



EDGE22@CES (formerly CES Government)

January 6 – 8, 2022

Park MGM Hotel, Las Vegas

SPONSORSHIP AGREEMENT

This Sponsorship Agreement (Agreement) between EDGE22 (formerly CES Government) and SPONSOR (SPONSOR) is effective upon approval of this agreement herein, and signature by responsible parties for SPONSOR. The sponsorship package is for EDGE22 to be held January 6 – 8, 2022 at the Park MGM Hotel, with the January 7 Opening Plenary session connecting speakers and in-person audiences in Las Vegas and Washington, DC.

BACKGROUND:

EDGE22 returns to CES for its 17th consecutive in-person year. 350+ senior government professionals from multiple jurisdictions will join technology's top innovators and relevant SMEs for a program that encourages participation from all attendees, and that enables substantive relationships that continue beyond the conference experience.

EDGE22 will be more interactive and participatory and will utilize the most advanced audio/video, broadcast.

As the premier government technology partner to CES, EDGE22 attendees also will have the opportunity to attend technology's global showcase and see firsthand the latest technologies that are changing the way people work, learn, entertain, and live.

1.0 EDGE22@CES SPONSORSHIP

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Sponsorships for EDGE@CES are designed to include four components: direct conference participation, networking, visibility, and registration. Below are the details of the EDGE22@CES Sponsorship package.

EXECUTIVE ROUNDTABLE PARTICIPATION

The EDGE Executive Roundtable agenda begins the conference each year. Interactive and off-the-record, disciplined yet informal, Executive Roundtables are candid discussions by leaders from multiple government jurisdictions, technology businesses and recognized SMEs. Three sessions of three each, Executive Roundtables enable substantive relationships and are the catalyst for conversations that occur throughout the conference and beyond. Each Roundtable is 90 minutes, with the first 15 minutes a "mini reception" allowing attendees to interact and share perspectives with Roundtable participants. The EDGE@CES Executive Roundtable agenda is what separates this conference from every other.

PLENARY EXECUTIVE ROUNDTABLE

- SPONSOR to recommend industry co-moderator for (topic) Roundtable on January 6
- EDGE22@CES to work with SPONSOR on pre-conference calls with co-moderator and Roundtable participants, and EDGE22@CES onsite meeting prior to Roundtable.

- EDGE22@CES to record and broadcast the Executive Roundtable to its registered virtual audience.
- EDGE22@CES to post the Executive Roundtable on conference and GBEF websites and on YouTube. The Roundtable recording is available for SPONSOR to repurpose in full or in part.

FOCUS ON TECHNOLOGY PRESENTATION (FOT)

Each year, the Focus on Technology is a 15-minute presentation scheduled for the Opening Plenary session. For EDGE22, the FOT will be on January 7. It is intended to showcase a state-of-the-art or emerging technology that is both improving delivery of services to government and critical infrastructure sectors, and that is complementary to the conference theme. The FOT is on the main stage and offers the presenting company the opportunity to utilize multimedia for a powerful presentation/demonstration that captures the near-term future and current deployments of the respective technology.

- SPONSOR to deliver 15-minute multimedia presentation on identity management technologies, and the application of these technologies to multiple jurisdictions and missions of government.
- EDGE22@CES to record and broadcast the presentation to a virtual audience in both the United States and Europe.
- EDGE22@CES to post the presentation on both the conference and GBEF websites, and on YouTube.
- SPONSOR to have access to the video files for repurposing.

TOP GOLF SUITE (Networking)

The EDGE22@CES Top Golf reception is an anticipated networking activity that begins the EDGE@CES conference experience each year. Primarily by invitation for GBEF members and government guests, the two-hour reception provides an informal and fun opportunity to connect with colleagues in both government and industry. Unlimited top golf, full food and beverage are provided.

- SPONSOR to receive one Top Golf Suite (accommodates 8-10)
- SPONSOR logo prominently displayed outside respective SPONSOR suite and on video screens throughout the EDGE22@CES sponsored Top Golf area.

DIGITAL AND CONFERENCE VISIBILITY

- SPONSOR logo to be prominently displayed on conference website, signage, slides, program in both Las Vegas and Washington, DC.

2.0 SPONSOR OBLIGATIONS

PAYMENT

For its participation in and sponsorship of EDGE22, SPONSOR agrees to pay the sponsorship price per option selected to Upson Technology Group within 45 days of contract execution. Total: \$

SPONSOR TRADEMARKS/SPONSOR MATERIALS

Subject to the terms and conditions of this agreement, SPONSOR grants EDGE22 the right to use SPONSOR'S trademarks, trade names, logo designs and company descriptions as prepared and delivered to EDGE22 by SPONSOR, in any medium of advertising, marketing materials, and/or promotional goods distributed solely in conjunction with the event and in accordance with Sponsor's trademark usage guidelines.

MUTUAL COOPERATION

EDGE22 shall make every effort to satisfy the terms of this agreement and exceed sponsor expectations. Should circumstances require changes in the above, EDGE22 will work with SPONSOR to ensure the highest SPONSOR value is achieved. SPONSOR agrees to provide timely submission of required information (logo, website materials, artwork and agreed collateral).

3.0 EFFECTIVENESS OF AGREEMENT

The Agreement shall become binding and effective upon delivery of SPONSOR'S completed and executed Agreement to:

EDGE22 c/o Upson Technology Group
8000 Towers Crescent Drive, Suite 1350
Vienna, VA 22182

Or by email to EDGE22 Vice President Laura Hudson at laura.hudson@GBEF.tech. SPONSOR will receive confirmation by email upon acceptance.

4.0 CANCELLATION OR TERMINATION

If, because of any act outside the control of EDGE22, to include fire, strike, Convention Center/hotel construction, government shutdown, public catastrophe, pandemic, act of terrorism, or Act of God, the Conference is canceled, EDGE22 will not be held liable for the execution of this agreement, and SPONSOR will be returned all fees paid minus any costs directly incurred prior to cancellation.

5.0 INDEMNITY

5.1 EDGE22 shall not be responsible for any loss of or damage to property of SPONSOR, its employees, agents, contractors or for any personal injury to SPONSOR'S officers, directors, employees, agents, contractors and/or invitees.

5.2 SPONSOR shall indemnify, defend, and hold EDEGE22 harmless from and against any claims arising out of, or relating directly or indirectly to, content on their respective web sites, use of SPONSOR'S trademarks and logos, and SPONSOR Materials.

6.0 EVENT PARTICIPATION

The rights hereunder are exclusive to the SPONSOR and shall not be assigned to a third party its rights hereunder without the prior written consent of EDGE22 which EDGE22 may grant or withhold at its sole discretion.

7.0 AUTHORIZATION

By the signature below, the individual signing this Agreement represents that he or she has been authorized to execute this Agreement on behalf of the SPONSOR, and that he or she has read, fully understands and agrees to the Terms and Conditions of this Agreement.

Donald W. Upson
Upson Technology Group

SPONSOR