

You are invited to sponsor Calabrio's annual global user conference, [Calabrio Customer Connect](#). This year's conference will be held October 13-16, 2019 at the JW Marriott San Antonio Hill Country Resort and Spa in San Antonio.

Calabrio Customer Connect (C3) is two-and-a-half days of in-depth breakout sessions and workshops where attendees learn from experts spanning a multitude of industries. Attendees include customer engagement, workforce optimization and quality professionals.

As a sponsor, you'll have an exclusive opportunity to gain prominent brand recognition as part of an established industry conference featuring thought leaders, industry experts and users sharing their workforce optimization and engagement best practices. You'll network and build relationships with more than 500 global Calabrio users during meals, evening activities, breakout sessions and the Solutions Expo.

At Calabrio Customer Connect in 2018:

- 100% of sponsors and partners said they would recommend the conference to others.
- 95% of sponsors and partners stated the best part of the conference was networking with Calabrio users and building relationships with the Calabrio team.

Please take a moment to review the enclosed sponsorship information. To secure your sponsorship or to discuss the conference, please contact us at Partners@calabrio.com.

We look forward to your participation at Calabrio Customer Connect 2019.

Sincerely,

Tom Goodmanson
President and CEO
Calabrio

PLATINUM SPONSOR

\$18,000

Pre-Event Activity (non-exclusive)

- Branding and profile on Calabrio Customer Connect website
- Logo on pre-event marketing materials

During Event Activity (non-exclusive)

- Turnkey kiosk in the Solutions Expo (wall 6' x 8', 42" counter with storage, includes monitor and bar stool); located near the general session and breakout sessions. Sponsors to supply artwork for kiosk.
- Lead scanning capabilities
- Two (2) social media posts, featuring sponsor, by Calabrio marketing
- 50-word company description with logo included on the conference website and in the mobile app
- Ten (10) complimentary full conference registrations, allowing ten employees to manage the exhibition stand, attend the general session and breakout sessions, meals and networking functions.
- Recognition at opening general session
- Company name and logo prominently displayed and promoted as a sponsor on the conference website, mobile app and the conference guide with a link from the conference website to sponsor company website
- Sponsorship of a premier activity at customer appreciation party
- Gamification through the mobile app to drive attendees to your kiosk
- Opportunity to conduct a prize drawing at your kiosk. Prize supplied by sponsor.
- Opportunity to host a happy hour on the evening of Monday, October 14.
 - Sponsor covers all happy hour costs and logistics. The cost of food, beverage and venue rental is not included in sponsorship.
 - Calabrio will promote the event to attendees through the agenda, mobile app and email
- Opportunity to present a breakout session with one of your customers (Calabrio user), on a topic to be mutually agreed upon with Calabrio (Requires commitment by June 1).
- Branded signage during two lunches

GOLD SPONSOR

\$13,000

Pre-Event Activity (non-exclusive)

- Branding and profile on Calabrio Customer Connect website
- Logo on pre-event marketing materials

During Event Activity (non-exclusive)

- Turnkey kiosk in the Solutions Expo (wall 6' x 8', 42" counter with storage, includes monitor and bar stool); located near the general session and breakout sessions. Sponsors to supply artwork for kiosk.
- Lead scanning capabilities
- Two (2) social media posts, featuring sponsor, by Calabrio marketing
- 50-word company description with logo included on the conference website and in the mobile app
- Seven (7) complimentary full conference registrations, allowing seven employees to manage the exhibition stand, attend the general and breakout sessions, meals and networking functions
- Recognition at opening general session
- Charity activity sponsorship, including signage and booth driver during networking reception
- Company name and logo prominently displayed and promoted as a sponsor on the conference website, mobile app and the conference guide with a link from the conference website to your company website
- Gamification through the mobile app to drive attendees to your kiosk
- Opportunity to conduct a prize drawing at your kiosk. Prize supplied by sponsor.
- Branded signage at charging station
- Branded signage at five (5) refreshment breaks

SILVER SPONSOR

\$7,000

Pre-Event Activity (non-exclusive)

- Branding and profile on Calabrio Customer Connect website
- Logo on pre-event marketing materials

During Event Activity (non-exclusive)

- Turnkey kiosk in the Solutions Expo (wall 6' x 8', 42" counter with storage, 1 bar stool); located near the general session and breakout sessions. Sponsors to supply artwork for kiosk. Additional equipment available to rent.
- Lead scanning capabilities
- 50-word company description with logo included on the conference website and in the mobile app
- Three (3) complimentary full conference registrations, allowing three employees to manage the exhibition stand, attend the general and breakout sessions, meals and networking functions
- Recognition at opening general session
- Company name and logo prominently displayed and promoted as a sponsor on the conference website, mobile app and the conference guide with a link from the conference website to your company website
- Gamification through the mobile app to drive attendees to your kiosk
- Opportunity to conduct a prize drawing at your kiosk. Prize supplied by sponsor.
- Branded signage for three (3) breakfasts

ADDITIONAL SPONSOR OPPORTUNITIES:

HOTEL KEY

One (1) available \$7,000

This exclusive sponsorship opportunity gives your company the ability to create a strong impression throughout the conference each time an attendee enters their hotel room.

- Sponsor to provide company logo
- Calabrio to approve the sponsor's company logo
- One (1) full conference pass

HOSPITALITY MEETING ROOM \$5,000

One (1) available

- Private meeting space for sponsor
- Includes welcome desk
- Meeting room fits up to eight (8) attendees
- Sponsor logo to be displayed
- One (1) full conference pass

LANYARD \$5,000

One (1) available

This exclusive sponsorship opportunity places your company logo on the lanyards given to all conference attendees at registration.

- Sponsor to provide company logo
- Calabrio to approve the sponsor's company logo
- One (1) full conference pass

HOTEL ROOM DROP \$3,000

Two (2) sponsorships available (Sunday and Monday)

Deliver your message directly to each attendee by providing marketing collateral or a branded item in every attendee's hotel room.

- Sponsor to provide room drop pre-assembled
- Calabrio to approve room drop
- One (1) full conference pass
- Must be delivered to Calabrio contact on site at hotel, completely assembled

SWAG BAG

\$3,000

One (1) available

This exclusive sponsorship opportunity places your company logo on the swag bag given to all conference attendees at check in.

- Sponsor to provide the swag bag
- Calabrio to approve the swag bag
- One (1) full conference pass
- Must be delivered to Calabrio contact on site at hotel

BUTTONS

\$2,000

This sponsorship opportunity allows you to create a button that conference attendees can wear throughout the conference.

- Sponsor to provide button artwork
- Calabrio to approve the sponsor's artwork
- One (1) full conference pass

SPONSORSHIP SUMMARY	PLATINUM	GOLD	SILVER
Price	\$18,000	\$13,000	\$7,000
Turnkey kiosk	✓	✓	✓
Kiosk monitor	✓	✓	
Full conference passes	10	7	3
Lead scanning capabilities	✓	✓	✓
Recognition at opening general session	✓	✓	✓
Company and logo on conference website and mobile app	✓	✓	✓
Mobile app gamification	✓	✓	✓
Two (2) social media posts	✓	✓	
Breakout session presented with joint customer	✓		
Branded signage during lunches	✓		
Opportunity to host a happy hour	✓		
Activity at customer appreciation party	✓		
Charity activity sponsorship/booth driver		✓	
Branded signage at charging station		✓	
Branded signage at refreshment breaks		✓	
Branded signage at all breakfasts			✓

SPONSORSHIP GUIDELINES

Payment/Terms You must submit your completed application to secure your Solutions Expo space/location and marketing options. Full payment is due by September 1, 2019.

Registration

Full conference registrations (\$695 value) permit access to all conference activities including general session, keynotes, breakout sessions, Solutions Expo, meals and evening activities.

Solutions Expo Guidelines

- Full conference exhibition opportunity, launching Monday at lunch, followed by a reception for C3 participants, participating partners and Calabrio employees. The exhibition space is open throughout the conference (should sponsor choose to staff exhibition space).
 - Turnkey kiosk in the Solutions Expo (wall 6' x 8', 42" counter with storage, 1 bar stool, Gold and Silver sponsorships include monitor); located near the general session and breakout sessions. Sponsors to supply artwork for kiosk. Additional equipment available to rent.
- Exhibitors must provide any additional booth properties.
- Exhibitors must contract any electrical or audiovisual needs directly with the facility.
- Please inform Calabrio of your interest in providing gifts, contests, raffles, etc. We will ensure there is no duplication at the conference.
- Solutions Expo areas cannot be shared unless approved by Calabrio.
- Solutions Expo participants shall not market, advertise, promote or distribute any product or service that is non-complementary to any Calabrio product or service. If you're not sure, please ask!
- Solutions Expo participants are responsible for all storage and handling charges associated with their space.
- Solutions Expo participants must maintain appropriate insurance, including but not limited to worker's compensation, employee and general liability.
- Calabrio reserves the right to review all Solutions Expo materials, demos, company descriptions and presentations by all sponsors to address any sensitive and/or non-complementary issues.

Indemnification. Both Calabrio and Solutions Expo participant (the "Indemnifying Party") shall indemnify the other party (the "Indemnified Party") against and hold each other harmless from any and all suits, proceedings at law or in equity, claims, liabilities, damages, costs, payments and expenses, including reasonable attorney's fees, asserted against or incurred by the Indemnified Party, arising out of or in connection with the negligence or willful misconduct of the Indemnifying Party in the performance of this Agreement including, but not limited to, any claim for damages to property or injuries to persons, to the extent that such damages or injuries shall have been caused by, or shall have resulted from the willful or negligent acts or omissions of the Indemnifying Party, or its employees or agents.

Conference Services. The conference facilities and certain conference services are being provided by the JW Marriott San Antonio Hill Country Resort and Spa. Calabrio is not responsible for the actions or inactions of the JW Marriott San Antonio Hill Country Resort and Spa or any of its employees, agents, or contractors. An exhibitor package/contact information will be sent out by September.

Complete Agreement. This Agreement contains the entire understanding between the parties with respect to the conference sponsorship benefits and obligations and supersedes all prior oral and written understandings, arrangements and agreements between the parties.

Calabrio Customer Connect Agenda*

SUNDAY, OCT 13

Registration

Set up Solutions Expo (2-5pm)

Evening welcome reception (sponsors are welcome to attend)

MONDAY, OCT 14

Set up Solutions Expo (7-8:30am)

Breakfast

General session

Lunch

Breakout sessions

Ask the Experts

Solutions Expo and reception (12-6pm)

TUESDAY, OCT 15

Breakfast

Breakout sessions

Ask the Experts

Solutions Expo (9-3pm)

Lunch

Breakout sessions

Ask the Experts

Sponsors to tear down at 2-5pm

Customer appreciation party (sponsors are welcome to attend)

WEDNESDAY, OCT 16

Breakfast

Breakout sessions

Ask the Experts

Lunch

Conference concludes

*Agenda subject to change

INTERNAL USE ONLY:

Sponsorship Application

Received: _____

Payment Received: _____

Exhibit #: _____