tbody>
</table>

### Marketo Services

- Co-branded fruit infuser water bottle production and distribution
- Print and distribution of water bottles

---

## HOTEL ROOM KEY

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

- Your company’s artwork imprinted on room keycard used at conference hotel

### HOTEL ROOM KEY

<table>
<thead>
<tr>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$30,000</td>
<td>Signage acknowledging your sponsorship in the lounge area</td>
</tr>
<tr>
<td></td>
<td>Co-branded décor in the lounge area</td>
</tr>
<tr>
<td></td>
<td>5 VIP passes for your staff</td>
</tr>
</tbody>
</table>

## VIP LOUNGE

Have your brand front and center of the Marketing Nation’s VIP attendees. This Lounge is an exclusive place for VIPs to take a break, grab a snack, check in with the office, and recharge their devices. Sponsorship includes:

- Signage by Coffee Cart acknowledging your sponsorship
- Branded coffee cups
- Branded napkins
- Coffee Cart attendee data during your sponsorship

### VIP LOUNGE

<table>
<thead>
<tr>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$30,000</td>
<td>Signage acknowledging your sponsorship in the lounge area</td>
</tr>
<tr>
<td></td>
<td>Co-branded décor in the lounge area</td>
</tr>
<tr>
<td></td>
<td>5 VIP passes for your staff</td>
</tr>
</tbody>
</table>

## COFFEE CART

ALL DAY TUESDAY IS AVAILABLE (WEDNESDAY IS SOLD OUT) 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

### COFFEE CART

<table>
<thead>
<tr>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$20,000</td>
<td>Signage by Coffee Cart acknowledging your sponsorship</td>
</tr>
<tr>
<td></td>
<td>Branded coffee cups</td>
</tr>
<tr>
<td></td>
<td>Branded napkins</td>
</tr>
<tr>
<td></td>
<td>Coffee Cart attendee data during your sponsorship</td>
</tr>
</tbody>
</table>

---

1. **Co-branded fruit infuser water bottle**
2. **Hotel Room Key**
3. **VIP Lounge**
4. **Coffee Cart**

---

**SOLD OUT**

**$20,000**

**$30,000**

**$30,000**

**$20,000**
A-LA-CARTE SPONSORSHIPS

HEALTHY SNACK STATION
(ONE 4-HOUR BLOCK TUESDAY AND/OR ONE 4-HOUR BLOCK WEDNESDAY)
The Nation needs fuel to stay charged and energized...especially in Vegas! Get visible with your brand in front of them! We’ll set up a station stocked with healthy snacks and treats for attendees to grab and go. Sponsorship includes:

- Signage by the station acknowledging your sponsorship
- Branded napkins
- Healthy Snack Station attendee data

$15,000

HOTEL ROOM GIFT DROP
(ONE AVAILABLE TUESDAY, ONE AVAILABLE WEDNESDAY)
Welcome attendees back to their rooms with a sweet gift awaiting them. This is the perfect way to capture the attention of an attendee. Sponsor must provide the gift and ship to the hotel.

$15,000

UNIVERSITY DAY SPONSOR
University Day attendees are some of Marketo’s most active and engaged users. Why not get your brand right in front of them while they’re learning the ins and outs of Marketo? Sponsorship includes:

- Branded signage during University Day meals
- One chair drop during one University session
- Recognition on event signage

$15,000

CONFERENCE ROOMS
Hold meetings with customers and prospects in your own private conference room. Room size is 10X10 and is furnished with a conference table and 4 chairs. Any hospitality services will need to be coordinated and purchased through the MGM Grand. Sponsorship includes:

- Logo on the conference room door
- Conference table and chairs

$10,000
A-LA-CARTE SPONSORSHIPS

BREAKS
Keep attendees moving from session to session by sponsoring the Tuesday and Wednesday breaks! Sponsorship includes:
- Branded napkins
- Signage by the break tables acknowledging your sponsorship
- Opportunity to provide one piece of collateral on break tables
- All breaks on Tuesday and Wednesday

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

EXPO HALL ENTRANCE DIGITAL SIGNAGE
You’ll definitely catch attendees’ attention as they enter the Expo Hall with a 60 second ad on our 10’x17’ screen! This is a fantastic way to drive immediate traffic to your booth. Sponsorship includes:
- Your ad will be played once an hour, throughout the entire conference
- You must provide the ad (we’ll provide you the specs). All ads must be approved by Marketo

MOBILE APP PROMOTED POSTS
Grab all of the Nation’s attention with your post pinned to the top of the Mobile App activity feed! Sponsorship includes:
- A promoted message is pinned to the top of the activity feed for a specific amount of time
  - Typically this is the most accessed section of the app
- Drive traffic to your booth or session at a particular time
- Can direct people to links, images, surveys, etc.
MOBILE APP FREE STUFF
Connect with Conference attendees in a unique and personal way while generating higher quality leads. This opportunity lets you transform your booth into a targeted hot spot for attendees to check out! Sponsorship includes:

- “Free Stuff” is located prominently in the Conference Mobile App. Lots of attention drawn to your offering
- Opportunity to target the entire Conference (5,000+ people) or create a targeted offer

AGENDA WALL DIGITAL SIGNAGE
As attendees huddle around the Agenda Wall to see what session is next, your 30-second ad will capture their attention. Sponsorship includes:

- Your ad will be played once an hour, throughout the entire conference
- You must provide the ad (we’ll provide you the specs). All ads must be approved by Marketo

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 a LaunchPoint partner with a native Marketo integration built 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)

TUESDAY NIGHT PARTNER PARTY
The Tuesday night of Summit is the designated Partner Party Night! There are amazing venues around the MGM Grand that you can use (or team up with other partners) to throw an awesome party. We’ll help you find the perfect location to host your guests and promote your party to all Summit attendees!

Email SummitSponsorship@marketo.com for more details.

A-LA-CARTE SPONSORSHIPS

$5,000

$5,000

$5,000

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!
SPONSORSHIP AGREEMENT: The Marketing Nation Summit 2023 is scheduled to occur from May 9-12, 2023 at the MGM Grand Hotel and Casino, Las Vegas, Nevada (the “Event”). Marketo, Inc. ("Marketo") reserves the right, at its sole discretion, to change the site, date, or hours of the Event. Marketo will attempt to notify Sponsors of any such changes in a timely and acceptable manner.

APPLICATIONS: All applicants for exhibit space, speaking sessions or general sponsorship (regardless of level) must first complete and submit this Agreement. Marketo’s products or any other associated sponsorships are subject to availability.

BY MARKETO'S SOLE DISCRETION AND IN ITS SOLE DISCRETION, MARKETO MAY decline to accept an application for any reason at any time, in its sole discretion, with or without cause.

APPLICATIONS: All applications for exhibit space, speaking sessions or general sponsorship (regardless of level) must first complete and submit this Agreement. Marketo’s products or any other associated sponsorships are subject to availability.

MARKETO RESERVES THE RIGHT TO USE OR RESALE SPONSOR’S MATERIALS at the event as per the Event terms, as determined by Marketo.

NO ENDORSEMENT: Sponsors will not state or imply that their 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 your 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 (place to which the booth selection is based on part on the Event will be deemed an endorsement.

USE OF EXHIBIT/BOTH SPACE: Sponsor shall not assign, lend, or share Sponsor’s event space. Sponsor shall not promote any other party’s products or services on space other than Sponsor’s, without Marketo’s prior written consent. Sponsors shall not promote any other party’s products or services on space other than Sponsor’s, without Marketo’s prior written consent. Sponsors shall not promote any other party’s products or services on space other than Sponsor’s, without Marketo’s prior written consent. Sponsors shall not promote any other party’s products or services on space other than Sponsor’s, without Marketo’s prior written consent.

WEATHER: 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 in part as a result of not, sinee, civil disorder, act of war, failure of facilities, earthquake, storm, flood, fire, or other acts of God or any kind of any kind so what so ever beyond the reasonable control of Sponsors or your agents and contractors will not be responsible to the Event. Notwithstanding any other provision of this Agreement, in no event will Marketo be responsible for any such failure or delay.

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 in part as a result of not, sinee, civil disorder, act of war, failure of facilities, earthquake, storm, flood, fire, or other acts of God or any kind of any kind so what so ever beyond the reasonable control of Sponsors or your agents and contractors will not be responsible to the Event. Notwithstanding any other provision of this Agreement, in no event will Marketo be responsible for any such failure or delay.

MARKETO RESERVES THE RIGHT TO USE OR RESALE SPONSOR’S MATERIALS at the event as per the Event terms, as determined by Marketo.

PRIVACY POLICY: In order to provide the Event, Marketo collects, uses, and discloses personal information to the extent described in this Privacy Policy.

CONFIDENTIALITY AND 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 and construed in accordance with the laws of the State of California. Any legal action relating to this Agreement shall be instituted in San Mateo, California.

WARRANTY: Sponsors warrants that it has the authority to enter into this Agreement, that its participation in the Event complies with all applicable rules 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, expenses (including reasonable attorneys fees) arising from any party’s participation or related to: (i) any damage, or indirect, consequential, special, incidental or punitive loss or damage to, or personal injury to any person, directly or indirectly caused by Sponsor or Sponsor’s employees or contractors in connection with the Event, (ii) any failure to comply with any applicable federal, state, and local laws and regulations that the collective, worldwide, global, shared, disclosure and storage of personal information, and (iii) any claim that the Indemnified Parties’ use of any content or participation in 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 of any other material provided by Sponsor or the Event, or the Indemnified Parties’ participation in the Event, or the Indemnified Parties’ participation in any way, directly or indirectly caused by Sponsor or Sponsor’s employees or contractors in connection with the Event, (ii) any failure to comply with any applicable federal, state, and local laws and regulations that the collective, worldwide, global, shared, disclosure and storage of personal information, and (iii) any claim that the Indemnified Parties’ use of any content or participation in 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 of any other material provided by Sponsor or the Event, or the Indemnified Parties’ participation in the Event, or the Indemnified Parties’ participation in any way.