

# AVAYA ENGAGE<sup>®</sup>

Presented by: **AVAYA** &  **IAUG**  
international AVAYA users group

## EXHIBIT & SPONSORSHIP OPPORTUNITIES

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JANUARY 20-23, 2019  
AUSTIN, TX



# ENGAGE 2018 BY THE NUMBERS

## JOIN US IN AUSTIN, TEXAS

Don't miss the opportunity to reach thousands of customers at the world's most exclusive gathering of Avaya users.

### Your competitors will be there. Will you?



of 2018 sponsors say their main objectives were met



of our exhibitors are planning to show at the 2019 Avaya ENGAGE

**100<sup>+</sup> EXHIBITORS**  
AND OVER  
**3,000 ATTENDEES** at  
**AVAYA ENGAGE®**

### Avaya ENGAGE Attendees



have final decision or heavy influence on purchasing decisions for their organization



spend over 3 HOURS with exhibitors

### Attendees at a Glance

#### Job Title/level:

- Analyst: 5%
- C-Suite: 10%
- Consultant: 4%
- Director: 25%
- Manager: 27%
- Staff: 18%
- VP: 11%

#### Annual Spend:

- <\$50K: 11%
- \$50K-\$250K: 15%
- \$250K-\$500K: 18%
- \$500K-\$1M: 19%
- \$1M-\$2M: 15%
- \$2M+: 22%

#### Industries:

- Technology/Telecom: 50%
- Finance: 13%
- Healthcare: 10%
- Government: 6%
- Others\*: 21%  
Education, Manufacturing, Retail, etc.

**54 countries represented, 20% International**



## Sponsorship Level

# DIAMOND

\$100,000+

### THOUGHT LEADERSHIP

- One (1) Customer Connection Speaking Session to all levels
- 1 Pre/Post-Event Video on IAUG Social Media Channels

### PRESENCE

- Booth Included (up to 20X40 in size)
- Passport to Prizes
- One (1) Lead Retrieval Information Access

### EXPOSURE

- VIP Lounge at ENGAGE Closing Party
- Logo inclusion on website, materials and on-site
- Full page ad in Conference Guide
- General Session Main Stage Acknowledgement
- Registration bag insert (insert provided by sponsor)
- Sponsorship Offerings (\$60,000 towards a la carte offerings)

\*See page 9 for full list

### ENGAGE ACCESS

- 6 Full Conference registrations
- 12 Exhibit only registrations
- Code for \$100 discount for customer conference passes
- Option to purchase additional registrations at discounted rate

### YEAR-ROUND ACCESS

- 20 One-Year IAUG Memberships
- Logo inclusion on IAUG.com homepage
- 6 Social media posts to IAUG media channels
- 2 Email blast to IAUG members on your behalf (sponsor to provide copy; subject to approval)
- Ad in 3 issues of News Brief (IAUG eNewsletter)
- Podcast Series and Blog Package
- 2 Webinar (Subject to approval)
- Opportunity to be inclusive sponsor of up to 4 IAUG Chapter meetings in market of sponsor's choosing (1 per market)

# PLATINUM

\$70,000-\$100,000

## THOUGHT LEADERSHIP

- One (1) Customer Connection Speaking Session to all levels

## PRESENCE

- Booth Included (up to 20X30 in size)
- Passport to Prizes
- One (1) Lead Retrieval Information Access

## EXPOSURE

- Logo inclusion on website, materials and on-site
- Full page ad in Conference Guide
- General Session Main Stage Acknowledgement
- Registration bag insert (insert provided by sponsor)
- Sponsorship Offerings (\$30,000 towards a la carte offerings)
- \*See page 9 for full list

## ENGAGE ACCESS

- 4 Full Conference registrations
- 10 Exhibit only registrations
- Code for \$100 discount for customer conference passes
- Option to purchase additional registrations at discounted rate

## YEAR-ROUND ACCESS

- 12 One-Year IAUG Memberships
- Logo inclusion on IAUG.com homepage
- 4 Social media posts to IAUG media channels
- 1 Email blast to IAUG members on your behalf (sponsor to provide copy; subject to approval)
- Ad in 2 issues of News Brief (IAUG eNewsletter)
- Blog Package
- Opportunity to be inclusive sponsor of up to 4 IAUG Chapter meetings in market of sponsor's choosing (1 per market)

## Sponsorship Level

# GOLD

\$40,000-\$70,000

### THOUGHT LEADERSHIP

- One (1) Customer Connection Speaking Session to all levels

### PRESENCE

- Booth Included (up to 20X20 in size)
- Passport to Prizes
- One (1) Lead Retrieval Information Access

### EXPOSURE

- Logo inclusion on website, materials and on-site
- Full page ad in Conference Guide
- General Session Main Stage Acknowledgement
- Registration bag insert (insert provided by sponsor)
- Sponsorship Offerings (\$20,000 towards a la carte offerings)

\*See page 9 for full list

### ENGAGE ACCESS

- 3 Full Conference registrations
- 8 Exhibit only registrations
- Code for \$100 discount for customer conference passes
- Option to purchase additional registrations at discounted rate

### YEAR-ROUND ACCESS

- 10 One-Year IAUG Memberships
- Logo inclusion on IAUG.com homepage
- 4 Social media posts to IAUG media channels
- 1 Email blast to IAUG members on your behalf (sponsor to provide copy; subject to approval)
- Ad in 1 issues of News Brief (IAUG eNewsletter)
- Blog Package

## Sponsorship Level

# SILVER

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\$25,000-\$40,000

### PRESENCE

- Booth Included (up to 20X10 in size)
- Passport to Prizes
- One (1) Lead Retrieval Information Access

### EXPOSURE

- Half page ad in Conference Guide
- Sponsorship Offerings (\$5,000 towards a la carte offerings)  
\*See page 9 for full list

### ENGAGE ACCESS

- 2 Full Conference registrations
- 6 Exhibit only registrations
- Code for \$100 discount for customer conference passes
- Option to purchase additional registrations at discounted rate

### YEAR-ROUND ACCESS

- 8 One-Year IAUG Memberships
- Logo inclusion on IAUG.com homepage
- 2 Social media posts to IAUG media channels
- Ad in 1 issues of News Brief (IAUG eNewsletter)
- Blog Package

	DIAMOND	PLATINUM	GOLD	SILVER
<b>THOUGHT LEADERSHIP</b>	<b>\$100,000+</b>	<b>\$70,000 - \$100,000</b>	<b>\$40,000 - \$70,000</b>	<b>\$25,000 - \$40,000</b>
Customer Connection	X	X	X	
Pre/Post-Event Video on IAUG Channels	X			
<b>EXPO PRESENCE</b>				
Booth Included	X (up to 20'x40')	X (up to 20'x30')	X (up to 20'x20')	X (up to 20'x10')
Passport to Prizes	X	X	X	X
Lead Retrieval	X	X	X	X
<b>BRAND EXPOSURE</b>				
VIP Area at ENGAGE Closing Party	X			
Logo Inclusion on website and digital materials	X	X	X	
Logo Inclusion on printed and on-site material	X	X	X	X
Half Page Ad in Conference Guide				X
Full Page Ad in Conference Guide	X	X	X	
General Session Main Stage Acknowledgment	X	X	X	
Registration Bag Insert (insert provided by sponsor)	X	X	X	
<b>CONFERENCE ACCESS</b>				
Full Conference Registrations	6	4	3	2
Solutions Expo Plus Registration	12	10	8	6
Personalized \$100 Discount Codes for distribution	X	X	X	X
Option to purchase additional registrations at discounted rate	X	X	X	X
<b>TAILORED OPTIONS</b>				
A La Carte Items	\$60,000 towards a la carte items	\$30,000 towards a la carte items	\$20,000 towards a la carte items	\$5,000 towards a la carte items
<b>YEAR-ROUND IAUG ACCESS</b>				
20 One-Year IAUG Memberships	20	12	10	8
Logo Inclusion on IAUG.com homepage	X	X	X	X
Social Media posts on IAUG channels	6	4	4	2
Email blast to IAUG members	2	1	1	1
News Briefs eNewsletter Ad	3	2	1	1
Podcast Series and Blog Package	Podcast Series and Blog Package	Blog Package	Blog Package	Blog Package
Webinars	2			
Opportunities to be inclusive sponsor IAUG Chapter meetings in market of sponsor's choosing (1 per market)	4	4		



Add-Ons

# EXHIBIT ONLY

\$9,500

## LEAD BOOST PACKAGE

### PRESENCE

- 10'X10' Booth (Show Ready: including carpet, trash can, 1 5amp/500watt electrical drop, and option of a high boy table or a 6 ft table with 2 chairs)
- One (1) Lead Retrieval Information Access

### ENGAGE ACCESS

- 1 Full Conference registration
- 3 Exhibit Only registrations
- Code for \$100 discount for customer conference pass

### EXPOSURE

- 1 Passport to Prize
- Company name on printed and on-site material

### BOOTH ONLY PRICING

Includes 1 Full Conference registration and 2 Exhibit Only registrations

- ~~Booth (10'x10') until February 14, 2018: \$4995~~
- ~~Booth (10'x10') until July 20, 2018: \$5495~~
- Booth (10'x10') after July 20,2018: **\$5995**





## Add-Ons

# A LA CARTE OFFERINGS

\*For full opportunity descriptions, see page 12

OPPORTUNITY	QTY	PRICING
ENGAGE SmartBadge	1	\$75,000
Closing Party Lounge Sponsor	1	\$40,000
Closing Party Deck Sponsor	1	\$40,000
International Night Reception Sponsor	1	\$40,000
<del>Conference Registration Bag</del>	<del>1</del>	<del>\$35,000</del>
<del>Hotel Key Card Branding</del>	<del>1</del>	<del>\$25,000</del>
Lunch and Learn	3	\$25,000
Digital Caricature Artist	1	\$20,000
Mobile App - Premier Sponsor	1	\$20,000
Reusable Water Bottles + Water Stations	1	\$20,000
Solutions Expo Charge + Recharge Lounge	2	\$20,000
Professional Head Shots	1	\$20,000
<del>Chair Massage Station</del>	<del>1</del>	<del>\$12,500</del>
Monday + Tuesday Solutions Expo Bar - Beer/Wine	<del>5</del> 4	\$10,000
Monday + Tuesday Solutions Expo Bar - Open Bar	<del>5</del> 3	\$10,000
Monday + Tuesday Solutions Expo Bar - Signature Cocktails	5	\$15,000
Specialty Popcorn Station or Specialty Coffee Station	<del>5</del> 2	\$10,000
Mobile App - Sponsor	5	\$10,000
VIP Area at Closing Party	<del>4</del> 1	\$10,000
<del>Notepads and Pens (8.5 x 5.5)</del>	<del>1</del>	<del>\$8,500</del>
Conference Lunch Sponsorship	3	\$6,500
Executive Meeting Room	<del>5</del> 4	\$5,000
Breakfast Sponsorship	3	\$4,500
<del>Customer Connection Session</del>	<del>20</del> 13	<del>\$3,000</del>
Refreshment Break	<del>3</del> 2	\$3,000
Registration Bag Insert	<del>15</del> 9	\$2,500
<del>Show Daily Email Ad</del>	<del>3</del>	<del>\$2,000</del>
<del>Passport to Prizes</del>	<del>30</del>	<del>\$1,000</del>

\*Onsite Signage Opportunities available upon request. Pricing dependent on location and size



# YEAR ROUND ACCESS

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## IAUG BLOG PACKAGE

- 4 Week Series with social and dedicated emails

**\$5,000**

## IAUG PODCAST SERIES

- 6 Week Series with social and dedicated emails

**\$5,000**

## Webcast Package

- Webcast with promotional package

**\$5,000**

## News Brief Banner Ad (monthly)

**\$1,500**

## News Brief Editorial Article (monthly)

**\$2,000**

## IAUG.ORG WEBSITE AD (monthly)

**\$500**

## PROMOTIONAL PACKAGE

- Dedicated emails and 3 social posts

**\$5,000**

## SOCIAL MEDIA POST

**\$1,000**

## DEDICATED EMAIL

**\$4,500**

# KLIK LEAD RETRIEVAL

\$750 Pre-event

\$1,000 at Door

## EASY SET-UP

- Once registered to Klik's lead retrieval system, you will get an email giving you access to your booth's web portal
- This is where you will be able to manage the information provided to the attendees and monitor the booth's performance

## CAPTURING LEADS

- Get an easy-click smart wearable per representative to capture leads
- The list of generated leads will be available on the web portal in real time
- Get information on each lead, including which representative they have met, notes from representatives and level of engagement at the booth

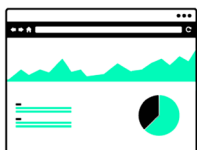
## LIVE DATA

- Follow each representative's performance
- See the level of engagement at your booth with the number of visits over time, repeat visits, average dwell time and total leads
- Compare the ratio of leads to booth visits to calculate your booth's specific conversion rate



\*Badges will only be activated with lead retrieval purchase

## WHAT'S INCLUDED



Access to the booth web portal



Klik wearables for each representative



Customized contact cards shared with leads through the klik event app

# BLOG SERIES

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\$5,000/month or \$60,000/year

## THOUGHT LEADERSHIP

- One Month Bundles of Blog posts
- Three (3) of these posts are written by IAUG containing relevant communication technology content
- One (1) post featuring dedicated partner messaging ghost written by an IAUG Specialist in collaboration with your team.

## IAUG ACCESS

- Summary report of blog performances

## EXPOSURE

- Four (4) sponsored posts to social media
- Four (4) organic posts to social media
- One (1) dedicated sponsored email to our member database
- IAUG Newsletter Mention

# PODCAST PACKAGE

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\$5,000/month

## THOUGHT LEADERSHIP

- Four (4) to Six (6) part series produced by IAUG
- The opportunity to feature partner rep in one of the podcast interviews

## IAUG ACCESS

- Summary report of blog performances

## EXPOSURE

- Four (4) to Six (6) Sponsored Social Media Posts
- Four (4) to Six (6) Organic Social Media Posts
- One (1) dedicated sponsored email to our member database
- IAUG Newsletter Mention
- Opportunity to brand graphics with partner logo

# EXHIBIT SPACE AND SPONSORSHIP CONTRACT

**AVAYA**ENGAGE®

Presented by: **AVAYA** & **IAUG**

AVAYA ENGAGE 2019  
JANUARY 20-23, 2019  
AUSTIN, TX

## 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: Dusti Armstrong  
Email: darmstrong@iaug.org

## BOOTH SELECTION

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, 2019. 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 and Avaya 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, headquarters staff, or Avaya. Payment information will be sent with written confirmation.

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

Attn: Dusti Armstrong  
Email: darmstrong@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 2019  
JANUARY 20-23, 2019  
AUSTIN, TX

These Contract Conditions/Rules & Regulations are part of Avaya ENGAGE 2019 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.

## 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 and AVAYA 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 and Avaya, compatible with the general character and objectives of Avaya ENGAGE. Application for space is not an assurance of eligibility. All applications are subject to review and IAUG and Avaya reserves the right to refuse any application for any reason deemed appropriate by the IAUG Annual Conference Committee, IAUG's Board of Directors, headquarters staff, and Avaya.

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 Avaya ENGAGE. 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: \$4,995
- Early-Bird Rate: \$5,495 per 10' x 10' booth
- Regular Rate: \$5,995 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, 2019. Any application received after January 1, 2019, 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 20, 2018, the Exhibitor will incur an administrative fee as listed below:

Date of Notice	% of Cost for Canceled Space
On or before July 20, 2018	50%
After July 20, 2018	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 requests or 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, Avaya ENGAGE 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, 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 trademark 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 Avaya ENGAGE 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. INNUE, 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 Avaya ENGAGE. 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 Avaya ENGAGE 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.

# ALA CARTE OFFERING DESCRIPTIONS

## ENGAGE SmartBadge

This exclusive sponsorship allows attendees to have your branding on them at every conference event. This smart technology badge also allows attendees to connect with each other and serves as a great way to track conference attendee behavior. This sponsorship includes branding on the lanyard and access to the event data of all non opted-out attendees, including session attendance and sponsor booth beaconing.

## Closing Party Lounge Sponsor

This exclusive sponsorship would take over the mezzanine level Gallery featuring Scott Newton's iconic photographs of the ACL Live Moody Theater. Included in the sponsorship would include a branded bar, lounge furniture set-up, TV screens, iconic ACL photography and other branding opportunities. Virtual Tour: <http://acl-live.com/private-events>

## Closing Party Deck Sponsor

This exclusive sponsorship would take over the outdoor terrace of the ACL Live Moody Theater. This space is the first experience guests have upon entering the party. Included in the sponsorship is two branded bars, customizable TV screens, a photo booth set-up and other branding opportunities (at additional costs).

## International Night Reception Sponsor

Over 400 international attendees came to the 2018 ENGAGE conference, take advantage of this captive audience and host an exclusive reception on Monday after the Solutions Expo (from 7-9pm) for the international audience. This sponsorship includes F&B, full bar, AV, executive speaking spot and your company's branding.

## Conference Registration Bag

This exclusive sponsorship provides the sponsor with exclusive branding on the backpack all conference

attendees receive at registration. ENGAGE attendees love their bags and carry long past the 2019 conference, so this is a great way for your branding to live on beyond the conference.

## Hotel Key Card Branding

This exclusive sponsorship allows your creativity and branding to be in the hands of all conference attendees during their stay in Austin. Full-color, two-sided key cards allow you to tell your story to guests as soon as they check-in.

## Lunch and Learn

This sponsorship allows you to have a tailored, turn-key lunch for up to 50 of your top customers or partners. As part of this sponsorship, you receive a private room, hot catered meals, AV equipment and podium for your executives to present any information. IAUG will also be happy to send personalized invites to these targeted attendees on your behalf. Sponsor is responsible for content and providing the targeted list/categories.

## Digital Caricature Artist

Bring your Solutions Expo booth to life and draw leads to your space with an interactive experience. This sponsorship includes a live digital caricature artist for attendees. Guests will be able to see the live-action drawing as well as have a branded digital and hard copy takeaway.

## Mobile App - Premier Sponsor

Includes: Co-branded loading screen; daily sponsored video in activity stream; daily home screen banner(rotating); sponsored survey; daily sponsored notification; company's hashtag added to activity stream; priority listing in e-content

## Reusable Water Bottles + Water Stations

Hydrate ENGAGE 2019 with this exclusive sponsorship featuring branded reusable water bottles and branded water refill stations throughout the Convention Center.

## Solutions Expo Charge + Recharge Lounge

This sponsorship provide attendees to take a break and recharge themselves and their devices at the Solutions Expo while providing extra branding and high visibility for your company and driving people to your booth.

## Professional Head Shots

Draw leads to your booth in the Solutions Expo with a professional photographer taking headshots for attendees. This exclusive sponsorship includes the photographer, backdrop and special placement on the Expo map. Attendees electronically receive their complimentary headshots from you, or, the photographer.

## Chair Massage Station

Provide attendees with a moment to relax with a chair massage station in your booth. This relaxing sponsorship includes: Professional therapist, massage chair and branded area rug next to chair

## Monday + Tuesday Solutions Expo Bar - Beer.Wine

Attract Expo attendees to your booth with a beer + wine bar during the Monday and Tuesday receptions.

## Monday + Tuesday Solutions Expo Bar - Open Bar

Attract Expo attendees to your booth with an open bar during the Monday and Tuesday receptions.

## Monday + Tuesday Solutions Expo Bar - Signature Cocktails

Attract Expo attendees to your booth with 2 signature cocktails named with your brand during the Monday and Tuesday receptions - bar will include two specialty cocktails of your choosing.

## Speciality Popcorn Station or Specialty Coffee Station - 2.5 hours

Draw more leads into your booth with tasty Austin-inspired flavored popcorns, or Iced coffee bar, or specialty hot coffee bar.

## Mobile App - Sponsor

Includes: daily home screen banner(rotating); one sponsored notification; priority listing in e-content

## VIP Area at Closing Party

Private VIP area on the mezzanine level of the ACL Live at the Moody Theater. Seats up to 12 people and includes: branding in the space, lounge seating; dedicated attendant and private food service. Bottle service, wine and craft beers, or open bar are at an additional cost.

## Notepads and Pens 8.5 x 5.5

Every conference attendees needs a place to take down notes from the content being absorbed - what better place to host your company branding than on the official notepad and pen set for the 2019 ENGAGE conference.

## Conference Lunch Sponsorship

Have your branding and swag greet attendees on the buffet settings and lunch tables during the lunch period. One sponsor per day - first come, first serve on day selection. Swag and promotional materials are additional.

## Executive Meeting Room

Host private, executive meetings on-site with a private and branded meeting room. This room will be your company's throughout the conference and will come with personalized conference furniture. (Any f/b will be an additional charge)

## Breakfast Sponsorship

Have your branding and swag greet attendees on the buffet settings and breakfast tables during the morning meal. One sponsor per day - first come, first serve on day selection. Swag and promotional materials are additional.

## Customer Connection Session

These 20-minute sessions will be featured on the Solutions Expo floor in the Customer Connections Theater. Stage, seating for 80 people, display screen, projector and sound are included.

## Refreshment Break

Have your branding and swag greet attendees in between the breakout sessions as they break for snacks and beverages. Three refreshment breaks a day with one sponsor per day - first come, first serve on day selection. Your branding included on signage. Swag and promotional materials are additional.

## Registration Bag Insert

Share a flyer or collateral of your company's choosing to include in every attendee's registration bag. Sponsor to provide the insert

## Show Daily Email Ad

Include your company's ad in the daily conference email. (Insert ad dimensions/details)

## Passport to Prizes

Details coming soon