

# Machine Learning and Artificial Intelligence Workshop 2019

November 19-20, 2019 - NGA Campus East, Springfield, VA

This application and contract must be completed and emailed to [jeff.ley@usgif.org](mailto:jeff.ley@usgif.org) or [ashley.jones@usgif.org](mailto: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 will be the person who will receive updates and planning information regarding this Event.)

Job Title \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ City State ZIP Country

Phone \_\_\_\_\_ Email \_\_\_\_\_

Authorized Signature \_\_\_\_\_ Date \_\_\_\_\_

(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 signing this application represents and warrants that he/she is duly authorized to execute binding contracts on behalf of the above listed company.)

## EXHIBIT SPACE

### Industry Table-Top Display - \$1,500/\$1,725

Limited Availability

- Includes exhibit space on Tuesday & Wednesday
- 6 foot table, 2 chairs, power for your display
- 2 Exhibitor registrations
- Members receive 0.75 priority points and non-members receive 0.86 priority points

### Government/Academia Table-Top Display - \$250/\$250

Limited Availability

- Includes exhibit space on Tuesday & Wednesday
- 6 foot table, 2 chairs, power for your display
- 2 Exhibitor registrations
- Members and non-members receive 0.13 priority points

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## SPONSORSHIP OPPORTUNITIES

All sponsorships include recognition on select marketing materials, event website, and on-site signage.

*\*Flash Talks are not marketing pitches and must be focused on a theme or topics related to the event, as described by USGIF. Sponsors must adhere to the flash talk requirements and are required to submit their presentations in advance for USGIF review.*

### Reception - \$8,250/\$9,490

Exclusive Sponsorship

The highest profile sponsorship of the day is the networking reception to be held directly following the close of programming on Wednesday. Be the reception sponsor and leave a lasting impression with both attendees and exhibitors.

- Branded koozies and napkins
- 6 foot table-top display, 2 chairs, power for your display
- 4 Exhibitor registrations
- Flash Talk on Tuesday
- 50% off any Q4 print ad in *trajectory* magazine
- Members receive 4.13 priority points and non-members receive 4.75 priority points

### Lunch - \$6,750/\$7,765

2 Available

This is a great way to reinforce your brand by providing lunch for exhibitors and attendees.

- Branded cups and napkins
- 6 foot table-top display, 2 chairs, power for your display
- 3 Exhibitor registrations
- Flash Talk on Tuesday
- 50% off any Q4 print ad in *trajectory* magazine
- Members receive 3.38 priority points and non-members receive 3.89 priority points

### Refreshments - \$4,000/\$4,600

2 Available

Help exhibitors and attendees refuel during the day by being the break sponsor. Refreshments will be made available in the morning and afternoon on Tuesday or Wednesday. This is a great way to gain valuable recognition.

- Branded cups and napkins
- 6 foot table-top display, 2 chairs, power for your display
- 2 Exhibitor registrations
- Flash Talk on Tuesday
- 25% off any Q4 print ad in *trajectory* magazine
- Members receive 2 priority points and non-members receive 2.3 priority points

### Breakfast - \$3,250/\$3,750

2 Available

Kick off the day by feeding exhibitors and attendees. This is an opportunity to make a great first impression.

- Branded cups and napkins
- 6 foot table-top display, 2 chairs, power for your display
- 2 Exhibitor registrations
- Flash Talk on Tuesday
- Members receive 1.63 priority points and non-members receive 1.88 priority points

### Lanyards - \$3,250/\$3,750

Exclusive Sponsorship

- Lanyards to be used for the Machine Learning and Artificial Intelligence Workshop Tuesday and Wednesday
- 6 foot table-top display, 2 chairs, power for your display
- 2 Exhibitor registrations
- Flash Talk on Tuesday
- Members receive 1.63 priority points and non-members receive 1.88 priority points

### Supporting Sponsor - \$1,000/\$1,150

Limited Availability

- Logo Recognition on select marketing materials, event website, and on-site signage
- Members receive 0.5 priority points and non-members receive 0.58 priority points

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## 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, NGA NCE, 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 7, 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 space 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 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 Literature or Giveaways.** Sponsor agrees that its, 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, 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, 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, NGA NCE, 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. 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.

**8. 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 the contract with NGA NCE, any applicable laws, or USGIF 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.

**9. Restrictions.** USGIF, at its sole discretion, reserves the right to restrict sponsor displays or 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 exhibit or 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).

**10. Interpretation and Enforcement.** These terms and conditions, the contract with NGA NCE, including, but not limited to, the NGA NCE 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.

**11. 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.

**12. 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.

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

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## CANCELLATION

When the United States Geospatial Intelligence Foundation has accepted this application, it and the terms and conditions set forth on the previous page 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 their 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](mailto:jeff.ley@usgif.org) or **Ashley Jones** at [ashley.jones@usgif.org](mailto: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 a sponsorship has been assigned. At that point, this application, together with the terms and conditions set forth on the previous page, 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

Description	Available	USGIF Member		Non-Member		Total
		Cost	Points	Cost	Points	
Industry Table-Top Display	Limited	\$1,500	0.75	\$1,725	0.86	\$
Government/Academia Table-Top Display	Limited	\$250	0.13	\$250	0.13	\$
Reception	1	\$8,250	4.13	\$9,490	4.75	\$
Lunch <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday	2	\$6,750	3.38	\$7,765	3.89	\$
Refreshments <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday	2	\$4,000	2	\$4,600	2.3	\$
Breakfast <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday	2	\$3,250	1.63	\$3,750	1.88	\$
Lanyards	1	\$3,250	1.63	\$3,750	1.88	\$
Supporting Sponsor	Limited	\$1,000	0.5	\$1,150	0.58	\$
<b>TOTAL COST</b>						\$

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## PAYMENT INFORMATION

Please select your preferred payment method below. As part of the confirmation process, USGIF will send an invoice to the email address listed below. 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): \$ \_\_\_\_\_

Total amount to be charged to card: \$ \_\_\_\_\_

\_\_\_\_\_ **INITIAL**

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## FOR USGIF USE ONLY

Table-Top Display(s) \_\_\_\_\_

Sponsorship(s) \_\_\_\_\_

Date Received \_\_\_\_\_ Date Accepted \_\_\_\_\_

Accepted on behalf of USGIF by: \_\_\_\_\_