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# Qlik Conference 2014

## **Sponsorship Opportunities**

November 17 – 20 • Rosen Shingle Creek • Orlando, FL



# Mark Your Calendar!

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## Join us November 17-20, 2014 at the Rosen Shingle Creek in Orlando, Florida for the Qlik Conference 2014.

Qlik is the world leader in Business Discovery, and the provider of QlikView, self-service business intelligence software that helps organizations make transformative discoveries that lead to better decisions. The Qlik Conference 2014 makes its home in Orlando for four days of learning, networking, and fun! 2,500 attendees will gather to learn the latest about the products, services and solutions offered by Qlik and our partners.

As a key partner to Qlik, we are pleased to offer you a variety of marketing opportunities and sponsorships. Our most high-profile opportunities are the packaged sponsorships: Premium, Platinum, Gold, Silver and Bronze. These packages offer the ultimate in flexibility when it comes to providing visibility for your company. Sponsorship enhancement options also will be available to increase your exposure.

The packet contains details of all available core sponsorship opportunities. Simply select the sponsorship level you desire and contact our team via [sponsorship@qlik.com](mailto:sponsorship@qlik.com):

Debra Perry (SI and Tech Partners)

Susan Greene (North American Solution Provider Partners)

Amy Dailey (North American OEM Partners)

Paulo Iannone (Latin American Partners)

Brooke Cunningham (Other global inquiries)

Don't miss this important opportunity.

**We look forward to seeing you at the Qlik Conference 2014!**

Sincerely,

The Qlik Conference 2014 Team

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## Become a Qlik Conference 2014 Sponsor

At the Qlik Conference 2014, our sponsors will have an exclusive opportunity to demonstrate the value of their solutions, products, and services to attendees. With dedicated hours on the expo floor over the course of 4 days, sponsors will have ample opportunity to engage and network with thousands of attendees.

### Who Attends?

Don't miss your chance to interact face-to-face with an expected global audience of thousands of data analysts, business intelligence experts, and data innovators, who are eager to pioneer business discovery approaches to problem-solving within their organizations.

<b>AUDIENCE</b>	<b>Attendance Goal:</b> <ul style="list-style-type: none"> <li>• Approximately 2,500 attendees</li> <li>• 80% Americas / 20% Rest of World</li> </ul>	<b>Business Segments:</b> <ul style="list-style-type: none"> <li>• Enterprise</li> <li>• Mid-Market</li> <li>• Small Medium Business</li> </ul>
	<b>Departments:</b> <ul style="list-style-type: none"> <li>• CXO</li> <li>• IS/IT</li> <li>• Sales/Marketing</li> <li>• Supply Chain</li> <li>• Finance</li> <li>• Risk Management</li> <li>• Human Resources/ Workforce Management</li> <li>• Business Intelligence/ Analytics/Data Scientists</li> <li>• Software Development</li> </ul>	<b>Industries:</b> <ul style="list-style-type: none"> <li>• Finance/Banking/Insurance</li> <li>• Retail/CPG</li> <li>• Manufacturing/High Tech</li> <li>• Healthcare</li> <li>• Pharmaceuticals/Life Sciences</li> <li>• Business Services</li> <li>• Communications</li> <li>• Public Sector/Education</li> <li>• Energy &amp; Utilities/Oil &amp; Gas</li> </ul>

To become a 2014 sponsor, fill out and return the printable Sponsorship Form.



### By exhibiting / sponsoring you can:

- Connect with thousands of expected Qlik customers focused on business discovery analytics, business intelligence, big data and visualization
- Meet active users looking for better ways to implement solutions
- Promote your solutions to the Qlik user community, executives, staff, and technical experts
- Generate highly qualified sales leads via interaction at your booth and throughout the conference
- Gain exposure to industry press and analysts

## 2014 Sponsorship Packages

We have a variety of sponsorship and exhibit packages available for our Qlik Conference 2014.

LEVEL	Premier (x1)	Platinum (x3)	Gold (x20)	Silver (x40)	Bronze (x10)
Price	\$75,000	\$50,000	\$25,000	\$10,000	\$5,000
<b>ENGAGEMENT</b>					
60-Minute Customer Speaking Opportunity	2	1	1		
One Private Lunch for Up to 100 people	X	X			
Private Meeting Space	X	X			
<b>ACCESS</b>					
Full conference passes	8	6	4	2	1
Exhibitor passes	4	2	2	1	1
Full conference speaker pass (only eligible for customer speakers)	1	1	1		
First option of package enhancements*	X				
Priority selection of package enhancements**		X	X		
<b>EXPOSURE</b>					
Sponsorship Enhancement Credit	\$35,000	\$25,000	\$5,000	n/a	n/a
Exhibit Hall Booth Space	20x20	20x10	10x10	10x10	Turnkey Kiosk
Pre or Post Conference Attendee Email (sent by Qlik)	X	X			
Electronic Ad: Mobile App & Ad in Social Media area	X	X			
150-word company description and logo on website and app	X	X	X		
URL link from Qlik Customer Conference 2014 Website to sponsor's home page	X	X	X		
50-word company description website and app				X	X
Logo recognition in conference communications	X	X			
Keynote recognition (logo & verbal)	X	X			
Customer Video	X	X			
Option to Rig Hanging Banner Above Booth	X				
Inclusion on Expo Hall Map	X	X	X	X	X
Booth amenities; Wi-Fi, electrical	X	X	X	X	X
Booth amenities: 6' table, 2 chairs, wastebasket if needed	X	X	X	X	
Lead Retrieval Access Tool	2	2	1	1	1

\*Must be selected by 4/30/2014.

\*\*Based off of sign date by level.

# Sponsorship Form

Qlik Conference 2014 | November 17-20, 2014 | Rosen Shingle Creek | Orlando, FL

Complete the following sponsorship form and email to [sponsorship@qlik.com](mailto:sponsorship@qlik.com) or send original signed copy with payment to: QlikTech Inc., Attn: Qlik Conference Sponsorship, 150 N. Radnor Chester Rd, Suite E-120, Radnor, PA 19087

## Registration Information

### Sponsorship Package (in USD):

- Premier (1 available) \$75,000     Platinum (3 available) \$50,000     Gold (20 available) \$25,000  
 Silver (40 available) \$10,000     Bronze (10 available) \$5,000

**Package Enhancements:** Available early 2014

### LOGISTICS CONTACT (REQUIRED)

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
Company: \_\_\_\_\_ Title: \_\_\_\_\_  
Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

### ACCOUNTING CONTACT (REQUIRED)

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_  
Company: \_\_\_\_\_ Title: \_\_\_\_\_  
Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

### BILLING ADDRESS (REQUIRED)

Street 1: \_\_\_\_\_ Street 2: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_  
Country: \_\_\_\_\_ Zip: \_\_\_\_\_

### PAYMENT (REQUIRED)

Return the completed signed form no later than July 31, 2014.

Sponsorship package selected: \_\_\_\_\_ \$ \_\_\_\_\_  
Package Enhancements (Not yet available as of March 25, 2013) selected:  
\_\_\_\_\_ \$ \_\_\_\_\_  
\_\_\_\_\_ \$ \_\_\_\_\_

**Payment Option:**  Check  Wire  PO  Credit Card    **Total** \$ \_\_\_\_\_

### CREDIT CARD INFORMATION

Name on Card: \_\_\_\_\_ Type of Card:  MC  VISA  AMEX  
Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_  
Billing Address: \_\_\_\_\_ Security Code: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Country: \_\_\_\_\_  
Printed Name: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Qlik reserves the right to refuse sponsorship by any company for any reason. Please see attached Sponsorship Terms & Conditions for cancellation policy and all other rules and regulations regarding sponsorships. Sponsorships are not confirmed until payment is received. For sponsorship questions, please contact [sponsorship@qlik.com](mailto:sponsorship@qlik.com).*

# Sponsorship Terms and Conditions

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## 1. DEFINITIONS

As used herein, the following terms shall have the following meanings:

- a. "Company" shall mean the company defined in the Sponsorship Form.
- b. "Event" shall mean the event defined above in the Sponsorship Form.
- c. "Event Providers" shall mean the venue at which the Event is held, and, if applicable, such entities' parent companies, affiliates, shareholders, employees, agents, officers, directors, successors and assigns.
- d. "Qlik" shall mean QlikTech Inc.
- e. "Products" shall mean those qualified products and services Company is displaying at the Event.
- f. "Space" shall mean the exhibit space at the Event.

## 2. EXHIBIT SPACE AND RESTRICTIONS

### a. Benefits and License Grant

Qlik will provide the Space at the Event for Company to display its Products. Before and during the Event, Company grants to Qlik a non-exclusive, non-transferable, worldwide right to use Company's name and logo in connection with the promotion and production of the Event. Before and during the Event, Qlik grants to Company a non-exclusive, non-transferable, worldwide right to use the Event name solely to promote its participation in the Event.

### b. Space Assignment, Use, Installation, Occupancy, and Dismantling

Qlik will assign Space to the Company. At Qlik's sole discretion, it may reassign the Space or alter the Event layout or venue at any time. The Space shall be for Company's use only and monitored by a representative of the Company at all times. Company may not share, sell, assign, sublease or charge admission for entry into any portion of the Space (including to an affiliated company) without Qlik's prior written consent. Company must fully occupy the Space, and must provide displays, and other necessary equipment unless Qlik specifies otherwise in writing.

### c. Restrictions

All Products must be installed before, and Space occupied during, and dismantled after the Event, in accordance with Qlik's schedule and any rules established by the venue. Company's activities must be confined to the Space, and must be in support of, and directly related to Company's

normal business activities. Qlik may refuse permission to exhibit any Products or services Qlik deems objectionable or unsuitable or inconsistent with the goals of the Event. At the Event, Company may not exchange goods or money without Qlik's prior written consent, nor assist any other party in soliciting business without Qlik's prior written consent.

### d. Own Risk

Company has sole responsibility for any loss of its equipment or proprietary information, or any other loss including any subrogation claims by its insurer. Persons visiting, viewing, or otherwise participating in Company's Space are deemed to be the invitees or licensees of Company and not of Qlik.

## 3. PAYMENT TERMS

Payment terms for Sponsorship fees are net 15 from submission of the Sponsorship Form. All payments shall be made in U.S. dollars. Qlik will provide registration codes and sponsorship packets upon receipt of a verified method of payment, such as check, wire transfer, authorized credit card, or verified purchase order. Unless otherwise agreed in writing, Company shall be responsible for all incidental expenses incurred during the Event.

## 4. COMPANY OBLIGATIONS

### a. Laws

Company must comply with all applicable laws and regulations in connection with its participation in the Event, including but not limited to health and safety laws, access for the disabled, rules established by the venue and the terms, conditions, and rules issued by Qlik from time to time in connection with the Event.

### b. Conduct

Company agrees that its participation in the Event, including without limitation, its materials, communications or the conduct of its representatives, shall not be lewd, offensive or otherwise inappropriate as determined by Qlik.

### c. Warranty

- i) Safety. Company represents and warrants that its Products are, and if applicable, any exhibits and displays, will be constructed safely using sound engineering practices.
- ii) Third Party Proprietary Rights. Company further represents and warrants to Qlik that it will not violate any

proprietary rights of third parties in connection with its participation in the Event, including but not limited to the performance, distribution, or posting of copyrighted material without a license, assignment, or other legally effective permission.

#### **d. Taxes and Licenses**

Company is solely responsible for obtaining any licenses and permits and for payment of all taxes (including sales and use taxes), license fees, or other charges applicable to its participation in the Event, including, if applicable, taxes collected by Qlik.

#### **5. Insurance**

Company agrees to obtain, maintain in effect throughout the Event, and provide to Qlik at least thirty (30) days prior to the Event, a certificate of insurance showing that there is in effect a Commercial General Liability policy with a minimum limit of USD \$1 million. This insurance should have a combined single limit bodily injury and broad form property damage coverage, including broad form contractual liability, in which Qlik and the Event Providers are named as an additional insureds. Company agrees to obtain and maintain in effect throughout the Event workers compensation and employer's liability insurance in such minimum amounts as are required by law or are otherwise consistent with prudent business practice. Company agrees to waive the right of subrogation of its insurance carrier against the Event Providers to recover losses sustained for real and personal property.

### **6. CANCELLATION OR TERMINATION**

#### **a. Cancellation**

Qlik may cancel all or any part of the Event for any reason by providing prior written notice to Company and Company's sole recourse shall be to obtain a full refund of the monies paid to Qlik. Qlik may also cancel all or any part of the Event for any reason beyond its reasonable control, including but not limited to, natural or public disaster, act of God, epidemic, acts of terrorism, venue construction, insufficient participation, market fluctuation, government regulation, or similar reasons, in which case Qlik will refund to Company a full refund of any Space fees already paid to Qlik, after which Company will have no further recourse against Qlik. A change in the name, dates, hours or venue of the Event does not constitute a cancellation by Qlik.

#### **b. Termination by Company**

Termination by Company must be in writing and will be effective upon receipt by Qlik at the address above. If Company terminates this Agreement or its participation in the Event on or before July 31, 2014, sponsorship fees shall be refunded at 50%. Thereafter, the amounts paid or due under this Agreement are non-refundable and represent an agreed measure of compensation for time and expenses incurred and shall not be deemed or construed as a forfeiture or penalty.

#### **c. Termination by Qlik**

Qlik may take possession of the Space and terminate Company's participation in the Event upon Company's failure to meet any obligations under the Agreement, including but not limited to Company's failure to: pay for the Space or related services; comply with the payment terms specified in the Sponsorship Form; maintain all exhibited Products in good working order; staff the Space fully and in a timely manner; or violate Qlik's standards of conduct. Qlik may refuse sponsorship by any Company, for any reason, and at any time prior to the Event.

### **7. LIMITATION OF LIABILITY/ INDEMNITY**

#### **a. Limitation of Liability**

Under no circumstances shall Qlik or the Event Providers be liable for lost profits or other indirect, incidental, consequential, special or other exemplary damages for any of their acts or omissions in connection with the Event, whether or not Qlik or the Event Provider has been apprised of the possibility of such damages or lost profits. In no event will Qlik's liability hereunder, or otherwise in connection with the Event, exceed the amount actually paid to it by Company for the Space. Qlik is not liable for any errors in any listing or descriptions or for omitting Company from the Event show materials. Qlik and the Event Providers are not liable to Company for any damage, loss, harm, or injury to the person, property, or business of Company, or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the venue or intermediate staging facilities, insufficient participation, accident, or any other reason in connection with the Event or any planning meetings, demonstrations, or stagings, except to the extent such liability arises directly from the willful misconduct of the Event Provider against whom liability is sought to be assessed.

## **b. Indemnity**

Company agrees to defend, indemnify, and hold harmless Qlik and Event Providers from and against any claim, loss, liability, or damage suffered arising out of: (i) Company's Product, Space, or any construction to Company's exhibit or Space, (ii) the gross negligence or willful misconduct of the Company or its agents and representatives; (iii) the negligence or misconduct of Company or its agents and representatives; or (iv) Company's breach of any commitment made hereunder. Company must maintain proper insurance coverage for its property and liability, and represents and warrants that it has obtained adequate insurance per Section 5 above to cover its potential liability hereunder. Company acknowledges and agrees that the terms and conditions of this Agreement are subject and subordinate to the terms and conditions of Qlik's agreement with the Event Providers. Company shall indemnify and hold Qlik, its officers, directors, employees and agents, harmless from and against any claim, loss, liability or damages caused to Qlik as a result of Company's alleged infringement of any third party's intellectual property rights.

## **8. RELEASE**

Company acknowledges that the Event may be recorded and reproduced in any form (including but not limited to digital formats), and hereby authorizes Qlik and its designees to record, transcribe, modify, reproduce, publicly perform, display, distribute, redistribute, and transmit in any form and for any purpose any such recording of the Event, and agrees to execute any additional release presented by Qlik, its licensees, or

Sponsorships are limited and will generally be available on a first come, first-served basis and may be awarded at QlikTech's discretion. QlikTech reserves the right to increase or decrease the number of available sponsorships. Please note that QlikView Global Partner Funding is not available for this program.

permittees, in connection with such activity or to give effect to this provision. Company hereby releases Qlik and its designees from and waives all claims it or its employees or agents may possess, now or in the future, in connection with such activities, and specifically waives any statutory restriction on waivers of future claims or moral rights.

## **9. MISCELLANEOUS**

### **a. Amendment**

No amendment, modification, change, waiver, or discharge hereof shall be valid unless in writing and signed by an authorized representative of the party against which such amendment, modification, change, waiver, or discharge is sought to be enforced.

### **b. Governing Law**

This Agreement shall be governed by and construed in accordance with the laws of the Commonwealth of Pennsylvania, without regard to its conflict of law rules, and the parties agree to accept the exclusive jurisdiction of the state and federal courts located in Pennsylvania.

### **c. Entire Agreement**

This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof. There are no agreements, representations, warranties, promises, covenants, commitments or undertakings other than those expressly set forth herein. This Agreement supersedes all prior agreements, representations, warranties, promises, covenants, commitments or undertakings, whether written or oral, with respect to the subject matter contained in this Agreement.



By signing below, each party represents and warrants that this Agreement constitutes a legal, valid and binding agreement upon proper execution by the Parties' duly authorized representatives on the last date of signature appearing below.

Name of Company: \_\_\_\_\_

QlikTech Inc.

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

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

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

Date: \_\_\_\_\_

Date: \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_