



# SALES HACKER

## LONDON

LONDON SPONSORSHIP PROSPECTUS

PRESENTED BY  
▲ SALES HACKER

# Welcome to the new Sales era.

Presented by Sales Hacker

**Location:** De Vere Grand  
Connaught, London

**Date:** September 12th, 2017

**Expected Audience Size:**

500+

**Days:** 1

Today, we are entering an era of selling and marketing that is like none other. It requires modern tactical and strategic approaches that challenge the status quo of traditional thinking. The amount of data available today is incredible and new technologies enable smarter execution than ever before. While sales and marketing have become accustomed to operating in silos, the current era requires them to join forces and align around a common set of goals.

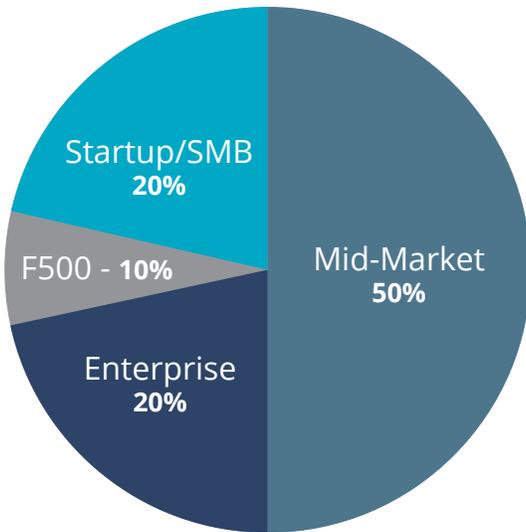
Sales Hacker London 2017, presented by Sales Hacker, brings vendors, thought leaders, and sales teams together to connect and learn about the power of next generation strategies, tactics, and technologies to drive more revenue. Our rockstar content lineup will include actionable "how and why" sessions from the industry's best practitioners at rapid growth, non-vendor companies. Attendees can expect to learn the latest best practices and can take action on them immediately.

# Who Attends

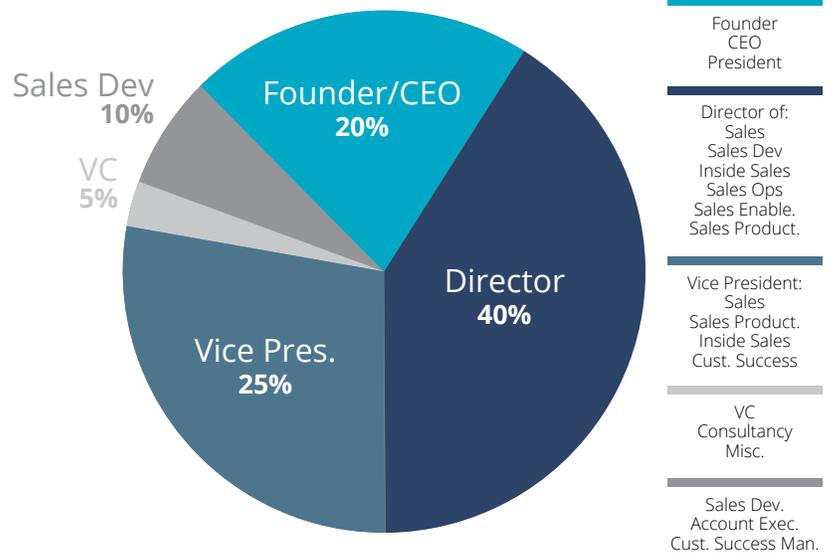
This year, over **500+** high quality attendees are looking to leverage technology in their sales and marketing process.

## Sales Demographics

Company Types

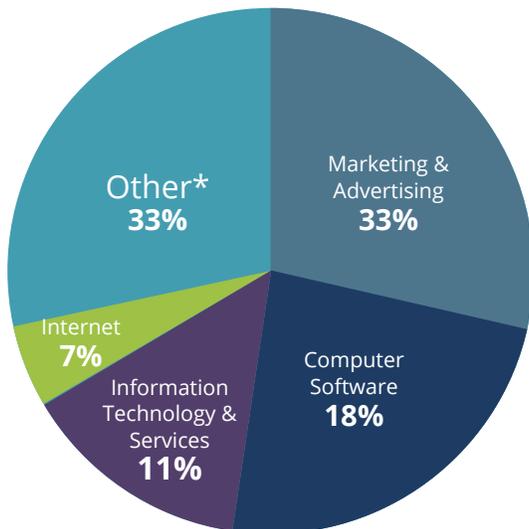


Titles Include

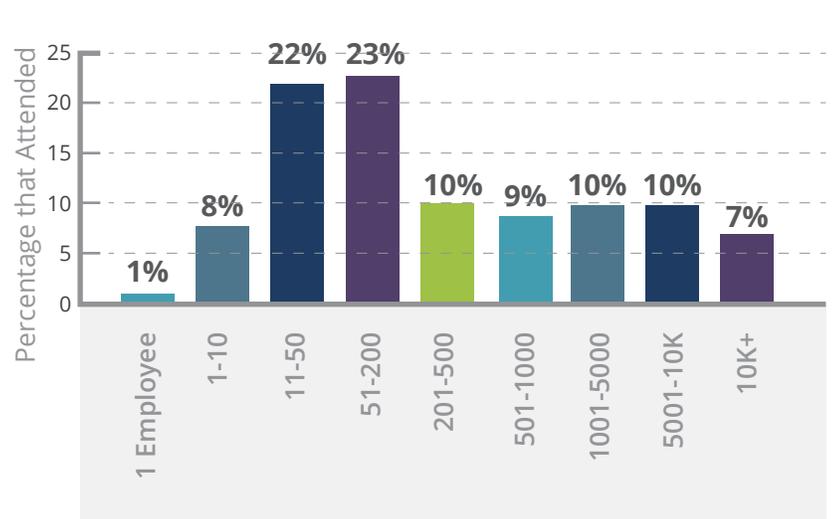


## Marketing Demographics

Industry Types



Company Size



\* Public Relations and Communications, Online Media, Management Consulting, Financial Services, Information Services, Hospital & Health Care, Telecommunications, Education Management, Electric/Electronic Manufacturing, Construction, Consumer Goods, Writing & Editing, Retail, Accounting, Banking, Design, Staffing & Recruiting

## Why They Attend

To learn about technology. Not just what's available, but how the best in the business are leveraging it at their companies to grow insanely fast. All attendees will come looking to connect with the technology companies that can help them build more efficient and accelerated sales processes.

We'll showcase technology is areas such as:

INBOUND & OUTBOUND	ACCOUNT ORCHESTRATION	DEMAND GEN	ACCOUNT-BASED MARKETING
ENABLEMENT	HIRING	SOCIAL	DATA PROVIDERS
CPQ	SUCCESS	PROFILING	CONTENT MARKETING
PROPOSALS	CRM	DATA SCIENCE	ACCOUNT ENGAGEMENT
PRODUCTIVITY	TELEPHONY	COACHING	PREDICTIVE ANALYTICS
OUTSOURCING	SALESFORCE	B2B MARKETING REPORTING	WEB PERSONALIZATION

## Past Companies Represented

STARTUPS				
ZENEFITS	SLACK	OPTIMIZELY	ALGOLIA	BOX
GUIDESPARK	GAINSIGHT	MIXPANEL	HUBSPOT	DROPBOX
BETTERWORKS	DOCKER	GREENHOUSE	MARKETO	YELP
INSIDEVIEW	INFER	NETSUITE	ROCKET LAWYER	ADROLL
LIVERAMP	INFLUITIVE	CLOUDERA	ACQUIA	INTACCT
APTUS	CALLIDUSCLOUD	PERCOLATE	LIVEFYRE	ROCKET FUEL
ENTERPRISE				
ADOBE	AXIUM	HP	COMCAST	ORACLE
GOOGLE	THOMPSON REUTERS	LINKEDIN	AMERICAN EXPRESS	SAP
AMAZON	CUSHMAN & WAKEFIELD	NBA	FIRST DATA	KPMG
MICROSOFT	GENERAL ELECTRIC	WELLS FARGO	SALESFORCE	PEARSON EDUCATION
ORRICK	CISCO	AETNA	SOUTHWEST AIRLINES	COMCAST
MARRIOTT INT.	PG&E	BLACKROCK	FACEBOOK	GENENTECH
YAHOO!	SYMANTEC	ROBERT HALF INT.	VMWARE	SAMSUNG
VC / INVESTMENT				
EMERGENCE CAPITAL	GOLDMAN SACHS	FIRST ROUND CAPITAL	BATTERY VENTURES	ATLAS VENTURE
MATRIX PARTNERS	STORM VENTURES	POLARIS PARTNERS	POINT NINE CAPITAL	SPARK CAPITAL
BAIN CAPITAL VENTURES	SILICON VALLEY BANK	REDPOINT VENTURE	OPENVIEW PARTNERS	BOWERY CAPITAL

# Sponsorship Options



**MARQUEE \$25K**  
LIMITED

## Pre-Event

- » Logo and Link to Company on Registration and Event Page as Marquee Sponsors. Placement order based on first sponsor to pay in full.
- » Logos on Attendee Registration Email.
- » Logo in emails to attendees.
- » Access to co-marketing tool kit (includes boilerplates, banners, tweets) and Sponsor Best Practices. Partners are expected to support and market the event to their audiences through email, social, and their networks.
- » Inclusion in our sponsor List in Social Media as Marquee partner.

## On-Site

- » Ownership over 1, Solo 25 minute Tactical Session on the breakout stage, to be reviewed and approved by Sales Hacker. Must be fully educational, and not product related. This is part of the heart of our conference schedule.
- » 8 full conference passes and 4 person reserved seating for the Keynote speakers.
- » 10 full conference passes at a 50% discount.
- » Access for 2 Executives to the exclusive event VIP reception.
- » Thank you from hosts and branding on signage at the event.
- » Logo included wherever all sponsors are mentioned on event signage, as Marquee sponsor.
- » Booth space with table, chairs, standing monitor, and lead retrieval devices. Placement based on first sponsors to pay in full.
- » All lead scans from your session
- » Guaranteed inclusion in BattleApps. You will get 3 minutes to pitch your company during one of the breaks, on the expo stage. Attendees will vote in the app for a winner. Limited spots available.

\*Sponsorship does not include attendee data unless obtained through the sponsor lead retrieval devices at the event.

## Post-Event

- » Logo in post conference attendee "Thank you" email.



# PLATINUM \$18K

LIMITED

## Pre-Event

- » Logo and Link to Company on Registration and Event Page. Placement order based on first sponsors to pay in full.
- » Logo in emails to attendees.
- » Access to co-marketing tool kit (includes boilerplates, banners, tweets) and Sponsor Best Practices. Partners are expected to support and market the event to their audiences through email, social, and their networks.
- » Inclusion in our Sponsor List in Social Media

## On-Site

- » Executive from your company included on a panel, on a track at the event on the breakout stage. This will be a 40 minute Tactical Session to be created by Sales Hacker. Your section will be a 10 minute educational and non-promotional slide presentation, with 10 minutes of panel Q&A. This is part of the heart of our conference schedule.
- » 6 full conference passes.
- » 10 full conference passes at a 50% discount.
- » Access for 1 Executive to the exclusive event VIP reception.
- » Logo included wherever all sponsors are mentioned on event signage.
- » Booth space with table, chairs, standing monitor, and lead retrieval devices. Placement based on first sponsors to pay in full.
- » 2 lead retrieval devices to be used only within the booth.
- » Guaranteed inclusion in Demo Jams (for AppExchange members only). You will get 3 minutes to pitch your company during one of the breaks, on the expo stage. Attendees will vote in the app for a winner. Limited spots available.

\*Sponsorship does not include attendee data unless obtained through the sponsor lead retrieval devices at the event.

## Post-Event

- » Logo in post conference attendee "Thank you" email.



## GOLD \$10K LIMITED

### Pre-Event

- » Logo and Link to Company on Registration and Event Page. Placement order based on first sponsors to pay in full.
- » Logo in emails to attendees.
- » Access to co-marketing tool kit (includes boilerplates, banners, tweets) and Sponsor Best Practices. Partners are expected to support and market the event to their audiences through email, social, and their networks.
- » Inclusion in our Sponsor List in Social Media

### On-Site

- » 4 full conference passes
- » 10 full conference passes at a 50% discount.
- » Logo included wherever all sponsors are mentioned on event signage.
- » Booth space with table, chairs, standing monitor, and lead retrieval devices. Placement based on first sponsors to pay in full.
- » Guaranteed inclusion in Demo Jams (for AppExchange members only). You will get 3 minutes to pitch your company during one of the breaks, on the expo stage. Attendees will vote in the app for a winner. Limited spots available.

\*Sponsorship does not include attendee data unless obtained through the sponsor lead retrieval devices at the event.

### Post-Event

- » Logo in post conference attendee "Thank you" email.



**SILVER \$5K**  
LIMITED

### Pre-Event

- » Logo and Link to Company on Registration and Event Page. Placement order based on first sponsors to pay in full.
- » Logo in emails to attendees.
- » Access to co-marketing tool kit (includes boilerplates, banners, tweets) and Sponsor Best Practices. Partners are expected to support and market the event to their audiences through email, social, and their networks.
- » Inclusion in our Sponsor List in Social Media

### On-Site

- » 3 full conference passes.
  - » 6 full conference passes strictly to be used for customers or prospects. These are limited so only provide for those who promise to attend.
  - » 10 full conference passes at a 50% discount.
  - » Logo included wherever all sponsors are mentioned on event signage.
  - » Inclusion in the conference event guide as a Silver sponsor.
  - » Booth space with highboy table, chairs, table top monitor, and lead retrieval devices. Placement based on first sponsors to pay in full.
- \*Sponsorship does not include attendee data unless obtained through the sponsor lead retrieval devices at the event.

### Post-Event

- » Logo in post conference attendee "Thank you" email.

## Sponsorship Comparison

	<b>SILVER</b> \$5,000	<b>GOLD</b> \$10,000	<b>PLATINUM</b> \$18,000	<b>MARQUEE</b> \$25,000
<b>PRE-EVENT</b>				
Website presence	✓	✓	✓	✓
Inclusion in Pre-conference Emails	✓	✓	✓	✓
Inclusion in Sponsors Social Media List	✓	✓	✓	✓
Access to Co-Marketing Tool Kit	✓	✓	✓	✓
<b>ON-SITE</b>				
Breakout Session			✓	✓
Tickets to Speaker / Sponsor Dinner	✓	✓	✓	✓
Expo Booth	TBD	TBD	TBD	TBD
Full Conference Passes	9	14	16	18
Leads Scanner	1	1	2	2
Discounted conference passes	10	15	15	20
Inclusion in Event Program	✓	✓	✓	✓
Inclusion in Event App	✓	✓	✓	✓
<b>POST-EVENT</b>				
Inclusion in Post-Event 'Thank You' Email	✓	✓	✓	✓

## Sponsorship Add-ons

\* (Must be Gold or Platinum Sponsors)

### Happy Hour \$12.5k - Exclusive

- » Company name featured in all mentions of the Happy Hour. Displayed as “Official Happy Hour presented by [Your Company Name]”. Mentioned in the program guide, agenda, website, and at the event.
- » Branding on the bars, napkins, and cups plus specialty drink names.
- » Everyone loves a little happy hour! Taking advantage of this branding opportunity that brings people together for drinks at the end of an exciting day of learning and networking.

### Coffee \$12.5k - Exclusive

- » Company name featured in all mentions of the Coffee. Displayed as “Coffee presented by [Your Company Name]”. Mentioned in the program guide, agenda, website, and at the event.
- » Branding on the Coffee tables, napkins, and cups.
- » Coffee's for closers! Taking advantage of this branding opportunity that runs during multiple breaks and through long service hours scattered around the venue.

### After Party \$12.5k (Bar, Room, and DJ Booth also available for \$10k each)

- » Company name featured in all mentions of the Official After Party. Displayed as “Official After Party presented by [Your Company Name]”. Mentioned in the program guide, agenda, website, and at the event.
- » Major branding at the After Party along side Sales Hacker and Marquee logos.
- » Great way to put your brand front and center for the attendees.
- » Other brands will brand a bar or the dj booth at the After Party, but will not be competitors.

### Lanyards \$7.5k - Exclusive

- » Color logo printed on all conference lanyards.
- » What better way to get in front of the right people than to have your logo hanging around their necks, making everyone a walking billboard for your brand!

### Wifi \$12.5k - Exclusive

- » The password to the event Wifi will be your company name, or any approved brand or term you decide.
- » Wifi login info will be on branded table top signs and signage around the event with your brand mentioned as the password and “Wifi presented by [Your Company Name]” in the agenda and event program.
- » Everyone will be wanting the Wifi info, make them type your name in!

### Livestream \$12.5k - Exclusive w/ Livestream

- » Company name featured in all mentions of the conference Livestream. Displayed as “Livestream presented by [Your Company Name]”. Mentioned in the program guide, agenda, website, and at the event.
- » Branding on the Livestream page, and intro slides on the Livestream itself, while event is live.
- » This will be watched by thousands to tens of thousands of salespeople live worldwide.

\*Branding only includes live show.

**Lunch \$12.5k - Exclusive**

- » Company name featured in all mentions of the Lunch. Displayed as “Lunch presented by [Your Company Name]”. Mentioned in the program guide, agenda, website, and at the event.
- » Branding on the Lunch tables and napkins.
- » The most people are in the venue during the whole event during lunch time. Take advantage of this opportunity to get in front of everyone.

**Conference Swag Bag \$12.5k - Exclusive**

- » Color logo printed on all Conference Swag Bags.
- » 1 item placement in the Conference Swag Bag.

**VIP Reception \$7.5k - Exclusive**

- » Company name featured in all mentions of the Official Event VIP Reception. Displayed as “Official Event VIP Reception presented by [Your Company Name]”. Mentioned in the program guide, agenda, website, and at the event.
- » Branding at the VIP reception.
- » Sponsorship includes 3 total VIP invitations to the dinner with list preview but no contact info.
- » Great way to put your brand front and center for the event VIPs, speakers, and sponsors.

**Breakfast \$7.5k - Exclusive**

- » Company name featured in all mentions of the Breakfast. Displayed as “Breakfast presented by [Your Company Name]”. Mentioned in the program guide, agenda, website, and at the event.
- » Branding on the Breakfast tables and napkins.
- » First thing people see when they walk in to start the day.

**Branded Experiences****(\$12.5k each)**

- » Headshots - Exclusive
- » Shoe Shine - Exclusive
- » Candy Bar - Exclusive
- » Juice Bar - Exclusive
- » Bakery - Exclusive
- » Whiskey Tasting - Exclusive
- » Wine Tasting - Exclusive

**(\$10k Each)**

- » Charging Station - Exclusive
- » DJ Booth at Conference- Exclusive
- » Job Board - Exclusive
- » Bookstore - Exclusive
- » Popcorn Bar - Exclusive

- » Company name featured in all mentions of the Branded Opportunity. Displayed as “Branded Opportunity presented by [Your Company Name]”. Mentioned in the program guide, agenda, and at the event.
- » Branding on the Branded Opportunity.
- » Give attendees a fun or useful experience while networking and learning at the event.

# Sales Hacker London Sponsorship Agreement

Company Name: \_\_\_\_\_

Please select the sponsorship that you would like to purchase for Sales Stack Europe:

- \$25,000 Marquee
- \$18,000 Platinum
- \$10,000 Gold
- \$5,000 Silver
- Sponsorship Add-ons (please specify) \_\_\_\_\_

Total Sponsorship Fee: \_\_\_\_\_

*PLEASE NOTE: If you sign up for multiple sponsorships, please put the total cost on the Total Sponsorship Fee line. All prices are quoted in US Dollars.*

## Payment details & billing

Contact Name: \_\_\_\_\_

Billing Contact Email: \_\_\_\_\_

Billing Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Logistics Contact Name: \_\_\_\_\_

Email: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

*PLEASE NOTE: By signing below I certify that I am authorized to sign on behalf of Sponsor (named above) and if selected as a Sponsor of the Event, I agree on its behalf to all terms and conditions set forth below in the Terms and Conditions of Event Sponsorship\**

Name (please print): \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Company: \_\_\_\_\_

Date: \_\_\_\_\_

## Payment Terms

Balance due on signing. Sponsorships will sell out and no refunds will be given. Please make checks payable to Sales Hacker Inc. and remit to: 505 E 14th Street 5H, New York, NY 10009

## Terms and Conditions of Sponsorship

### TERMS AND CONDITIONS:

If your Sponsorship Application for the Event is accepted by Sales Hacker, Inc. ("Sales Hacker"), Sponsor's participation is subject to the following terms and conditions ("Agreement"). The benefits associated with each Sponsorship Level are specified in the Event's sponsorship prospectus ("Prospectus"), which Sponsor hereby acknowledges receiving and which are incorporated by referenced into this Agreement. Subject to acceptance by Sales Hacker, this Agreement is between Sales Hacker, a Delaware corporation with its principal place of business at 505 E 14th Street 5H, New York, NY 10009 Sales Hacker and the Sponsor named in the Sponsorship Application ("Sponsor" or "You" or "Your") as of the date accepted by Sales Hacker ("Effective Date"), Subject to which Sales Hacker and Sponsor shall each be a "Party" and collectively, the "Parties" to this Agreement. By submitting the preceding Sponsorship Application, You are agreeing to be considered by Sales Hacker for Sponsorship in the Event. If You are selected for Sponsorship, Sales Hacker will notify You via email, confirming Your selection and Your Sponsorship Level. Note that You are not an Event Sponsor unless and until Sales Hacker sends You a confirmation email and invoice.

### TERM:

The Term of this Agreement will commence on the Effective Date and end on completion of all obligations by the parties, unless earlier terminated per the terms of this Agreement.

### PAYMENT TERMS:

Sponsor agrees to pay the full sponsorship fee ("Sponsorship Fee") to Sales Hacker, immediately upon receipt of invoice dictated by terms on said invoice, which may be provided by a third party vendor of Sales Hacker, but in no event later than seven (7) calendar days prior to the Event ("Final Due Date"). If the Sponsor has not paid the Sponsorship Fee in full by the Final Due Date, Sponsor may not participate in the Event, unless otherwise specified by Sales Hacker in writing or email. Only the following forms of payment will be accepted: direct debit, by check, or bank transfer payable to "SalesHacker, inc."

\*Please Note: You are responsible for paying the fee set forth on the application, regardless of whether it reflects any agreed modifications. Therefore, please make sure to enter only the final amounts agreed with Sales Hacker.

### CANCELLATION BY SPONSOR:

Sponsorship Fees are non-refundable regardless of the reason for cancellation by Sponsor. If Sponsor wishes to cancel all or part of this Agreement, Sponsor must send notice of cancellation in writing to Sales Hacker, max@saleshacker.com. Sponsor will be liable for 100% of the Sponsorship Fee.

### CANCELLATION OR TERMINATION BY SALES HACKER:

Sales Hacker reserves the right to cancel the Event, or any portion thereof, for any reason at any time upon written notice to Sponsor. Sales Hacker may immediately upon written notice to Sponsor terminate this Agreement, in whole or in part, including Sponsor's Sponsorship, with or without cause. Upon cancellation of the Event or termination by Sales Hacker for cause, including, without limitation, Sponsor's breach of this Agreement or Sponsor's failure to pay the Sponsorship Fee in full, Sponsor will not be entitled to, and Sales Hacker will not pay Sponsor, any refund of any Sponsorship Fee. In the event of any termination by Sales Hacker without cause, Sales Hacker's sole liability to Sponsor, and Sponsor's exclusive remedy, will be a refund of the Sponsorship Fee pre-paid prior to notice of such termination.

**EVENT LOCATION AND TIME:**

The Event is scheduled for the location, date and time specified in the Sponsorship Application. Sponsor acknowledges and agrees that Sales Hacker may, at any time, reschedule the location, date, time, and/or logistics of the Event. Sales Hacker will attempt to notify Sponsor of any such changes as far in advance as possible, provided that no such scheduling change will be deemed a cancellation by Sales Hacker and therefore, if Sponsor wishes to cancel its Sponsorship, Sales Hacker will have no obligation to refund to Sponsor any portion of the Sponsorship Fee pre-paid by Sponsor prior to Sponsor's cancellation of its Sponsorship. Sales Hacker will notify Sponsor, in advance of the Event, the dates, times and logistics for load-in, set up, breakdown and load out, to which Sponsor will adhere, unless otherwise notified by Sales Hacker to Sponsor.

**EXHIBIT SPACE ALLOCATION:**

Sales Hacker will assign to Sponsor an exhibit space ("Space") according to Sales Hacker's sole judgment and discretion. Sales Hacker reserves the right, in its sole discretion, to change the location, size, layout, arrangement and display restrictions of the Sponsor's Space. Sponsor purchases only the right to exhibit and market within the confines of the Space. Distribution of marketing materials outside your exhibit space is strictly prohibited. Sponsor also agrees to abide by any terms or requirements of the venue or exhibit space.

**EXHIBIT SPACE:**

Sales Hacker's provision of the Space includes only the items set forth in the Prospectus. Sponsor is responsible, including any costs or expenses, for any goods or services that are not listed in the Prospectus.

**USE OF SALES HACKER MARKS:**

Sponsor agrees not to use any trademarks, trade names, logos, slogans or other intellectual property owned by Sales Hacker or its affiliated or subsidiary companies ("Sales Hacker Marks"), or its event partners, except as permitted in, and in accordance. If such permission is granted, Sponsor will comply with the Sales Hacker Partner Branding and Logo Usage Policies and Guidelines, which Sponsor hereby acknowledges receiving, and which are incorporated into this Agreement by reference. In its sole discretion, Sales Hacker may withhold or withdraw permission to display items or distribute souvenirs, advertising or any other material containing the Sales Hacker Marks. Sponsor may not issue any announcement or press release regarding the Event, or Sponsor's participation in the Event, without the prior written consent of Sales Hacker.

**NO ENDORSEMENT:**

Sponsor will not state or imply that its products or services are endorsed by Sales Hacker or its affiliated or subsidiary companies and no approval by Sales Hacker of any of Sponsor's content or participation in the Event will be deemed an endorsement.

**WARRANTY:**

Sponsor warrants that it has the authority to enter into this Agreement; that its participation in the Event will not violate any other agreement or understanding between Sponsor and a third party; that Sponsor will reimburse Sales Hacker for any losses Sales Hacker incurs resulting from any damage to the personal property of, or any personal injury to, Sales Hacker, the Location Owner, or any of their employees or contractors in connection with the Event; that no materials provided by Sponsor in connection with the Event will infringe or misappropriate any third party's rights; and that Sponsor will comply with all applicable federal, state and local laws and regulations in connection with its obligations under this Agreement and its conduct in connection with the Event.

**INDEMNITY:**

Sponsor will indemnify and hold Sales Hacker, its parent, affiliated and subsidiary companies (the "Indemnified Parties") harmless for and from any alleged or actual claim for any costs, losses, or fines, penalties, or expenses (including reasonable attorneys' fees) arising from or related to: (1) any damages to real or personal property, or personal injury to any person, directly or indirectly caused by Sponsor or Sponsor's employee or contractor in connection with the Event; (2) any failure to comply with any applicable federal, state, and local laws and regulations related to the collection, use, sharing, disclosure and storage of personal information; and (3) any claim that any Indemnified Party's use of any content provided by Sponsor for the Payment Terms: Full payment is due upon receipt of invoice. No credit card payments will be accepted. Event infringes or misappropriates any third party's intellectual property, publicity, privacy, confidentiality or other right, provided that in no event will any Indemnified Party's approval or use of Sponsor's Products or any other materials provided by Sponsor for the Event, or any Indemnified Party's approval of Sponsor's use of Event marks, affect any Indemnified Party's right of indemnification as described in this paragraph. This provision will survive the termination or expiry of this Agreement.

**LIMITATION OF LIABILITY:**

Neither Sales Hacker, nor the owners of the Event location ("Location Owner") will be liable for any indirect, incidental, special or consequential damages, or damages for loss of profits, revenue, data, or use, nor any punitive damages incurred by Sponsor, whether in an action in contract or tort, even if Sales Hacker or the Location Owner have been advised of the possibility of such damages. Sales Hacker's liability for damages under this Agreement will in no event exceed the amount of fees paid by Sponsor under this Agreement.

**NO PARTNERSHIP OR AGENCY:**

Nothing in this agreement is intended to, nor will be deemed to, establish any partnership, joint venture, or agency relationship between any of the parties, nor authorize any party to make or enter into any commitments for or on behalf of any other party.

**SUCCESSORS AND ASSIGNS:**

Sales Hacker may assign or delegate its rights and obligations under this Agreement in its sole discretion. Sponsor may not assign or delegate its rights and responsibilities under this Agreement to any person or entity without Sales Hacker's written permission other than to a wholly-owned affiliate or subsidiary that is not a direct competitor of Sales Hacker.

**PERMISSION TO USE MATERIALS:**

Sponsor grants Sales Hacker and its employees, agents, contractors or representatives permission to use, reproduce, combine with other works, and publish worldwide, during the Term of this Agreement, in all media, Sponsor's trademarks, product names or descriptions and logo(s) and any materials Sponsor provides for the purpose of or as result of Sponsor's participation in Event, including, without limitation, posting on web-sites, or publishing in other print or electronic media, brochures, newsletters, advertisements, and magazines. Sales Hacker may edit materials only as necessary to conform them to a given media, e.g., changing the size of an image, but will not modify Sponsor's trademarks or logos in any other way without Sponsor's prior written consent.

**MISCELLANEOUS:**

This Agreement will be governed exclusively by the internal laws of the State of California, without regard to its conflicts of laws rules or the United Nations Convention on the International Sale of Goods. Each Party hereby consents to the exclusive jurisdiction of the state and federal courts located in San Francisco County, California to adjudicate any dispute arising out of or relating to this Agreement. No waiver of any provision by either party will constitute a waiver of any other provision nor will any waiver be enforceable unless it is in writing signed by the parties. It is the intent of the parties that if a court finds any provision of this Agreement to be unenforceable, all other provisions will remain enforceable.

**CONFIDENTIALITY AND AUTHORIZATION:**

This Agreement, its terms and the Event are each confidential until publicly announced by Sales Hacker. You may not disclose the existence of this Agreement or the terms of this Agreement to any third party without Sales Hacker's prior written consent. You hereby authorize Sales Hacker to provide Sponsor's contact information including address, phone number, fax number and Primary Contact person information to the Sales Hacker events and marketing team, and any Sales Hacker vendor contracted to conduct work for this Event, as well as to the Location Owner and its employees, agents and contractors.

**ENTIRE AGREEMENT:**

This Agreement constitutes the complete agreement between the parties and supersedes all prior or contemporaneous agreements or representations, written or oral, concerning the subject matter hereof. This Agreement may not be modified or amended except in a writing signed by a duly authorized representative of each party.

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