

AVAYA ENGAGE[®]

Presented by: **AVAYA** &  **IAUG**
INTERNATIONAL AVAYA USERS GROUP

EXHIBIT & SPONSORSHIP OPPORTUNITIES

FEBRUARY 2-5, 2020
PHOENIX, AZ



ENGAGE 2019 BY THE NUMBERS

JOIN US IN PHOENIX, ARIZONA

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 2019 sponsors say their main objectives were met



of our exhibitors are planning to show at the 2020 Avaya ENGAGE

100+ 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

\$85,000

THOUGHT LEADERSHIP

- One (1) 20 minute Experience Theater Session to all levels
- 1 Pre/Post-Event Video on IAUG Social Media Channels

PRESENCE

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

EXPOSURE

- Logo inclusion on website, materials and on-site
- Full spread ad in Conference Guide
- Registration bag insert (insert provided by sponsor)
- Sponsorship Offerings (\$50,000 towards a la carte offerings)

ENGAGE ACCESS

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

Sponsorship Level

PLATINUM

\$60,000

THOUGHT LEADERSHIP

- One (1) 20 minutes Experience Theater Session to all levels

PRESENCE

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

EXPOSURE

- Logo inclusion on website, materials and on-site
- Full page ad in Conference Guide
- Registration bag insert (insert provided by sponsor)
- Sponsorship Offerings (\$30,000 towards a la carte offerings)

ENGAGE ACCESS

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

Sponsorship Level

GOLD

\$45,000

THOUGHT LEADERSHIP

- One (1) 20 minute Experience Theater Session to all levels

PRESENCE

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

EXPOSURE

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

ENGAGE ACCESS

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

Sponsorship Level

SILVER

\$25,000

THOUGHT LEADERSHIP

- One (1) 20 minute Experience Theater Session to all levels

PRESENCE

- Booth Included (10'X20')
- Passport to Prizes
- One (1) Lead Retrieval Information Access

EXPOSURE

- Logo inclusion on website
- Half page ad in Conference Guide
- Sponsorship Offerings (\$10,000 towards a la carte offerings)

ENGAGE ACCESS

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

Sponsorship Level

BRONZE

\$15,000

PRESENCE

- Booth Included (10X10)
- Passport to Prizes
- One (1) Lead Retrieval Information Access

EXPOSURE

- Logo inclusion on website
- 1/4 page ad in Conference Guide
- Sponsorship Offerings (\$5,000 towards a la carte offerings)

ENGAGE ACCESS

- 2 Full Conference registrations
- 4 Solutions Expo Plus registrations
- Code for \$100 discount for customer conference passes
- Option to purchase additional registrations at discounted rate

DIAMOND**PLATINUM****GOLD****SILVER****BRONZE**

THOUGHT LEADERSHIP	\$85,000	\$60,000	\$45,000	\$25,000	\$15,000
Experience Theater Session	X	X	X	X	
Pre/Post-Event Video on IAUG Channels	X				
EXPO PRESENCE					
Booth Included	20'x40'	20'x30'	20'x20'	20'x10'	10'x10'
Passport to Prizes	X	X	X	X	X
Lead Retrieval	X	X	X	X	X
BRAND EXPOSURE					
Logo Inclusion on website and digital materials	X	X	X	X	X
Logo Inclusion on printed and on-site material	X	X	X		
Ad in Conference Guide	Full Spread	Full Page	Full Page	Half Page	1/4 Page
Registration Bag Insert (insert provided by sponsor)	X	X	X		
CONFERENCE ACCESS					
Full Conference Registrations	6	4	3	2	2
Solutions Expo Plus Registration	12	10	8	6	4
Personalized \$100 Discount Codes for distribution	X	X	X	X	X
Option to purchase additional registrations at discounted rate	X	X	X	X	X
TAILORED OPTIONS					
A La Carte Items	\$50,000	\$30,000	\$20,000	\$10,000	\$5,000

CONNECT & INTERACT

BOOTH ONLY PRICING

Includes 1 Full Conference registration and 3 Solutions Expo Plus registrations

- ~~Booth (10'x10') until February 14, 2019: \$4995~~
- Booth (10'x10') until July 20, 2019: **\$5495**
- Booth (10'x10') after July 20, 2019: **\$5995**

Let us work with you to build out the ultimate sponsorship package to maximize your ROI at ENGAGE 2020.

- ✓ Experience Theater Sessions
- ✓ Booth Interaction
- ✓ Traffic Drivers
- ✓ Networking Opportunities
- ✓ Experiential features and Giveaways
- ✓ Marketing and Brand Exposure
- ✓ Lead Generation
- ✓ Customer and On-site Team Registrations

Deadlines to keep in mind:

First Booth Selection: July 25, 2019

Second Booth Selection: October 9, 2019

A la Carte and Signage: January 3, 2020



Enhancing your Sponsorship

A LA CARTE OFFERINGS

*For full opportunity descriptions, see page 17

NETWORKING OPPORTUNITY

International Night Reception Sponsor (1 available)	\$40,000
Professional Head Shots (1 available)	\$15,000
Cocktail Bar (no beer, wine or margaritas) (4 available)	\$15,000
Margarita Madness (2 available)	\$12,000
Tortilla Chips & Salsa Tasting Station (2 available)	\$12,000
Smoothie Bar with Tiki Cart (2 available)	\$12,000
Ice Cream Cart (2 available)	\$12,000
Deluxe Wine Bar (4 available)	\$12,000
Deluxe Bubbly Wine Bar (2 available)	\$12,000
Tequila Tasting Bar (2 available)	\$10,000
Arizona Sangria Bar (2 available)	\$10,000
Digital Caricature Artist (1 available)	\$10,000
Poppin' Popcorn Station (4 available)	\$10,000
Specialty Coffee Station (4 available)	\$10,000
Iced Coffee Javarator (2 available)	\$10,000
Freshly Baked Homemade Cookie Station (2 available)	\$10,000
Crazy Candy Buffet (2 available)	\$10,000
Italian Soda Bar (2 available)	\$10,000
Soft Pretzel Stand (4 available)	\$10,000
Microbrew Craft Beer Bar (4 available)	\$10,000
Passport to Prizes (30 available)	\$1,000

REST & RECHARGE

Reusable Water Bottles + Water Stations (1 available)	\$20,000
Solutions Expo Charge + Recharge Lounge (2 available)	\$20,000
Klik Networking and Recharge (4 available)	\$20,000
Chair Massage Station (1 available)	\$12,500
Eyeglass Cleaning and Adjustments (2 available)	\$10,000
Shoe Shine Station (2 available)	\$10,000

BRAND AWARENESS

Closing Party Sponsor (1 available)	\$40,000
Conference Registration Bag (1 available)	\$40,000
Notepads and Pens (8.5x5.5) (1 available)	\$25,000
Hotel Key Card Branding (1 available)	\$20,000
Mobile App - Premier Sponsor (1 available)	\$20,000
Conference Lunch Sponsorship (3 available)	\$8,000
Refreshment Break (3 available)	\$7,500
Breakfast Sponsorship (3 available)	\$6,000
Registration Bag Insert (15 available)	\$2,500
Show Daily Email Ad (3 available)	\$2,000

LEARN & GROW

ENGAGE SmartBadge (1 available)	\$75,000
Lunch and Learn (3 available)	\$20,000
Executive Meeting Room (5 available)	\$5,000
Experience Theater Session (20 available)	\$3,000



*On-site Signage Opportunities available upon request. Pricing dependent on location and size

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

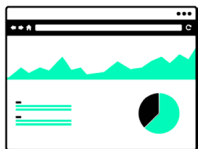
LIVE DATA

- 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

YEAR ROUND ACCESS

IAUG BLOG PACKAGE

- 4 social posts and 1 dedicated email

\$5,000

IAUG PODCAST SERIES

- 4 social posts and 1 dedicated email

\$5,000

Webcast Package

- 3 social posts and 1 dedicated email

\$5,000

News Brief Banner Ad (monthly)

\$1,500

News Brief Editorial Article (monthly)

\$2,000

IAUG.ORG WEBSITE AD (monthly)

\$500

PROMOTIONAL PACKAGE

- 3 social posts and 1 dedicated email
- Limit of 6 annually

\$5,000

SOCIAL MEDIA POST

\$1,000

BLOG SERIES

\$5,000/month

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

\$5,000/series

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 podcast 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

IAUG SPONSORSHIP CONTRACT

AVAYA ENGAGE[®]

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

AVAYA ENGAGE 2020
FEBRUARY 2-5, 2020
PHOENIX, AZ

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

ENGAGE SPONSORSHIPS

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

_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____
_____	\$ _____

YEAR ROUND 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

IAUG TERMS & CONDITIONS/EXHIBIT RULES & REGULATIONS

IAUG TERMS & CONDITIONS

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

I. STANDARD TERMS AND CONDITIONS

The following represents a binding contractual agreement between the International Avaya Users Group and Partner, on behalf of itself and for the benefit of its affiliates effective upon signature. The terms of the Agreement are as follows:

II. PARTNER BENEFITS

A. Partner Designation: Partner will be listed in all applicable IAUG marketing materials and collateral as a Sponsor. Partner will receive permission to use the designation logo.

B. Sponsor Designation: Sponsor will be listed in all applicable conference related materials and collateral as a Sponsor. Sponsor will receive permission to use the designation Sponsor.

C. Use of Conference Logo: Sponsor will receive permission from the IAUG to use the Conference logo, in correspondence, collateral, exhibit booth space and other onsite materials. IAUG will supply Sponsor with approved Conference Logo upon receipt of a signed copy of the Agreement.

III. LIMITED LIABILITY

The liability of IAUG or for any act, error or omission for which it may be held legally responsible shall not exceed the cost of any cash payment. IAUG will not, in any event, be liable for consequential damages, including, but not limited to, lost income or profits. IAUG will not be subject to any liability whatsoever for any failure to hold conference because of an act of God, outbreak of hostilities, insurrection, riot, civil disturbance, terrorism, government act or regulation, fire, flood, explosion, accident, theft, or any other cause beyond the reasonable control of IAUG.

Unintentional or inadvertent failure of either party to print, publish, or circulate the other party's name and/or materials shall not be considered a breach of the Agreement.

VI. NO CANCELTION AFTER ACCEPTANCE

Partner may not cancel this Agreement after acceptance by IAUG except for breach of this Agreement by IAUG.

VII. GENERAL TERMS

A. The terms and conditions set forth in this Agreement govern the relationship between IAUG and Partner. Unless expressly agreed to in writing by IAUG no other terms or conditions appearing in contracts, orders, insertion instructions, or otherwise that conflict with the provisions of this Agreement shall be binding on IAUG.

B. IAUG shall not be bound by conditions printed or appearing on order blanks or copy instructions that conflict with provisions of this Agreement.

C. The waiver of any provision of this Agreement shall not be construed to be a waiver of either party's right to later require strict observation and performance of each of the provisions hereof.

D. Facsimile transmission of a copy of this Agreement bearing a signature shall be deemed to be delivery of a signed original Agreement.

VIII. SEVERABILITY

If any section or provision of this Agreement is deemed illegal by a competent court of law, all other provisions of this Agreement shall remain in force.

IX. ENTIRE AGREEMENT

This Agreement constitutes the entire agreement between Partner and IAUG. No modification or amendment to this Agreement shall be effective unless made in writing and signed or acknowledged by the party to be bound.

By completing and returning this agreement, IAUG acknowledges that this document becomes a binding contract between your company and IAUG. We have read, understand and agree to all rules, regulations and terms of this agreement that are outlined in this document.

EXHIBIT RULES & REGULATIONS

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 PAYMENTS

To confirm exhibit space and sponsorships, a 50% deposit payment must accompany the appropriate application & contract. Final payment is due January 1, 2020. Any application received after January 1, 2020, 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, 2019, the Exhibitor will incur an administrative fee as listed below:

- Date of Notice % of Cost for Canceled space
- On or before July 20, 2019 50%

- After July 20, 2019 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. 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 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. 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

NETWORKING OPPORTUNITY

International Night Reception Sponsor

Over 300 international attendees came to the 2019 ENGAGE conference. Take advantage of this captive audience and host an exclusive reception on Sunday before the Avaya Appreciation event for the International audience. This sponsorship includes food and beverage, full bar, AV, and your company's branding.

Professional Head Shots

Provide this valuable service in your booth by hosting a professional photographer who captures headshots for attendees' LinkedIn and other digital and social media use. After the conference, your representatives can opt to email photos to attendees for an opportunity to reach out to attendees after the show, or, the photos can be emailed at the show. This exclusive sponsorship includes photographer for all show hours, backdrop, signage, conference guide and app listings.

Cocktail Bar (no beer, wine or margaritas)

Draw attendees to your booth with a cocktail bar during the Monday or Tuesday Solutions Expo reception. Includes liquor, mixers, bartender, signage, conference guide and app listings. (No beer, wine or margaritas).

Margarita Madness

Cool down with Margarita Madness (choose Prickly Pear or Traditional), named with your brand during the Monday or Tuesday reception. Includes 225, 8 oz. servings, bartender, frozen drink machine, signage, conference guide and app listings.

Tortilla Chips and Salsa Tasting Station

Treat attendees in your booth by serving a taste of the Southwest. Tri-colored tortilla chips, housemade guacamole and fresh salsa will be displayed in your booth and includes 225 servings per Solutions Expo time segment (day or night), attendant, signage, power, conference guide and app listings.

Smoothie Bar with Tiki Cart

Attendees will "Sip" into your booth for a tasty made-to-order smoothie. Includes (100) smoothies per Solutions Expo time segment (day or night) with your choice of (2) flavors: strawberry, mango, strawberry-banana, peach, berry berry or piña colada. Includes Tiki cart, smoothies, cups, straws, attendant, signage, power, conference guide and app listings.

Ice Cream Cart

Everyone loves ice cream and Karen's Creamery brings housemade ice cream sandwiched between bakery fresh cookies to your booth. Choose 2 ice cream flavors: vanilla, chocolate, strawberry, mint chip, butter pecan and 2 cookie flavors: chocolate chip, sugar, snickerdoodle. Includes 200, 2.5" ice cream sandwiches, attendant, signage, power, conference guide and app listings.

Deluxe Wine Bar

Attract Expo attendees to your booth with a wine tasting during the Monday or Tuesday Solutions Expo reception. Includes a selection of 5 premium wines (25 bottles total), bartender, signage, conference guide and app listings.

Deluxe Bubbly Wine Bar

Celebrate with your booth guests by toasting with Champagne bubbles during the Monday or Tuesday Solutions Expo reception. Includes 25 bottles of, bartender, signage, conference guide and app listings.

Tequila Tasting Bar

Attract Expo attendees to your booth with a tasting of 4 premium tequilas during the Monday or Tuesday Solutions Expo reception. Includes 1/2 oz. tastings (total of 225), bartender, signage, conference guide and app listings.

Arizona Sangria Bar

Attract Expo attendees to your booth with a red and a white Arizona Sangria named with your brand during the Monday or Tuesday reception. Includes 12 total gallons of sangria (red and white), bartender, signage, conference guide and app listings.

Digital Caricature Artist

Bring your booth to life each evening during Solutions Expo hours and draw leads to your space with an interactive experience. This sponsorship includes a live digital caricature artist with screen, take away digital and hard copy art, signage, conference guide and app listings. As an option, your company can transfer the art to each attendee after or during the show.

Poppin' Popcorn Station

Draw attendees to your booth with the aroma of fresh popped corn and machine at your booth during the Monday or Tuesday Solutions Expo reception, or 1 daytime show floor time segment. Includes (400) servings of theater style popcorn in bags. Select one seasoning flavor: theater butter, white cheddar, garlic parmesan, cheesy jalapeño or caramel. Includes popcorn, table top machine, attendant, signage, power, conference guide and app listings.

Specialty Coffee Station

Boost leads in your booth with tasty coffee bar with a barista who serves made-to-order espresso shots, flavored cappuccinos, macchiato, mochas, lattes, hot chocolate and steamers. Includes up to 3 hours of service, coffee, machine, barista, signage, power, conference guide and app listings.

Iced Coffee Javator

This iced coffee stand will give your booth attendees a cool chill from the desert sun. The iced coffee stand uses the technology of a coffee keg and includes a barista for any one Solutions Expo time segment, (250) 12 oz. servings, regular and decaf coffee ground from south American beans, coffee condiments, and disposable cups with lids, power, signage, conference guide and app listings.

Freshly Baked Homemade Cookie Station

Tempt show traffic to your booth with the warm and welcoming scent of freshly baked cookies from a table top Otis Spunkmeyer gourmet cookie oven. Choose one flavor: chocolate chip, oatmeal raisin or white chocolate macadamia nut. Includes 320, 2 oz. cookies, oven, attendant, signage, power, conference guide and app listings.

Crazy Candy Buffet

An ultimate candy buffet in your booth during one selected show hours time segment. Coordinate candy with your

company colors for extra impact. Choice of 7 candies: gummy bears, mary janes, candy sticks, jelly beans, starburst®, rock candy, lollipops, red hots®, hershey's® kisses, red vines, m&ms®. Includes 300 servings of candy, glass containers for display, attendant, signage, conference guide and app listings.

Italian Soda Bar

Welcome attendees to your booth with a refreshing soda with an Italian twist during one selected show hours time segment. Select up to three flavors: strawberry, raspberry, peach, orange, lemon or lime. Includes 250, 12 oz sodas, disposable cups and straws, attendant, signage, conference guide and app listings.

Soft Pretzel Stand

Stock your booth with a warm and tasty treat during one Solutions Expo time segment. Soft, salted jumbo pretzels are kept warm with a tabletop pretzel warmer that displays up to 36 pretzels for an easy grab and go snack. Small cups of cheese dipping sauce keeps attendees in your booth for the tasting experience. Includes 150 pretzels, 150 cups of cheesy dipping sauce, attendant, power, signage, conference guide and app listings.

Microbrew Craft Beer Bar

Attract Expo attendees to your booth with an Arizona craft beer bar during the Monday or Tuesday Solutions Expo reception. Includes a selection of 5 local microbrews (250 total), bartender, signage, conference guide and app listings.

Passport to Prizes

TBD: Details on the updated Passport to Prize program

REST & RECHARGE

Reusable Water Bottles + Water Stations

Hydrate ENGAGE 2020 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 provides attendees with a place to recharge themselves and their devices during all Solutions Expo hours. High visibility branding for your company is included with custom table top branding, charging station, signage, conference guide and app listings.

Klik Networking + Recharge Lounge

This sponsorship provides attendees with a place to recharge themselves and their devices during all Avaya ENGAGE hours. Located various foyers, enjoy high visibility branding for your company. Each lounge can be themed to your specifications at an additional cost. Includes seating at high, communal tables, stools, branding, power for charging, signage, conference guide and app listings.

Chair Massage Station

Provide attendees with a 5-minute refresh with a chair massage station in your booth during all show hours. This relaxing sponsorship includes a professional therapist, massage chair, signage, conference guide and app listings.

Eyeglass Cleaning and Adjustments

A much appreciate convenience for anyone who wears glasses. Includes 1 technician during one Solutions Expo time segment who will expertly clean and adjust your booth guests' glasses. While they wait, take this opportunity to get to know them. Includes signage, power, technician, conference guide and app listings.

Shoe Shine Station

Clean, shiny shoes is the mark of any good professional. One shiner will expertly shine the shoes of your booth guests during one Solutions Expo time segment. While they're in the chair, take this opportunity to get to know them. Includes shoe shiner, executive shoe shine chair, polish, signage, conference guide and app listings.

LEARN & GROW

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.

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.

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 be furnished with convention center tables and chairs based on your needs. Food and beverage, AV and extras will be additional.

Experience Theater Session

These 20-minute sessions will be featured on the Solutions Expo floor in the Experience Theater. Includes seating for 30 people, display screen, projector, microphone, laptop, tech, sound, signage, conference guide and app listings.

BRAND AWARENESS

Closing Party Sponsorship

This exclusive sponsorship would take over the closing party with your branding. Included in the sponsorship would include a branded bar, lounge furniture set-up, TV screens, iconic ACL pyrography and other branding opportunities.

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 them on throughout their day-to-day lives, so this is a great way for your branding to live on past the 2020 conference.

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 2020 ENGAGE conference.

Hotel Key Card Branding

This exclusive sponsorship allows your creativity and branding to be in the hands of all 3 conference attendees during their stay in Phoenix. Full-color, two-sided key cards allow you to tell your story to guests as soon as they check-in.

Mobile App - 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.

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. Table and buffet promo tent cards are produced by IAUG with your art. Any additional swag must be provided by you.

Refreshment Break

Have your branding and swag greet attendees 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. Table and buffet promo tent cards are produced by IAUG with your art. Any additional swag must be provided by you.

Breakfast Sponsorship

Have your branding and swag greet attendees on the buffet settings and breakfast tables during a breakfast period. One sponsor per day - first come, first serve on day selection. Table and buffet promo tent cards are produced by IAUG with your art. Any additional swag must be provided by you.

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 or swag. IAUG approval required.

Show Daily Email Ad

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