



GEOGala 2019 Tables and Sponsorships

November 23, 2019 • Hyatt Regency Reston, VA

This application and contract must be completed and emailed to jeff.ley@usgif.org or ashley.jones@usgif.org

PLEASE BE SURE TO SIGN PAGE 1 AND INITIAL ALL PAGES. ALL PAGES MUST BE RETURNED.

CONTACT INFORMATION

Organization _____

(Please list organization name exactly as you want it to appear on the website, signage, and other marketing materials.)

Primary Point of Contact _____

(This is the person who will receive updates and planning information regarding GEOGala 2019.)

Job Title _____

Address _____

City _____ State _____ ZIP _____

Phone _____

Email _____ Date _____

Authorized Signature _____

(This application, including all terms and conditions, only becomes a binding contract once it is received and accepted by USGIF. By signing above, the individual represents and warrants that he/she is duly authorized to execute binding contracts on behalf of the above listed company.)

TABLE & SPONSORSHIP OPTIONS

All sponsorships include recognition on signage and select marketing materials as event sponsors. Additionally, USGIF will include the organization or sponsor logo on www.usgif.org with a link to the sponsor's website. Any additional deliverables for sponsorships are listed below the name of the sponsorship.

For any selection listed below, industry may be granted more seats at a GEOGala table if a government attendee doesn't bring a guest.

GEOGala HOST SPONSORSHIP - \$30,000 (Exclusive USGIF Organizational Member Opportunity)

Become the title sponsor of the GEOGala and be seen as a leader in the Community. The GEOGala is the premier black-tie event for the GEOINT Community and features leaders from the Intelligence, Defense, and Homeland Security Communities. Included in this sponsorship are:

- 3 GEOGala tables in prime locations (each table includes 6 industry seats, 2 government seats, and 2 government guests.)
- Ability to welcome attendees on stage
- Recognition on menu cards as the title sponsor
- Recognition on invitations sent to invited government guests
 - *If invitations have already been sent when sponsorship is secured, this deliverable will not be met.
- Ability to distribute literature/giveaways at a table (location determined by USGIF)
- 50% off any Q4 print ad in *trajectory* magazine
- USGIF members receive 18 priority points

GEOGala COCKTAIL RECEPTION - \$15,000/\$17,250 (Exclusive Opportunity)

Make a great first impression by sponsoring the GEOGala cocktail reception. Attendees arrive early to network, catch up with old friends, and make new connections. Sponsor the cocktail reception and receive valuable brand recognition. Included in this sponsorship are:

- 1 GEOGala table in prime location (each table includes 6 industry seats, 2 government seats, and 2 government guests.)
- Napkins used during reception featuring your company logo
- Recognition on invitation and menu
- Ability to distribute literature/giveaways at a table (location determined by USGIF)
- 25% off any Q4 print ad in *trajectory* magazine
- USGIF members receive 10.5 priority points and non-members receive 11.63 priority points

GEOGala DESSERT SPONSORSHIP - \$10,000/\$11,500 (Exclusive Opportunity)

Directly following dinner, guests are invited to enjoy the dessert reception located just steps from the ballroom. Sponsor dessert and leave attendees with a sweet, lasting impression. Included in this sponsorship are:

- Napkins used during reception featuring your company logo
- Recognition on invitation and menu
- Ability to distribute literature/giveaways at a table (location determined by USGIF)
- 25% off any Q4 print ad in *trajectory* magazine
- USGIF members receive 8 priority points and non-members receive 8.75 priority points

GEOPix SPONSORSHIP - \$7,500/\$8,625 (Exclusive Opportunity)

Who doesn't love having their picture taken when they're all dressed up? One of the more popular attractions at the gala is the complimentary GEOPix green-screen photography featuring a variety of fun backgrounds from which attendees can choose. Attendees will receive picture frames in boxes branded with your logo. Included in this sponsorship are:

- Recognition as the sponsor on photo boxes
- Ability to distribute literature/giveaways at a table (location determined by USGIF)
- USGIF members receive 6.75 priority points and non-members receive 7.31 priority points

GEOGala DINNER TABLE - \$4,500/\$5,175 per Table

***Price increases October 1 - \$5,000/ \$5,675 per Table**

Included in this sponsorship are:

- A GEOGala dinner table consists of 6 industry seats, 2 government seats, and 2 government guests
- USGIF members receive 2.25 priority points and non-members receive 2.59 priority points

*USGIF Organizational Member Price/Non-Member Price

TERMS AND CONDITIONS

1. Contract for Sponsorship. This application for sponsorship (when signed by The United States Geospatial Intelligence Foundation and upon return of a signed copy to you with notice of sponsorship acceptance) constitutes a contract for the right of sponsorship. The United States Geospatial Intelligence Foundation from this point forward will be referred to as USGIF.

By submitting an application for sponsorship, the applicant releases USGIF, Hyatt Regency Reston, and official show contractors and their respective affiliates, employees, officers, mortgagors and contractors (the "Indemnitees") from any and all liabilities to applicant, its agents, contractors, licensees, or employees that may arise or be asserted as a result of submission of an application or of participation in this event. Acceptance of an application does not imply endorsement by USGIF of the applicant's products, nor does rejection imply lack of merit of product or manufacturer. USGIF, at its sole discretion has the right to determine eligibility of any company or product for inclusion in the event and retains the right to rescind the contract within 30 days if the sponsorship is deemed to be contrary to the best interests of the event. Upon such rescission, USGIF's sole obligation will be to refund sponsorship contributions paid and received by USGIF, as provided in Paragraph 8, except sponsor will receive no refund in the event of sponsor's breach or repudiation of these terms and conditions. Without obligation to sponsor (including, without limitation, any obligation to adjust the sponsorship contribution or compensate sponsor for relocation costs), USGIF, at its sole discretion has the right to move any sponsor's location in the event hall for any reason.

2. Use of Sponsorship Privileges. No sponsor may represent, advertise, or distribute literature for the products or services of any other firm or individual except as expressly approved in writing by USGIF. The purposes of the signage, literature and giveaways are to inform and educate the community regarding characteristics and uses of the products.

3. Proper Attire and Conduct. Sponsor's representatives' manner or appearance and dress must be conservative and professional at all times during the event. USGIF, at its sole discretion, may ban any sponsor representative or attendee from the event due to a breach of this rule.

4. Rejected Signs, Literature or Giveaways.

Sponsor agrees that its signage, literature and giveaways shall be allowed solely in strict compliance with the rules herein laid down. USGIF, at its sole discretion, reserves the rights to reject, eject, or prohibit any sign, literature or giveaway in whole or part, or sponsor or its representatives, with or without giving cause. If cause is not given, and USGIF is for any reason deemed to be liable for such rejection, liability shall not exceed the return to sponsor of the sponsorship contribution. If sponsor representative, sign, literature or giveaway is ejected for breach of any obligation, term or condition under this contract or for other stated reasons, no return shall be made.

5. Damage to Property. Sponsor is liable for any damage or loss to any property (including, without limitation, that of USGIF, the Hyatt Regency Reston, or any other sponsor) caused by sponsor or its agents, contractors, licensees, invitees or employees.

6. Attendance. USGIF, at its sole discretion, shall have control over admission policies at all times.

7. Sponsor's Admittance During Non-Event Hours. Sponsor representatives will be permitted to enter the event one half (1/2) hour before the scheduled opening of the event. Sponsors having special needs that require additional time should check with USGIF prior to the event.

8. Failure to Hold Event. Should anything prevent holding of the event, this agreement shall terminate, and the sponsor waives any claim for damages or compensation, and neither party shall have any further obligation to the other, except that USGIF shall refund to the sponsor the amounts paid under this agreement, less a pro rata share of USGIF's actual expenses incurred in connection with the event. The pro rata share of USGIF's actual expenses is to be determined on the basis of the amount of

the sponsor's contribution in relation to the total contributions of all other sponsors at the event under similar contracts with USGIF.

9. Sponsor Representative's Responsibility/Indemnity. In addition to any other obligations of sponsor, sponsor shall indemnify and defend the Indemnitees and any governmental entity for all actions, claims, demands, liability, damages, settlements, fines, penalties or costs (including, but not limited to, reasonable attorney's fees) arising or resulting from sponsor's, or its agents', contractors', licensees', invitees or employees', activities or presence at the event (including, without limitation, those resulting from sponsor's breach of these terms and conditions or its failure to comply with USGIF's contract with the Hyatt Regency Reston, any applicable laws, or USGIF's instructions), and including, without limitation, the injury, death, or damage to the property, of any person (including, without limitation, sponsor's employees) and damages (except as expressly provided otherwise in these terms and conditions) to sponsor's business, whether or not resulting in whole or in part from the negligence of any person (except the sole negligence of USGIF) or from any defect in any premises or products.

USGIF assumes no risk, and by acceptance of this agreement the Sponsor expressly releases the Indemnitees and all governmental authorities.

10. Restrictions. USGIF, at its sole discretion reserves the right to restrict sponsor giveaways which, because of noise, method of operation, or any other reason, become objectionable or otherwise detract from or are out of keeping with the character of the event as a whole. It may forbid installation or request removal or discontinuation of any promotion which, if continued, departs substantially from the description given advance approval. In the event of such restrictions or evictions, USGIF is not liable for any refund of fees or other compensation to sponsor (including, but not limited to, costs of removal or alteration).

Advertising, displays, demonstrations, conferences, entertainment, and hospitality rooms in the interest of business are not permitted except by firms that have become sponsors or by permission of USGIF.

11. Interpretation and Enforcement. These terms and conditions, USGIF's contract with the Hyatt Regency Reston, including, but not limited to, the Hyatt Regency Reston regulations and directions, are incorporated into and are a part of sponsor's obligations under this agreement. All matters in question not covered by this agreement are subject to the decision of USGIF and all decisions so made shall be binding on all parties affected by them as by the original regulations.

12. Security. The provision of any security service may not be construed as an assumption of obligation or duty by USGIF with respect to the protection of the sponsor's property. Sponsor releases the Indemnitees for any loss, damage, theft or destruction of sponsor's property, and further shall indemnify and defend the Indemnitees from any liabilities resulting from any such loss, damage, theft or destruction of sponsor's property or that of any other sponsor.

13. Use of the USGIF Logo. Sponsor acknowledges and agrees that the "United States Geospatial Intelligence Foundation (USGIF)" name and USGIF's logos and trademarks are the exclusive property of USGIF and may not be used by a sponsor unless, and to the extent, expressly provided in a separate written agreement with USGIF. Nothing contained in this contract gives sponsor any right to use such name, logos or trademarks including, but not limited to, any right to use in connection with sponsor's advertising, products or services. Any unauthorized use of such name, logos or trademarks constitutes a breach of this contract and, in addition to any other remedies available to USGIF at law or in equity, USGIF may terminate this contract without obligation to refund any contributions paid by sponsor .

14. PAYMENT & CANCELLATION POLICY. Sponsors must submit cancellations in writing to USGIF. Due to the short planning period, no refunds will be given.

CANCELLATION

When the United States Geospatial Intelligence Foundation has accepted this application, it and the terms and conditions set forth below become a legally binding contract. Due to the short time frame for planning, no refunds will be given.

In the event that an organization cancels all or part of its participation or sponsorship the organization must do so in writing and will be obligated to pay the United States Geospatial Intelligence Foundation the total cost for the contracted sponsorship(s) or table(s).

APPLICATION & CONTRACT

Please complete, sign, and return this application to:

Jeff Ley at jeff.ley@usgif.org or **Ashley Jones** at ashley.jones@usgif.org

Due to limited space availability of sponsorships, the United States Geospatial Intelligence Foundation cannot guarantee that your application will be accepted. The United States Geospatial Intelligence Foundation will return your deposit if your application is not accepted for any reason. Otherwise, a copy of this application will be returned to you after it has been accepted by the United States Geospatial Intelligence Foundation and either a GEOGala table or sponsorship has been assigned. At that point, this application, together with the terms and conditions set forth on the preceding pages, will become a legally binding contract between you and the United States Geospatial Intelligence Foundation.

Please make all checks payable to USGIF in U.S. funds.

FINANCIALS / CALCULATIONS

GEOGala Tables and Sponsorships			USGIF Organizational Member	Non- Member	Total
GEOGala Host Sponsorship (USGIF Organizational Member Exclusive)			\$30,000	N/A	
GEOGala Cocktail Reception (Exclusive)			\$15,000	\$17,250	
GEOGala Dessert Sponsorship (Exclusive)			\$10,000	\$11,500	
GEOPix Sponsorship (Exclusive)			\$7,500	\$8,625	
GEOGala Dinner Table before October 1st	#	x	\$4,500	\$5,175	
GEOGala Dinner Table after September 30th	#	x	\$5,000	\$5,675	
				TOTAL COST	

PAYMENT INFORMATION

Please select your preferred payment method below. As part of the confirmation process, USGIF will send an invoice to the email address provided. If a PO is issued, please list it below and USGIF can include it on the invoice. If paying by credit card, a receipt will be generated and sent to the email address listed below. If a PO is issued, the standard, pre-printed terms and conditions, if any, on the PO will have no legal effects and will not be binding by USGIF.

Check (Please make all payments payable to USGIF in U.S. funds.)

EFT

PO # _____

Credit Card (see below)

VISA MasterCard AMEX Credit Card # _____ Exp _____

Print Name (as it appears on card) _____

Billing Address (where statement is sent) _____

City _____ State _____ ZIP _____

Phone _____ Email _____

Card Holder's Signature _____ Date _____

The card holder's signature indicates that (1) the issuer of the card identified above is authorized by the cardholder to pay the total due as shown on this application, (2) that the card holder promises to pay such amount subject to and in accordance with the agreement governing the use of such card, and (3) the United States Geospatial Intelligence Foundation is authorized to charge the credit card number listed above for the listed amount.

Total Due (from page 4): \$ _____

Please add the 3% Administrative Fee (only if paying by credit card and amount is \$1,000 or higher): \$ _____

Total amount to be charged to card: \$ _____

_____ **INITIAL**

FOR USGIF USE ONLY

GEOGala Table(s) # _____

GEOGala Sponsorship(s) Assigned _____

Date Received _____ Date Accepted _____

Accepted on behalf of USGIF by: _____