

# The Geospatial Metaverse - Infrastructure, Tradecraft and Applications

March 9-10, 2021 · Virtual Event

This application and contract must be completed and returned to [jeff.ley@usgif.org](mailto:jeff.ley@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 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 and virtual code of conduct, 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.)

## SPONSORSHIP OPPORTUNITIES

\*Lightning 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 requirements provided and are required to submit their presentations in advance for USGIF review.

### Title Sponsor

**\$14,995 organizational member only opportunity**

**Exclusive**

Be seen as a thought leader with the highest profile sponsorship at the event. Included in the sponsorship are:

- Dedicated sponsor landing page featuring an organizational write up and a logo that can be linked to a URL of your choice. The sponsor page can include marketing slicks, press releases or videos for promotional purposes.
- Ability to submit 60 second (.MP4 file, 25MB, 16:9 aspect ratio) video to be played as a part of the USGIF welcome remarks
- Ability to intro one of the speakers to be approved by USGIF
- Prominent logo recognition on the virtual event login page as the Title Sponsor
- Option to submit a pre-recorded, five-minute Lightning Talk\* OR exclusive pre and post-event emails to all registrants
  - If you choose to submit a Lightning Talk, you may incorporate an intro video/advertisement into the file that is no longer than 30 seconds
  - If you choose the exclusive emails, we will need a banner image at 650px, body text and a subject line for each
- (1) Push notification with ability to provide text and an image linked to URL of your choice that will be posted at a selected time in the event platform as a notification to all attendees. (date and time to be determined by USGIF)
- Logo recognition on select marketing emails promoting the event
- Priority Points – 7.49



### Individual Track Sponsor

**\$4,995 organizational member / \$5,795 non-member**

**4 Available**

Take the spotlight by introducing a key speaker or having your video played prior to a track. Included in the sponsorship are:

- Dedicated sponsor landing page featuring an organizational write up and a logo that can be linked to a URL of your choice. The sponsor page can include marketing slicks, press releases or videos for promotional purposes.
- Ability to intro one of the speakers on a select day of the event OR provide a 60-second (.MP4 file, 25MB, 16:9 aspect ratio) intro video to be played prior to a select session (exact speaker and/or session to be determined by USGIF)
- Option to submit a pre-recorded, five-minute Lightning Talk\* OR be included in the shared pre and post-event emails to all registrants
  - If you choose to submit a Lightning Talk, you may incorporate an intro video/advertisement into the file that is no longer than 30 seconds
  - If you choose the shared email option, we will just need your logo, a URL and a 50-word blurb for each. (NOTE: These emails could contain up to 9 other sponsors)
- (1) Push notification with ability to provide text and an image linked to URL of your choice that will be posted at a selected time in the event platform as a notification to all attendees. (date and time to be determined by USGIF)
- Logo recognition on select marketing emails promoting the event
- Priority Points – 2.49 members / 2.89 non-members



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## Digital Playback Sponsor

Exclusive

**\$4,995 organizational member / \$5,795 non-member**

As attendees view session on playback, they will be reminded over and over of your brand. Included in the sponsorship are:

- Dedicated sponsor landing page featuring an organizational write up and a logo that can be linked to a URL of your choice. The sponsor page can include marketing slicks, press releases or videos for promotional purposes.
- Logo recognition as playback sponsor in session once placed on-demand
- Option to submit a pre-recorded, five-minute Lightning Talk\* OR be included in the shared pre and post-event emails to all registrants
  - If you choose to submit a Lightning Talk, you may incorporate an intro video/advertisement into the file that is no longer than 30 seconds
  - If you choose the shared email option, we will just need your logo, a URL and a 50-word blurb for each. (NOTE: These emails could contain up to 9 other sponsors)
- (1) Push notification with ability to provide text and an image linked to URL of your choice that will be posted at a selected time in the event platform as a notification to all attendees. (date and time to be determined by USGIF)
- Logo recognition on select marketing emails promoting the event
- Priority Points – 2.49 members / 2.89 non-members

## Registration Sponsor

Exclusive

**\$4,995 organizational member / \$5,795 non-member**

Be one of first companies to make an impression on attendees by sponsoring registration. Included in the sponsorship are:

- Dedicated sponsor landing page featuring an organizational write up and a logo that can be linked to a URL of your choice. The sponsor page can include marketing slicks, press releases or videos for promotional purposes.
- Logo recognition on registration page and confirmation emails
- Option to submit a pre-recorded, five-minute Lightning Talk\* OR be included in a shared post-event email to all registrants
  - If you choose to submit a Lightning Talk, you may incorporate an intro video/advertisement into the file that is no longer than 30 seconds
  - If you choose the shared email option, we will just need your logo, a URL and a 50-word blurb for each. (NOTE: These emails could contain up to 9 other sponsors)
- Recognition as Registration Sponsor on select marketing emails
- (1) Push notification with ability to provide text and an image linked to URL of your choice that will be posted at a selected time in the event platform as a notification to all attendees. (date and time to be determined by USGIF)
- Priority Points – 2.49 members / 2.89 non-members

## Contributing Sponsor

6 Available

**\$3,995 organizational member / \$4,795 non-member**

Make your organization stand out with this Silver Level sponsorship. Included in the sponsorship are:

- Dedicated sponsor landing page featuring an organizational write up and a logo that can be linked to a URL of your choice. The sponsor page can include marketing slicks, press releases or videos for promotional purposes.
- Option to submit a pre-recorded, five-minute Lightning Talk\* OR be included in the shared pre and post-event emails to all registrants.
  - If you choose to submit a Lightning Talk, you may incorporate an intro video/advertisement into the file that is no longer than 30 seconds
  - If you choose the shared email option, we will just need your logo, a URL and a 50-word blurb for each. (NOTE: These emails could contain up to 9 other sponsors)
- (1) Push notification with ability to provide text and an image linked to URL of your choice that will be posted at a selected time in the event platform as a notification to all attendees. (date and time to be determined by USGIF)
- Priority Points – 1.99 members / 2.39 non-members

## Supporting Sponsor

Limited Availability

**\$2,995 organizational member / \$3,495 non-member**

Have your brand seen by all attendees and support the tradecraft! Included in the sponsorship are:

- Dedicated sponsor landing page featuring an organizational write up and a logo that can be linked to a URL of your choice. The sponsor page can include marketing slicks, press releases or videos for promotional purposes.
- (1) Push notification with ability to provide text and an image linked to URL of your choice that will be posted at a selected time in the event platform as a notification to all attendees. (date and time to be determined by USGIF)
- Priority Points – 1.49 members / 1.74 non-members

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## A LA CARTE OPPORTUNITIES

### A la Carte Push Notification

Limited Availability

**\$295 organizational member / \$345 non-member**

Get your message out by setting up a push notification that will be visible to all attendees in the platform at a scheduled time. This could be used to invite attendees to your virtual exhibit, company website, demo link etc. Included are the following:

- Ability to provide text and an image linked to URL of your choice that will be posted at a selected time in the event platform as a notification to all attendees. (date and time to be determined by USGIF)
- Priority Points – 0.14 members / 0.17 non-members

### A la Carte Shared Pre and Post-Event Emails

Limited Availability

**\$295 organizational member / \$345 non-member**

Reach the entire registration list before and after the event with this shared email opportunity. Included are the following:

- Logo linked to URL of your choice and a 50-word blurb for both the pre and post-event shared emails. (NOTE: These emails could contain up to 9 other sponsors)
- Priority Points – 0.14 members / 0.17 non-members

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## APPLICATION & CONTRACT

Please complete, sign, and return this application to: **Jeff Ley at [jeff.ley@usgif.org](mailto:jeff.ley@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 following pages, will become a legally binding contract between you and the United States Geospatial Intelligence Foundation.

## FINANCIALS/CALCULATIONS\*

Description	Available	Organizational Member		Non-Member		Total
		Cost	Points	Cost	Points	
Title Sponsor <b>[SOLD]</b>	1	\$14,995	7.49			\$
Individual Track Sponsor <b>[SOLD]</b>	4	\$4,995	2.49	\$5,795	2.89	\$
Digital Playback Sponsor <b>[SOLD]</b>	1	\$4,995	2.49	\$5,795	2.89	\$
Registration Sponsor	1	\$4,995	2.49	\$5,795	2.89	\$
Contributing Sponsor	6	\$3,995	1.99	\$4,795	2.39	\$
Supporting Sponsor	Limited	\$2,995	1.49	\$3,495	1.74	\$
A la Carte Push Notification	Limited	\$295	0.14	\$345	0.17	\$
A la Carte Shared Pre and Post Event Emails	Limited	\$295	0.14	\$345	0.17	\$
EdGEOcation Giving Fund Donation - To learn more or donate online visit <a href="https://usgif.org/about/donate">https://usgif.org/about/donate</a>						\$
<b>TOTAL COST</b>						\$

Member pricing is for organizational members only.

**\*PLEASE NOTE, your sponsorship must be paid in full at least one business day in advance of the opening of the event otherwise your access/participation will be denied until such balance is paid in full.**

## 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 above): \$ \_\_\_\_\_

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

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

## FOR USGIF USE ONLY

Sponsorship or Virtual Exhibit Assigned \_\_\_\_\_

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

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

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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 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 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 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 physical or intellectual property (including, without limitation, that of USGIF, 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, defend and hold harmless USGIF, its executives, agents, sponsors, and employees ("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 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/or any 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.** 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.

## 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).

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## USGIF VIRTUAL PROGRAMS CODE OF CONDUCT

USGIF is committed to providing a safe, productive, and welcoming environment for all meeting participants and USGIF staff. All participants, including, but not limited to, attendees, speakers, volunteers, exhibitors, USGIF staff members, service providers, and all others are expected to abide by this Virtual Programs Code of Conduct. This Policy applies to all USGIF meeting-related events on public or private platforms.

USGIF has zero-tolerance for any form of discrimination or harassment, including but not limited to sexual harassment by participants or staff at USGIF meetings. If you experience harassment or hear of any incidents of unacceptable behavior, USGIF asks that you inform Jeff Ley, Vice President Business & Administration, [jeff.ley@usgif.org](mailto:jeff.ley@usgif.org) or 571-392-7202 so that appropriate action may be taken.

Unacceptable Behavior is defined as:

- Harassment, intimidation, or discrimination in any form.
- Verbal abuse of any attendee, speaker, volunteer, exhibitor, USGIF staff member, service provider, or other meeting guest.
  - Examples of verbal abuse include, but are not limited to, verbal comments related to gender, sexual orientation, disability, physical appearance, body size, race, religion, national origin, inappropriate use of nudity and/or sexual images in public spaces or in presentations, or threatening or stalking any attendee, speaker, volunteer, exhibitor, USGIF staff member, service provider, or other meeting guest.
- Disruption of presentations during sessions, in the exhibit hall, or at other events organized by USGIF throughout the virtual meeting. All participants must comply with the instructions of the moderator and any USGIF virtual event staff.
- Presentations, postings, and messages should not contain promotional materials, special offers, job offers, product announcements, or solicitation for services. USGIF reserves the right to remove such messages and potentially ban sources of those solicitations.
- Participants should not copy or take screen shots of Q&A or any chat room activity that takes place in the virtual space.

USGIF reserves the right to take any action deemed necessary and appropriate, including immediate removal from the meeting without warning or refund, in response to any incident of unacceptable behavior, and USGIF reserves the right to prohibit attendance at any future meeting, virtually or in person.