

**AVAYA**  
ENGAGE<sup>SM</sup>

# EXHIBIT & SPONSORSHIP OPPORTUNITIES



**IAUG**<sup>TM</sup>

INTERNATIONAL AVAYA USERS' GROUP

**JANUARY 28-31, 2018**  
**NEW ORLEANS, LA**

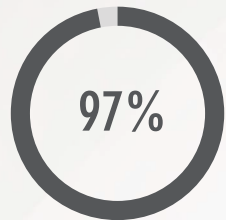
ROYAL STREET  
GIFT SHOP  
T-SHIRTS - SOUVENIRS  
NOVELTIES  
640 Royal Street



# ABOUT AVAYA ENGAGE

Don't miss the opportunity to reach thousands of customers at the world's most exclusive gathering of Avaya users in 2018. Avaya ENGAGE is the one place where Avaya customers from around the world can receive top-notch education and insight into today's hottest industry topics.

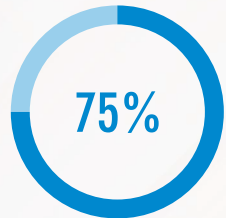
## JOIN US IN NEW ORLEANS



of attendees would recommend Avaya ENGAGE to a colleague



of attendees plan to make a purchase related to Avaya solutions in the 12 months following the event

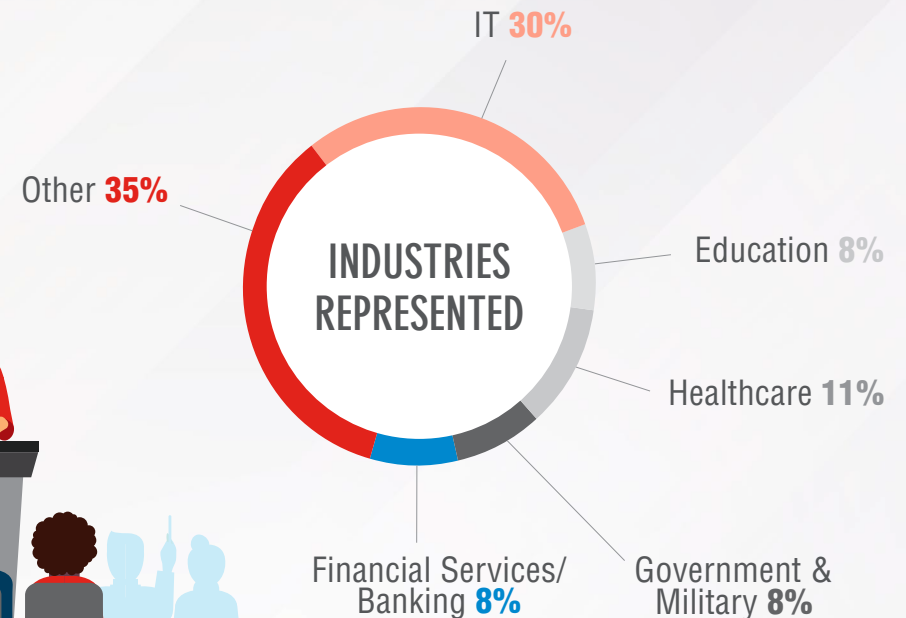


of attendees planned to make a purchase from a conference exhibitor



## 92% OF 2017 EXHIBITORS

believe they were successful in reaching their objectives set for Avaya ENGAGE 2017.



**“We always love Avaya ENGAGE. We find that the attendees are educated on the industry, excited about technology, and are in attendance because they are looking to find the best solutions for their organizations.”**

AVAYA ENGAGE 2017 EXHIBITOR

# AVAYA ENGAGE 2018 SPONSORSHIP LEVELS

Benefits	Platinum	Gold	Silver
Investment	\$60k-\$99,999	\$30K-\$59,999	\$20K-\$29,999
Booth space and sponsorship options are included at each level, and will be customized to your total sponsorship package.			
Sponsorship Benefits	Platinum	Gold	Silver
Full Conference Passes	6	4	3
Logo Inclusion Recognizing Sponsorship on All Applicable Conference Materials	•	•	•
Sponsor Ribbons for Staff to Wear at Conference	•	•	•
Logo Inclusion Recognizing Sponsorship in Event Preview Guide (if available)	•	•	•
Conference Guide Exposure	Full-Page Ad in Conference Guide	Full-Page Ad in Conference Guide	
General Session Acknowledgement	•	•	•
Exposure on Conference Sponsor Page to Include Logo and Sponsorship Level Recognition on IAUG Website	•	•	•
Conference Speaking Opportunity	1	1	1
Logo Included on Entrance Unit to Solutions Expo + Onsite Signage	•	•	•
Priority Points for 2017 Space Selection	8	6	4
Electronic Post-Show List	•	•	*
Registration Bag Insert (insert provided by sponsor)	•	•	*

\* Exhibit space and sponsorship investments will vary depending on each company's customized sponsorship package.

# MAXIMIZE YOUR EXPOSURE AT AVAYA ENGAGE 2018

## SPONSORSHIP OPPORTUNITIES

Opportunity	Pricing
Mobile Application <i>(EXCLUSIVE!)</i>	\$45,000
Badge Holders	\$35,000
Wireless Internet	\$30,000
Conference Highlight Board	\$30,000
Guest Room Key Cards at Headquarters Hotels	\$25,000
<del>Registration Bags</del>	<del>\$25,000</del> <b>SOLD</b>
Charge and Recharge Lounges <i>(2 available)</i>	\$20,000 per lounge
Reusable Water Bottles & Station	\$20,000
Ice Cream Break Sponsor	\$12,000
iPad Stations <i>(2-5 minute video ad / 4 available)</i>	\$10,000
Exhibit Giveaway <i>(Tues. &amp; Weds.)</i>	\$7,500
<del>Footprint Decals <i>(Exclusive)</i></del>	<del>\$7,500</del> <b>SOLD</b>
Hotel Room Drop at Headquarters Hotels <i>(4 available)</i>	\$7,500
Lunch Sponsorship <i>(3 available)</i>	\$6,000 per day
Guest Room Video Channel <i>(2 available)</i>	\$5,000
Tuesday Reception Sponsor	\$5,000 <i>(Beer and Wine)</i> or \$7,500 <i>(Full Bar)</i>
Breakfast Sponsorship <i>(3 available)</i>	\$4,000 per day
<del>Customer Connections Speaking Opportunity</del>	<del>\$4,000</del> <b>SOLD</b>
<del>Illuminated Ad Tower</del>	<del>\$3,000</del> <b>SOLD</b>
Refreshment Break <i>(Mon., Tues. and Weds.)</i>	\$3,000 per day
Registration Bag Insert	\$2,500
Attendee T-shirts <i>(maximum 10 sponsors; limit 1 per company, Exclusive \$25,000)</i>	\$2,000
Column Wraps	\$1,500
Passport to Prizes <i>(Only 14 left!)</i>	\$1,000 each

UPDATED—10.17.17

## FEATURED SPONSORSHIP OPTIONS

Opportunity	Pricing
High Visibility Banners	Price dependent on location and size
<b>Branded Attendee Giveaways:</b>	
USB Phone Charges	\$30,000
Notepads	\$8,000
Luggage Tags	\$5,000
Pens	\$4,000
Highlighters	\$4,000
Post-It Notes	\$3,000
<b>Advertising Opportunities:</b>	
Conference Guide (Full-page ad)	\$3,000
Daily Event Email (Sidebar ad)	\$1,600

If you are an Avaya ENGAGE® New Orleans sponsor and want to sponsor Avaya ENGAGE® Mexico in June, you will receive a 30% discount if you sign up before December 30, 2017.

For more information about Avaya ENGAGE® Mexico and sponsorship opportunities, please contact **Maggie Bautista** at [mabautista@avaya.com](mailto:mabautista@avaya.com).

\* For descriptions of each offering, visit <http://www.iaug.org/page/2018sponsorship>.

For customized sponsorship opportunities contact Hunter Cassady at [HCassady@iaug.org](mailto:HCassady@iaug.org) or 502.468.0299.

# LEAD GENERATION BOOST PACKAGE — \$7,500\*

LOOKING TO GET YOUR FOOT IN THE DOOR AT AVAYA ENGAGE? START HERE.

The Avaya ENGAGE 2018 Lead Generation Boost Package will offer exhibitors:



**One (1) 10x10  
Booth Space**



**One (1) Passport to  
Prizes Sponsorship**



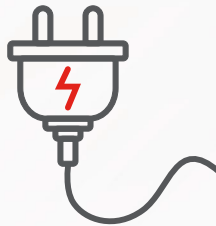
**One (1) Full Conference  
Registration**



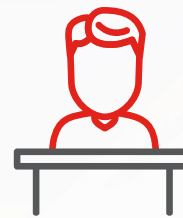
**One (1) Lead  
Retrieval Device**



**Two (2) Chairs**



**One (1) 5amp/500  
Watts Electrical Drop**



**Three (3) Exhibit  
Only Registrations**



**One (1) 6' Draped  
and Skirted Table**

\* \$8,500 Value

\* Revisions to Package at cost of the exhibitor

# EXHIBIT SPACE AND SPONSORSHIP CONTRACT

## COMPANY INFORMATION

All future correspondence including booth confirmation and an Exhibitor Services Manual will be sent to the contact information below.

COMPANY NAME

ADDRESS

CITY

STATE

ZIP

COUNTRY

PHONE

FAX

CONTACT NAME

TITLE

EMAIL

WEB ADDRESS

Are you an authorized Avaya partner? ☐ Yes ☐ No

Are you an Avaya DevConnect partner? ☐ Yes ☐ No

Payments should be submitted to:  
IAUG – Conference  
P.O. Box 306192  
Nashville, TN 37230-6192

Attn: Hunter Cassady  
Email: hcassady@iaug.org

## BOOTH SELECTION

### RATES:

- During the 2017 Conference through July 28, 2017: \$4,495 per 10'x10' booth
- Early-Bird Rate: \$4,995 per 10'x10' booth
- Regular Rate: \$5,495 per 10'x10' booth

All applications must be accompanied by a non-refundable payment of 50% of the total booth cost for each 10' x 10' space. **Final payments are due January 1, 2018.** Booths will not be reserved if full payment is not received.

# of 10' x 10' Booths: \_\_\_\_\_ × Rate \$ \_\_\_\_\_ = Total Booth Price \$ \_\_\_\_\_

## SPONSORSHIPS

Please write in sponsorship type and cost as identified in this guide

\_\_\_\_\_ \$ \_\_\_\_\_  
\_\_\_\_\_ \$ \_\_\_\_\_  
\_\_\_\_\_ \$ \_\_\_\_\_

## PAYMENT INFORMATION

Submission of an application does not signify acceptance by IAUG. IAUG will review all applications for eligibility and will confirm in writing once an application has been accepted. IAUG reserves the right to refuse any application for any reason deemed appropriate by the IAUG Annual Conference Committee, IAUG Board of Directors or headquarters staff. Payment Information will be sent with written confirmation.

Payments should be submitted to:  
IAUG - Conference  
P.O. Box 306192  
Nashville, TN 37230-6192

Attn: Hunter Cassady  
Email: hcassady@iaug.org

## ACCEPTANCE

I, the authorized representative of the undersigned company, on behalf of said company subscribe and agree to all terms, conditions, authorizations and covenants obtained in this Contract and the Rules and Regulations governing IAUG Annual Conference – Avaya ENGAGE.

SIGNATURE

DATE



# EXHIBIT RULES & REGULATIONS

## AVAYA ENGAGE 2018 JANUARY 28-31, 2018 NEW ORLEANS, LA

These Contract Conditions/Rules & Regulations are part of Avaya ENGAGE 2018 Application & Contract for Exhibit Space. By signing the Application & Contract for Exhibit Space, Exhibitor agrees to abide by these rules and regulations. After completing the Application & Contract for Exhibit Space, please forward these Rules & Regulations to the person(s) in charge of your exhibit at Avaya ENGAGE.

### 1. NATURE OF EXHIBITION

IAUG's objective is to showcase products and services that support our members' business information technology strategies. Exhibitors include companies that offer products and services that complement Avaya offerings, such as: networking, IP telephony, security, wireless and mobile computing.

### 2. ELIGIBILITY

The technical exhibit area is open to Exhibitors whose products and services are directly related to the voice, data and information technology fields. IAUG reserves the right to refuse rental of display space to any company whose display of goods or services is not, in the opinion of IAUG, compatible with the general character and objectives of IAUG. Application for space is not an assurance of eligibility. All applications are subject to review and IAUG reserves the right to refuse any application for any reason deemed appropriate by the IAUG Annual Conference Committee, IAUG's Board of Directors or headquarters staff.

IAUG reserves the right to revoke membership or exhibit privileges based on intellectual property violations, unfair trade practices or other activities in the industry deemed illegal, unethical or contrary to the best interests of IAUG or its sponsors.

IAUG reserves the right to remove, at Exhibitor's expense, any merchandise deemed by the Board of Directors as not suitable for display at IAUG Annual Conference. IAUG reserves the right to revoke a company's exhibit agreement should the company's products and/or services be considered ineligible by the terms listed above.

### 3. EXHIBIT INFORMATION

Each 10' x 10' booth space will be set with an 8' high back drape, 36" high side dividers and a 7" x 44" one-line identification sign. Each 10' x 10' will also receive (3) Solutions Expo Only and (1) Full Conference badge with their booth. Additional badges may be purchased. All exhibits are to be kept intact until the closing of IAUG Annual Conference. No part of an exhibit shall be removed during the exposition without special permission from Show Management. Any Exhibitor who begins the dismantling of their display before the close of the show will lose their company's priority status in future Avaya ENGAGE Expos and may altogether lose the privilege of exhibiting. All freight must be removed from the Facility/Hotel by 12:00 p.m. Thursday. If exhibits are not removed by

this time, Show Management has the right to remove exhibits and charge the expense to the Exhibitor.

### 4. BOOTH RENTAL RATES AND PAYMENTS

Space will be charged at the following rates:

- Onsite Rate: \$4,495
- Early-Bird Rate: \$4,995 per 10' x 10' booth
- Regular Rate: \$5,495 per 10' x 10' booth

To confirm exhibit space and sponsorships, a 50% deposit payment must accompany the appropriate application & contract. Final payment is due January 1, 2018. Any application received after January 1, 2018, must have 100% payment enclosed. No space will be assigned without the appropriate payments accompanying the application.

If any Exhibitor fails to perform any other term or condition of the contract, or fails to observe and abide by these Contract Rules & Regulations, IAUG reserves the right to terminate the contract immediately without refund of any monies previously paid. No space or sponsorships will be assigned without payment. Checks should be made payable to IAUG and should be mailed with the application & contract for Exhibit Space and Sponsorships to: IAUG – Conference, P.O. Box 306192, Nashville, TN 37230-6192.

### 5. CANCELLATIONS AND REFUNDS

If space and/or sponsorships are canceled by the Exhibitor prior to July 28, 2017, the Exhibitor will incur an administrative fee as listed below:

Date of Notice	% of Cost for Canceled space
On or before July 28, 2017	50%
After July 28, 2017	100%

If space is reduced, Show Management will make allocations of space guided by requirements of individual exhibitors, and reserves the right to rearrange the floor plan and/or relocate any exhibit if deemed advisable in the best interest of the show. If space is canceled by the Exhibitor, Show Management has the right to resell the space and retain all revenue collected. ALL NOTICES OF CANCELLATION OR REDUCTION MUST BE RECEIVED IN WRITING.

IAUG, in the event of conflicts regarding space requestor conditions beyond its control, reserves the right to rearrange the floor plan. Also, IAUG may relocate any exhibit at any time with the understanding that, if the Exhibitor does not agree with such relocation, the deposit and/or full payment for exhibit space will be refunded. Any space not claimed and occupied for which no special arrangements have been made prior to 12:00 p.m., Monday (opening day of the show), may be resold or assigned by IAUG without obligation on the part of IAUG for any refund whatsoever.

### 6. BOOTH CONSTRUCTION RULES

Exhibitors will be bound by the booth construction rules, which will be included in the Exhibitor Services Manual. The Exhibitor Services Manual will be emailed to the contact person provided by the Exhibitor approximately three months prior to the show. In addition, all Exhibitors are required to provide some form of floor covering in their booth, which must reach aisle to aisle. Bare concrete will not be allowed. The Exhibitor will also be responsible for any cost necessary to finish off the

unsightly back wall and open area behind its pop-up, and/or hard wall structure. No cartons may be stored behind the booths.

### 7. SPACE ALLOCATION PROCEDURE

Initial space assignments will be based on a priority point system. Details on how priority points are earned will be sent to your company's main contact prior to each year's show. The point system will remain in effect for all applications received up to the initial space assignments. Applications received after initial space assignment will be handled on a first-come, first-serve basis.

### 8. SUBLETTING OF EXHIBIT AND PROHIBITED USES

Exhibitors are prohibited from assigning or subletting a booth or any part of the space and/or sponsorships allotted to them. Nor shall they exhibit or permit to be exhibited in their space any merchandise or advertising materials which are not part of their regular products and services, or which are not compatible with the character of IAUG, without a written request and approval from IAUG. IAUG reserves the right to terminate any portion of the exhibit that is not in accordance with these Rules & Regulations without prior approval.

### 9. INSURANCE AND LIABILITY

Neither IAUG, its members, officers, representatives or employees, nor the conference Facility/Hotel, nor General Contractors representatives, or employees, will be responsible for any injury, loss, or damage that may occur to the Exhibitor or the Exhibitor's employees or property from any cause whatsoever, prior, during, or subsequent to the period covered by the exhibit contract. It is understood by the Exhibitor that the nature of the facilities available, the presence and circulation of large numbers of people, the difficulty of effective supervision over the protection of large numbers of removable articles in many booths, and various other factors, make it reasonable that each Exhibitor shall assume the risk of any such injury, loss or damage. The Exhibitor, by signing the Application & Contract for Exhibit Space, thereby assumes such risk and expressly releases and agrees to indemnify IAUG and its members, officers, representatives, and employees from any and all claims for any such loss, damage, or injury. IAUG reserves the right to modify these Contract Conditions/Rules and Regulations, or any part of them, if ordered to do so by an authorized Government official and IAUG shall not be liable to any Exhibitor for any loss or damage resulting from such modifications.

Perimeter guard service will be furnished, but the furnishing of security personnel shall not be deemed to affect the non-liability of IAUG and its members, officers, representatives, and employees; the official service contractors; the Conference Facility/Hotel, its officers, representatives and employees; nor to modify in any way the assumption of risk and release provided for above. If insurance is desired, it must be placed by the Exhibitor. It is recommended that Exhibitors take precautionary measures of their own, such as the securing of small or easily portable articles of value and the removal of them to a place of safekeeping after exhibit hours.

In the case that said premises shall be destroyed by fire or the elements or by any cause, or in the case of Government intervention regulation, military activity, strikes, or any other circumstances that make it

impossible or inadvisable for IAUG to hold the show at the time and place provided in the Application & Contract for Exhibit Space, then and thereupon the contract shall terminate and the Exhibitor shall waive any claim for damages or compensation, except the pro rata return of the amount paid for space, after deduction of actual expenses incurred in connection with the show, and there shall be no further liability on the part of either party.

It is recommended that Exhibitors obtain adequate insurance coverage at their own expense for property loss or damage and liability for personal injury. If for any reason beyond IAUG's control, IAUG Annual Conference must be cancelled, shortened, delayed or otherwise altered or changed, Exhibitor understands and agrees that all losses and damages which it may suffer as a consequence thereof are its responsibility and not that of IAUG or its event manager SmithBucklin, or their respective directors, officers, employees or agents. Exhibitor understands that it may lose all monies it has paid to IAUG for space in the exhibition, as well as other costs and expenses it has incurred, including travel to the show, setup, lodging, freight, employee wages, etc.

### 10. PROHIBITION OF SELLING PRODUCTS AND TAKING ORDERS FOR SHOW DELIVERY

IAUG provides exhibit space for Exhibitors to display and demonstrate products on the basis of their potential informational and commercial value, and not for the purpose of direct or onsite commerce. Sales transactions involving the exchange of products for payment are prohibited.

### 11. USE OF SPACE – GENERAL

All marketing activities of each Exhibitor on the Solutions Expo floor must be confined to the Exhibitor's allotted booth space. Demonstrations in booths must be designed to take place and keep the audience within the existing booth space to allow free access in aisles. The Solutions Expo should be viewed as a place of business; business casual attire is appropriate. Booth personnel must be modestly and appropriately clothed. If clarification is needed on a specific activity, please submit it to IAUG for approval. Exhibitors may not serve alcoholic beverages in the Solutions Expo except with the written permission of Show Management.

### 12. USE OF IAUG NAME

IAUG is a tradename belonging to the International Avaya Users Group. Participation by an Exhibitor in IAUG Annual Conference does not entitle the Exhibitor to use such names other than with reference to the Exhibitor's participation as an Exhibitor. Participation in IAUG Annual Conference does not imply endorsement or approval by IAUG of any product, service, or participant and none shall be claimed by any participant. In addition, all former names of the association (i.e. INNUA, InAAU, INSIGHT 100™) are prohibited.

### 13. AUDIO VISUAL AND SOUND REGULATIONS

Audiovisual and other sound and attention getting devices and effects will be allowed by IAUG if the Exhibit Manager determines that they do not interfere with activities of neighboring exhibitors. Operational equipment demonstrated may not create noise levels objectionable to neighboring exhibitors.

### 14. PHOTOGRAPH AND TELEVISION COVERAGE

Arrangements for taking photographs and/or television coverage must be made with IAUG Show Management. All other activities are prohibited.

### 15. RAFFLES/GIVEAWAYS

All prize giveaway announcements will be subject to IAUG Show Management approval prior to the show and must be of a certain value to be considered. All other giveaways must be kept to the confines of each Exhibitor's booth. It is the responsibility of the Exhibitor to follow through with winners on in-booth prize giveaways. Exhibitor priority point status may be penalized if false giveaways are promoted at IAUG Annual Conference. Please contact Show Management regarding all announcements.

### 16. CONFLICTING EVENTS

Exhibitors are prohibited from scheduling private functions, cocktail parties, hospitality suites, special events or otherwise encouraging the absence of members, exhibitors or attendees during IAUG conference hours, or the hours of IAUG sponsored events.

### 17. AMERICANS WITH DISABILITIES ACT (ADA)

Exhibitors shall be responsible for making their exhibit accessible to persons with disabilities as required by the Americans with Disabilities Act (ADA) and shall hold IAUG harmless from any consequences of exhibiting companies who fail in this regard.

### 18. INTELLECTUAL PROPERTY MATTERS

The Exhibitor represents and warrants to IAUG that no materials used in or in connection with their exhibit infringe the trademarks, copyrights (including, without limitation, copyrights in music and other materials used or broadcast by Exhibitor) or other intellectual property rights of any third party. The Exhibitor agrees to immediately notify IAUG of any information of which the Exhibitor becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights or other intellectual property rights. The Exhibitor agrees to indemnify, defend and hold IAUG, its agents, successors and assigns harmless from and against all losses, damages and costs (including reasonable attorneys' fees) arising out of or related to claims of infringement by Exhibitor of the trademarks, copyrights and other intellectual property rights of any third party. Notwithstanding the foregoing, IAUG shall not be liable for and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights or other intellectual property of any third party arising out of the actions of an Exhibitor.

### 19. GENERAL

All matters and questions not covered by the regulations are subject to the decision of IAUG. IAUG may amend these regulations at any time, and all amendments that may be so made shall be equally binding on all parties affected by them, as are the original regulations. In the event of any amendment or additions to these regulations, IAUG will give written notice to such Exhibitors as may be affected by them. Any Exhibitor not abiding by the Rules and Regulations set forth herein will lose the privilege of exhibiting. The Rules and Regulations set forth herein will be enforced.