

EDGE 22

THE SECURITY SUMMIT

July 7-9 2022, San Diego, California

SPONSORSHIP PROPOSAL

This Sponsorship Agreement (Agreement) between the Government Business Executive Forum (GBEF), producer of EDGESecuritySummit22 (Summit), and SPONSOR (SPONSOR) is effective upon approval of this agreement herein, and signature by responsible parties for EDGESecuritySummit22 and SPONSOR. The sponsorship package is for EDGESecuritySummit22 to be held July 7-9 at the Intercontinental Hotel, San Diego, California.

This Conference Sponsor proposal for this inaugural, annual Government Business Executive Forum security conference, was developed and is offered because of that support. This is the highest-level sponsorship available, and it incorporates maximum visibility and value through direct participation, networking, registration, and digital and conference marketing.

BACKGROUND:

As the 17-year producer of EDGE@CES (formerly CES Government), the GBEF announced in 2021 the inaugural EDGESecuritySummit this summer in San Diego. EDGESecuritySummit22 will bring together 200 senior security officers and professionals from different regulated industries and government jurisdictions for a highly interactive agenda modeled after EDGE@CES. We live in troubled times and threats to vital datasets and physical assets are more frequent and impactful. The objective of the Summit is to enable important conversations and relationships among security leaders from different mission and sector responsibilities but who share common challenges in data and asset protection.

The Summit is modeled after EDGE@CES. It starts with a by-invitation executive-level attendee demographic. Its structure includes off-the-record Executive Roundtables, provocative plenary sessions presented to in-person attendees and broadcast to a virtual audience that is global in its reach, and unmatched networking that begins with a welcome reception on the flight deck of the USS Midway.

1.0 EDGESecuritySummit22 CONFERENCE SPONSOR \$

The CONFERENCE SPONSOR constitutes the premier sponsorship of the Summit. It includes participation on the informal Executive Roundtables, the Opening Plenary Industry Keynote, reception host for the welcoming reception aboard the USS Midway, digital and conference visibility, and other benefits listed below.

EXECUTIVE ROUNDTABLE AGENDA

- SPONSOR to moderate one **July 7** off-the-record Executive Roundtable on a subject to be determined by SPONSOR and the GBEF.

- SPONSOR to participate in one plenary Executive Roundtable (**July 8 or July 9**) as agreed between SPONSOR and GBEF).

OPENING PLENARY SESSION (July 8)

- SPONSOR to recommend appropriate senior professional to deliver the Summit's opening industry keynote on an agreed subject relevant to both the conference agenda and SPONSOR business interests and expertise.
- Keynote presented to the in-person conference attendance, and broadcast to a large virtual audience.
- Recorded in 4K, posted on the GBEF and conference websites, and on YouTube.
 - Available for SPONSOR to repurpose.

WELCOME RECEPTION (July 7)

- SPONSOR to serve as host of the July 7 Welcome Reception aboard the USS Midway
 - SPONSOR to deliver brief welcome remarks
 - SPONSOR signage prominently displayed at the reception, on cocktail napkins USS Midway souvenir packaging.

INTERCONTINENTAL PRESIDENTIAL SUITE

- SPONSOR to receive the Presidential Suite for Thursday July 7 and Friday July 8 for both accommodations, meetings, entertainment.
 - 2500 two-bedroom suite with panoramic views of San Diego Harbor and City.
 - Large entertaining/meeting space for individual meetings and small groups up to 40.

REGISTRATIONS

- Four full conference registrations (two above the per-company attendance maximum).
- Four spouse registrations (receptions and networking activities).
- Unlimited virtual registrations.

DIGITAL AND CONFERENCE VISIBILITY

- SPONSOR logo prominently displayed on conference website, GBEF website.
- SPONSOR logo included in conference LinkedIn and digital marketing campaigns to include Industry Keynote announcement.
- SPONSOR logo prominently displayed on conference signage, in program and on-screen (plenary sessions).

EDGE Security Summit FIRST RIGHT OF REFUSAL

- SPONSOR is guaranteed for three years the first right of refusal as Conference Sponsor for the annual EDGE Security Summit.

2.0 SPONSOR OBLIGATIONS

PAYMENT

For its participation in and sponsorship of EDGE Security Summit22, SPONSOR agrees to pay the sponsorship price of \$ to Upson Technology Group within 90 days of contract execution.

SPONSOR TRADEMARKS/SPONSOR MATERIALS

Subject to the terms and conditions of this agreement, SPONSOR grants EDGE Security Summit22 the right to use SPONSOR'S trademarks, trade names, logo designs and company descriptions as prepared and delivered to EDGE Security Summit22 by SPONSOR, in any medium of advertising, marketing materials, and/or promotional goods distributed solely in conjunction with the event and in accordance with SPONSOR's trademark usage guidelines.

MUTUAL COOPERATION

EDGESecuritySummit22 shall make every effort to satisfy the terms of this agreement and exceed sponsor expectations. Should circumstances require changes in the above, EDGESecuritySummit22 will work with SPONSOR to ensure the highest SPONSOR value is achieved. SPONSOR agrees to provide timely submission of required information (logo, website materials, artwork and agreed collateral).

3.0 EFFECTIVENESS OF AGREEMENT

The Agreement shall become binding and effective upon delivery of SPONSOR'S completed and executed Agreement to:

EDGE2SecuritySummit22 c/o Upson Technology Group
8000 Towers Crescent Drive, Suite 1350
Vienna, VA 22182

Or by email to EDGESecuritySummit22 Vice President Laura Hudson at laura.hudson@gbef.tech. SPONSOR will receive confirmation by email upon acceptance.

4.0 CANCELLATION OR TERMINATION

If, because of any act outside the control of EDGESecuritySummit22, to include fire, strike, Convention Center/hotel construction, government shutdown, public catastrophe, pandemic, act of terrorism, or Act of God, the Conference is canceled, EDGE22 will not be held liable for the execution of this agreement, and SPONSOR will be returned all fees paid minus any costs directly incurred prior to cancellation.

5.0 INDEMNITY

5.1 EDGESecuritySummit22 shall not be responsible for any loss of or damage to property of SPONSOR, its employees, agents, contractors or for any personal injury to SPONSOR'S officers, directors, employees, agents, contractors and/or invitees.

5.2 SPONSOR shall indemnify, defend, and hold EDEGESecuritySummit22 harmless from and against any claims arising out of, or relating directly or indirectly to, content on their respective web sites, use of SPONSOR'S trademarks and logos, and SPONSOR Materials.

6.0 EVENT PARTICIPATION

The rights hereunder are exclusive to the SPONSOR and shall not be assigned to a third party its rights hereunder without the prior written consent of EDGESecuritySummit22 which EDGESecuritySummit22 may grant or withhold at its sole discretion.

7.0 AUTHORIZATION

By the signature below, the individual signing this Agreement represents that he or she has been authorized to execute this Agreement on behalf of the SPONSOR, and that he or she has read, fully understands and agrees to the Terms and Conditions of this Agreement.

Donald W. Upson
Upson Technology Group

SPONSOR Authorized Signature