



# OPENWEST

## CONFERENCE :: SPONSORSHIP PROSPECTUS

May 8 - 10, 2014 • <http://openwest.org> • Orem, UT - UVU

### Conference Overview:

The OpenWest conference is a regional conference that has continued to show strong growth in the Open Source, Open Hardware and Open Standards communities. Working with many of the local user groups and businesses, we're able to get a great cross section of the technology industry in the Mountain West area.

Our 2013 Conference vastly exceeded our expectations of 700 attendees and many purchased tickets, forgoing any shirt or other swag. Our actual number for 2013, 864 attendees, represented the building's physical limitations (wifi, actual seats). This year, we've worked with our venue to bring a new cap of 1,000 attendees, making the OpenWest conference one of the largest in this region.

A new feature we are offering our sponsors is the "Sponsorship Opportunity", that is, a select portion of your sponsorship money can be directed towards: Lanyards, Social events, Lunch!

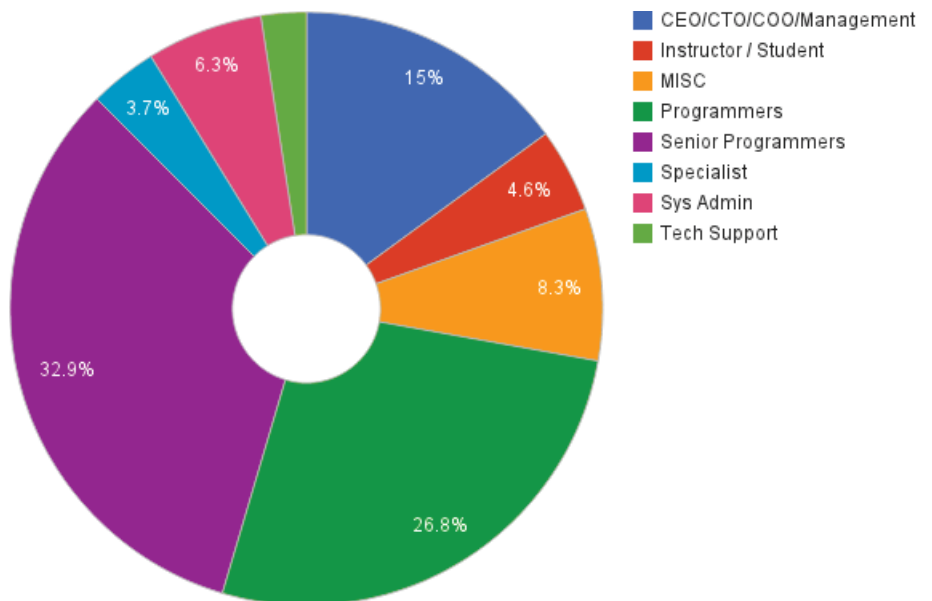
This ability to specifically target the funds gives you the ability to customize your marketing strategy and bring the best benefit to your marketing dollars.

In the example of a Silver Sponsor, \$2000 of their \$2500 sponsorship is their's to direct. Looking on the list, they note that the Lanyards Sponsorship is only \$1700. They select that they want to sponsor those and the remaining \$500 in Attendee Gifts.

Another first for us this year is the Recruiter Sponsorship level. In our registration form, we have a question asking the attendee if they'd like to be contacted by a recruiter. Out of the 864 attendees 15% responded Yes, they wanted to be talked to about career options. That's 132 leads! To obtain this list for this year, we are requiring that a recruiting firm sign up for the recruiting sponsorship and purchase the list for an additional \$500. We will NOT sell this to multiple recruiting firms and it is sold first come, first served.

I look forward to working with you and helping you to maximize this tremendous marketing opportunity.

Victor M Villa  
sponsorship@utos.org  
Executive Director, Utah Open Source Foundation





# OPENWEST

CONFERENCE :: Sponsor Benefits

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## Sponsorship Levels

Platinum	\$4000
Gold	\$3500
Silver	\$2500
Bronze	\$1000

## Special Sponsorship Levels

Recruiter	\$2000
Media	In-kind
Publisher	In-kind

## Sponsorship Benefits

	Platinum	Gold	Silver	Bronze	Recruiter	Media	Publisher
Logo on website & 300 word description	x	x	x	x	x	x	x
Logo and description on conference program	x	x	x	x	x	x	x
Logo on shirt	x	x	x		x		
Total banner space*	36'	24'	24'	12'	24'	24'	24'
Can add flyer to attendee packet	x	x	x	x	x	x	x
Exhibit table	12'	12'	8'	8'	8'		
Announced during Keynote	x	x				x	x
Can post on job board	x	x	x	x	x		
50 minute sponsored session*	1*				1*		
Marketing Opportunities**	3500	3000	2000	500	1000		
Access to "Request a Recruiter" List					+ \$500		
Attendee Tickets	20+	15	10	5	5		

## Marketing Opportunities\*\*

Opportunities are on a first come, first served basis

Opportunity	Cost	How many	Additional benefits
Lanyard	\$1700	1 opportunity	Your name on lanyard
Conference Bag	\$2300	1 opportunity	Your logo on bag
Meal (one per day)	\$3000	2 opportunities	5 minute presentation prior to lunch start
Social Event	\$1000	2 opportunities	Branded as your event
Attendee Prizes	\$500	4 opportunities	Branded as your prizes
Speaker Sponsorship	varies	several	Your company announced as the speaker sponsor, you get 2 minutes to address audience.

For questions about sponsorships, please contact us at: [sponsorship@openwest.org](mailto:sponsorship@openwest.org).



# OPENWEST

CONFERENCE :: Sponsor Booth

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Please print your Company name as it should appear in marketing materials for this event

PRIMARY CONTACT INFORMATION	BILLING INFORMATION
Name : _____	Name : _____
Email : _____	Email : _____
Company : _____	Company : _____
Phone : _____ Fax : _____	Phone : _____ Fax : _____
Address : _____	Address : _____
City : _____	City : _____
State : _____ Zip Code : _____	State : _____ Zip Code : _____

**SPONSOR PACKAGE (please circle if desired):**

PLATINUM-\$4000    GOLD-\$3500    SILVER-\$2500    BRONZE-\$1000    RECRUITER-\$2000

**SPONSORSHIP OPPORTUNITIES (please circle desired - upgrade in quality negotiable):**

THURSDAY LUNCH-\$3000    FRIDAY LUNCH-\$3000    CONFERENCE BAG-\$2300  
LANYARD-\$1700    SOCIAL EVENT-\$1000    ATTENDEE PRIZES-\$500

**RECRUITER SPECIAL (PLEASE CIRCLE):** Request Recruiter List - Requires Recruiter package +\$500

YES

**PAYMENT TYPE :**

- Company check (Please make check payable to UTOS)       Paypal (paypal@utos.org)
- Visa       MasterCard       AmEx       Purchase Order       Over Phone (801.613.8867)

Account number : \_\_\_\_\_ Exp. Date \_\_\_\_\_ CCV \_\_\_\_\_

Cardholder Name : \_\_\_\_\_

Cardholder's Signature : \_\_\_\_\_

Total Amount Due : \_\_\_\_\_

**SUBMITTING FORM :**

Forms may be submitted via :

mail : PO Box 1055, Pleasant Grove, UT 84062

fax : 801-701-9924

email : [sponsorship@utos.org](mailto:sponsorship@utos.org)

Federal W9 form available on request to [sponsorship@utos.org](mailto:sponsorship@utos.org)



# OPENWEST

CONFERENCE :: Community Booth

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Please print your Company name as it should appear in marketing materials for this event

PRIMARY CONTACT INFORMATION	BOOTH INFORMATION
Name : _____	Community : _____
Email : _____	Mailing List : _____
Company : _____	Website : _____
Phone : _____ Fax : _____	
Address : _____	
City : _____	
State: _____ Zip Code : _____	

## COMMUNITY PACKAGE:

- \* 5FT Booth Space
- \* 8 FT Banner Space
- \* Listed on website
- \* 1 conference ticket (Donations or Volunteer work gladly accepted)

## SUBMITTING FORM :

Forms may be submitted via :

mail : PO Box 1055, Pleasant Grove, UT 84062

fax : 801-701-9924

email : [sponsorship@utos.org](mailto:sponsorship@utos.org)

## COMMUNITY BOOTH STIPULATION:

The community booths are a gift from Utah Open Source Foundation to the regional technical and related communities. They are not intended for for-profit or commercial ventures. We reserve the right to refuse or close booths that do not confirm to the above stipulations, the Code of Conduct and Diversity statement.



**OPENWEST**  
**CONFERENCE :: Agreement**  
**May 8 - 10, 2014 • <http://openwest.org> • Orem, UT - UVU**

**UTAH OPEN SOURCE SPONSORSHIP AGREEMENT**

This Sponsorship Agreement (the "Agreement") is entered into between (your company's name) \_\_\_\_\_, a \_\_\_\_\_ corporation ("Sponsor") and Utah Open Source, a Utah nonprofit corporation ("UTOS"), as of the \_\_\_\_ day of \_\_\_\_\_, 2014 (the "Effective Date").

**SPONSORSHIP RIGHTS.** UTOS grants to Sponsor a Sponsorship for to the Utah Open Source Conference for 2014 (the "Event").

**SPONSORSHIP BENEFITS.** UTOS agrees, subject to the provisions of this Agreement, to provide to Sponsor the benefits described in Exhibit A attached hereto and made a part hereof.

**FEE.** In consideration of the grant by UTOS to Sponsor of the Sponsorship rights hereunder, Sponsor agrees to pay the sponsorship fee no later than ten (10) days following the later to occur of the mutual execution of this Agreement and Sponsor's receipt of an invoice.

**TERM.** This Agreement shall begin on the Effective Date and shall continue May 10, 2014.

**CANCELLATION BY SPONSOR.** All payments made to UTOS or agreed to under this Agreement shall be deemed fully earned and non-refundable in consideration for expenses incurred by UTOS and UTOS's lost or deferred opportunity to provide sponsorship opportunities to others. Cancellation notices must be in writing and sent to sponsorship@utos.org.

**OBSERVANCE OF LAWS AND RULES:** Sponsor agrees to observe and abide by all laws, rules and regulations, and ordinances in connection this Agreement and the rules of any Event to which Sponsor may be invited to participate from time to time as a result of being a Sponsor.

**LICENSE.** Sponsor grants to UTOS the non-exclusive, non-transferable right to use trademarks, trade names, service marks or logos owned by it ("Sponsor Marks") in connection with the Event(s) and any activities or promotions reasonably incidental thereto. UTOS hereby renounces ownership of and assigns to Sponsor any goodwill that accrues as the result of the use of Sponsor Marks.

**REPRESENTATIONS AND WARRANTIES.** Sponsor represents and warrants to UTOS that: (i) Sponsor has the full right, power and authority to enter into this Agreement; and (ii) the distribution or use of any products or materials provided by Sponsor will not violate the rights of any third party including, without limitation, copyrights, trademarks, patents, and other intellectual property rights of any third party. UTOS represents and warrants to Sponsor that: (i) UTOS has the full right, power and authority to enter into this Agreement; and (ii) the use of any materials prepared by UTOS (other than by way of incorporation of any Sponsor provided materials) will not violate the rights of any third party including, without limitation, copyrights, trademarks, patents, and other intellectual property rights of any third party.

**INDEMNIFICATION.** Neither UTOS, any co-sponsor, venue provider nor any of their respective officers, agents, employees, contractors, facilities, representatives or assigns shall be liable for, and Sponsor hereby releases them from, any claims for damage, loss, expense, harm, or injury or death to the person, property or business of the Sponsor and/or any of its visitors, officers, agents, employees, contractors, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, uncontrollable events, third parties, accident or any other reason in connection with any Event. The Sponsor hereby indemnifies, and shall defend, and protect UTOS and hold UTOS, any co-sponsor and venue provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses which might result or arise from Sponsor's participation at an Event or any actions of Sponsor's officers, agents, employees, contractors, or other representatives.

**LIMITATION OF LIABILITY.** IN NO EVENT SHALL EITHER PARTY OR ITS RESPECTIVE AFFILIATES BE LIABLE FOR ANY CONSEQUENTIAL, PUNITIVE, INDIRECT, INCIDENTAL, RELIANCE, OR SPECIAL DAMAGES, WHETHER OR NOT SUCH PARTY HAS BEEN ADVISED OF THE POSSIBILITY THEREOF. IN NO EVENT SHALL UTOS'S LIABILITY, UNDER ANY CIRCUMSTANCE, EXCEED THE AMOUNT ACTUALLY PAID TO IT BY THE SPONSOR. UTOS MAKES NO REPRESENTATION OR WARRANTY REGARDING THE NUMBER OR IDENTITY OF PERSONS WHO WILL ATTEND ANY EVENT.

**MODIFICATIONS.** Any waiver, discharge, amendment or other modification of any provision of this Agreement will be valid and effective only if it is evidenced by a writing signed by both parties to this Agreement.

**NO JOINT VENTURE.** This Agreement does not constitute and shall not be construed as constituting a partnership or joint venture between Sponsor and UTOS. Neither party shall have any right to obligate or bind the other party in any manner whatsoever except as provided herein.

**ASSIGNMENT.** Neither party may assign this Agreement without the prior written consent of the other party. Notwithstanding the foregoing, either party may assign its rights and/or duties under this Agreement to any affiliate or successor entity in connection with a merger, reorganization or other corporate restructuring.

**GOVERNING LAW.** This Agreement shall be construed and interpreted pursuant to the laws of the State of Utah without regard to its conflict of law principles.

**SURVIVAL.** Anything to the contrary notwithstanding, the representations, warranties and indemnities provided for in this Agreement shall survive the execution and performance and any termination or expiration of this Agreement.

**ENTIRE AGREEMENT.** This Agreement constitutes the entire agreement between the parties and supersedes all prior oral or written agreements.

The parties hereto have indicated their acceptance of and agreement to the foregoing by signing the agreement below.

<p><b>Utah Open Source</b>  <b>Victor Villa</b>  <b>Executive Director</b></p>	<p><b>Your Company Name:</b> _____  <b>By:</b> _____  <b>Name:</b> _____  <b>Title:</b> _____</p>
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