



EDGE2022 (formerly CES Government)

Sponsorship Agreement

This Sponsorship Agreement (Agreement) between EDGE22@CES (formerly CES Government) and (SPONSOR) is effective upon approval of this agreement herein, and signature by responsible parties for SPONSOR and EDGE22@CES. The sponsorship is for EDGE22@CES to be held January 6-8 at the Park MGM Hotel, Las Vegas with a January 7 Opening Plenary session connecting speakers and in-person audiences in Las Vegas and Washington, DC.

SPONSORSHIP

\$

BACKGROUND:

EDGE22 returns to CES for its 17th consecutive year. 400+ senior government professionals from multiple jurisdictions will join technology's top innovators and relevant SMEs for a program that encourages participation from all attendees, and that enables substantive relationships that continue beyond the conference experience.

EDGE22 will be more interactive and participatory and will utilize the most advanced audio/video, broadcast, and real-time polling technologies.

As the premier government technology partner to CES, EDGE22 attendees also will have the opportunity to attend technology's global showcase and see firsthand the latest technologies that are changing the way people work, learn, entertain, and live.

1.0 SPONSORSHIP DETAILS

OPENING RECEPTION SPECIALTY BAR (January 7)

A 15-year EDGE (formerly CES Government) tradition, the EDGE22 Opening Reception Bar is an integral part of the Opening Reception and is an anticipated EDGE networking highlight. SPONSOR benefits include:

- 250 souvenir bourbon tasting glasses with SPONSOR and EDGE22 logos
- Opportunity to present brief welcome brief remarks to conference attendees during Reception.
- SPONSOR to work with EDGE22 on bourbon selection.
- SPONSOR Bourbon Bar recognition in EDGE22 program.
- SPONSOR corporate logo prominently displayed on Bourbon Bar signage and cocktail napkins.

OPENING PLENARY FIRESIDE CHAT (January 7)

SPONSOR will recommend a senior executive to participate in a fireside chat on a subject relevant to both the conference theme and SPONSOR business interests. The fireside chat will take place on the Opening Plenary session. Also participating will be a senior executive from government with major responsibilities for the intersection of technology and mission performance.

- SPONSOR will work with EDGE22 on a Roundtable theme complementary to both the conference theme and the SPONSOR business interests.
- SPONSOR to recommend Roundtable industry participant.
- SPONSOR to work with EDGE22 on selection of participating government executive.
- EDGE22 to both broadcast the fireside chat to the anticipated virtual audience, and to record and post it on the conference and GBEF websites, and on YouTube.
- SPONSOR to have access to the digital files for repurposing for business and marketing as desired.

EXECUTIVE ROUNDTABLE AGENDA (January 6)

- SPONSOR may recommend one participant for one Executive Roundtable, the theme of which contributes to and complements both the conference and SPONSOR business interests.

REGISTRATIONS

- SPONSOR to receive two full conference registrations for EDGE22 Las Vegas
- SPONSOR to receive two registrations for the EDGE22 Washington DC program (January 7, 8:00 AM – 12:00 PM EST) which connects speakers and in-person audiences from 11:00 AM – 12:00 PM EST)

DIGITAL AND CONFERENCE VISIBILITY

- SPONSOR logo is prominently displayed on the conference website, signage, slides, and program in Las Vegas and Washington, DC.

2.0 SPONSOR OBLIGATIONS

PAYMENT

For its participation in and sponsorship of EDGE22, SPONSOR agrees to pay the sponsorship price of \$ to Upson Technology Group within 45 days of contract execution.

SPONSOR TRADEMARKS/SPONSOR MATERIALS

Subject to the terms and conditions of this agreement, Sponsor grants EDGE22 the right to use Sponsor's trademarks, trade names, logo designs and company descriptions as prepared and delivered to EDGE22 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

EDGE22 shall make every effort to satisfy the terms of this agreement and exceed sponsor expectations. Should circumstances require changes in the above, EDGE22 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:

EDGE2021 c/o Upson Technology Group
8000 Towers Crescent Drive, Suite 1350
Vienna, VA 22182

Or by email to EDGE22 Conference Director Mary Shea Sutherland at maryshea@cesgovernment.com.
Sponsor will receive confirmation by email upon acceptance.

4.0 CANCELLATION OR TERMINATION

If, because of any act outside the control of EDGE22, 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 EDGE22 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 EDEGE22 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 EDGE22 which EDGE22 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