

NO SQL NOW!

APR 17-22, 2016 | SAN DIEGO

The Largest Forum
Focused on Enterprise
NoSQL Technologies
and New Databases

CONFERENCE
SPONSORSHIP
PROSPECTUS

CONNECT WITH

Over 1000 Enterprise Technology
Architects, Managers, Designers
& Evaluators

Product Presentation Sessions
Extensive Marketing &
Promotional Opportunities

New Enterprise Solutions for:

- Scaling Out
- Big Data Analysis
- High Performance
- Cloud Deployment

Sponsorship inquiries to
warwick@dataversity.net
(781) 354-0119

Co-located with Enterprise Data World

Sheraton Hotel & Marina
San Diego, California
April 17-22, 2016

www.NoSQLNow.com
www.EnterpriseDataWorld.com

PRODUCED BY:

 DATAVERSITY®

NoSQL is moving into the Enterprise in a Big Way!

20% Increase in Attendance 2016!

NoSQL Now! has been the leading vendor-independent educational forum on NoSQL technologies for the past five years. As the market changes, and NoSQL technologies are increasingly being evaluated and adopted in large enterprises, so will the conference evolve as well. DATAVERSITY is therefore pleased to announce that the 2016 NoSQL Now! program will take place alongside Enterprise Data World (EDW), the largest vendor-independent data management conference in the world.

EDW has a long-standing reputation for high quality education, and high quality audience. Most attendees pay over \$1,800 to be at the conference. They are not free walk-ins, but serious buyers who represent large organizations. They have budgets to spend on both new initiatives and ongoing projects. The largest portion of the audience comes from industries that spend a lot on IT, including banking, insurance, health, energy, telecom, government and pharma.

EDW has a Practical Focus

EDW is famous for its real-world, practical focus, with dozens of case studies and how-to sessions. Our audience is comprised of practitioners who are doing things right now, many with immediate product needs.

Each year the percentage of attendees from the “business side” increases and now exceeds 30%. They join their colleagues from IT to collaborate and learn more about how to provide data-centric solutions to satisfy their business strategies.

Get face-to-face with Qualified Buyers

Dedicated Tradeshow Hours

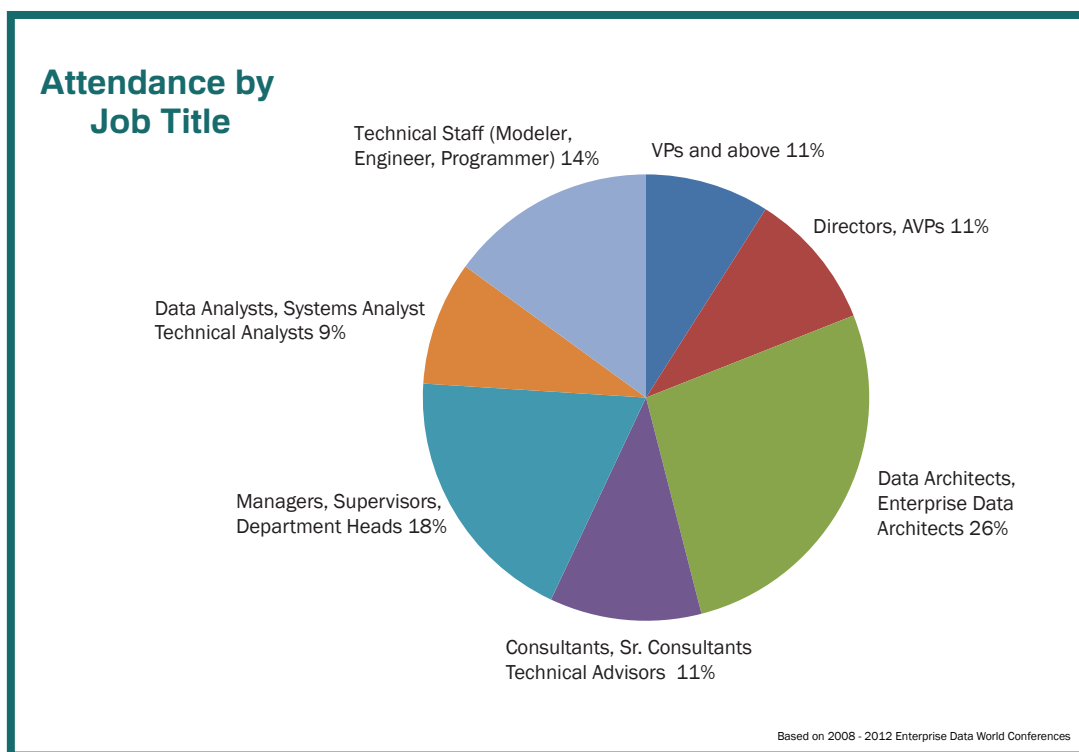
No sessions or other distractions compete for your customers’ attention during tradeshow hours. The floor is packed with individuals looking for solutions. The schedule also leaves your staff and employees free to attend sessions or network at the conference, or free to get other work done. It’s simple – when you are in your booth, you are busy. And the rest of the time is yours.

Exhibits Opening Reception with Hosted Bar

The opening Exhibits Reception is a can’t-miss event for every attendee. We provide food and a hosted bar. Your customers come to the show floor, and they stay there for the entire reception.

In-Perspectives Product Sessions

We offer sponsors the opportunity to place a half-hour product presentation on the agenda. These sessions are attended by the audience you most want to attract, individuals with recommendation power.



NoSQL Now! joins Enterprise Data World to bring NoSQL Technologies to the Enterprise

Exhibitors Benefit From:

- Speaking Opportunities
- Large Enterprise Data Audience and Education
- Product Demonstrations
- 3 full days of Networking
- Identity/Logo Placement and Promotions

NoSQL Topics Include:

- NoSQL in the Enterprise
- Big Data Platforms
- Analytics
- Management Tools
- NoSQL for managers & non-programmers
- Scalable Database Alternatives
- Performance Metrics
- Standards
- Agile Development
- NoSQL in the Cloud
- Selection and Adoption Strategies
- Security and Privacy
- NoSQL Market Analysis
- Query Languages
- Data modeling for non-relational systems
- Schemeless design and development

Enterprise Customers Case Studies From:

- Financial
- Media and Publishing
- Insurance
- Energy, Oil and Gas
- Retail and E-commerce
- Government
- Telecom and Utilities
- Healthcare and Life Sciences

EXHIBIT HOURS:

Tuesday, April 19:

4:30pm - 7:30pm

Wednesday, April 20:

1:00pm - 4:00pm

Sponsored Speaking Opportunities

Exhibitors may pay a sponsorship fee for the privilege of speaking as part of the conference agenda. These presentations provide excellent value in terms of representation, time and publicity.

Product/Company Focus

- 30-minute presentation as part of the conference agenda.
- No restriction on the commercial content you may present.
- We do recommend considering the audience needs and interests when you prepare your presentation.
- A pure sales pitch is less likely to be well received, whereas balanced educational and informational content will attract an interested audience.
- Bring a customer case study, or even better the customer themselves as part of the discussion.

User Group Meetings

- Several Sponsors host user group meetings for their customers and prospects either before, during or after the conference.

Reviewed Presentations

- In addition to sponsored (paid) presentations, sponsors are also invited to submit non-commercial presentation proposals for the educational agenda.
- The proposals are reviewed by the Program Advisory Committee (PAC) for information relevancy and suitability to NoSQL Now! educational purposes.
- Reviews are conducted separately from sponsorship sales; so there is no favoritism in terms of getting onto the educational agenda.

Are there Dedicated Exhibit Hours?

- Yes, our model includes a portion of dedicated exhibit hours during which no other conference activity distracts the audience.
- We encourage attendance on the exhibition floor by hosting various catered functions. For example, we offer coffee breaks, ice cream breaks, and a full reception on the first evening of the event.

NoSQL Now! Conference is designed to accommodate all levels of technical understanding, from novice through expert, with an emphasis on the design and management needs of enterprise IT and big data applications. Here's a sample of decision makers who have attended:

TITLE	COMPANY	TITLE	COMPANY	TITLE	COMPANY
President	10gen	Senior Software Engineer	General Dynamics AIS	CEO	RumbaFish
CEO	28msec	CTO	GigaSpaces	Lead Architect	Safeway
Manager, Planning Solutions	Adobe	Principal Software Engineer	Google	Chief Information Officer	Sambreele
Senior Architect	Aetna	Director of IT	Group 3 Marketing	Software Engineer	Samsung
Director of Architecture	Agilent	Software Architect	Harris Corporation	Software Developer	Sandia National Labs
Product Manager	Alcatel	CTO	HashGo	Advisory SE	Santeku, Inc.
CEO	Algebraix Data	Director, Interactive Technology	HBO	Chief Scientist	SAP
Software Development Engineer	Amazon	Sr BI Lead	Hewlett-Packard	Chief Development Architect	SAP Labs
Senior Business Analyst	AOL	Managing Principal	Hitachi Data Systems	Information Architect	Scripps Networks
Software Developer	Apple	Med Vocab Architect	Hospira	VP Engineering	Sentient Energy
Sr. Director, Engineering	Aster Data	Database Architect	Huawei	Chief Knowledge Engineer	Sierra Nevada Corp
Architect	AT&T	Distinguished Engineer & CTO	IBM	Application Architect	Silverpop
Software Architect	Autodesk	Principal Architect	Infosys	Business Analyst	Sony Eurasia
Sr. Dir., BI & Enterprise Data & Shared Services	AutoTrader.com	Editor at Large	InfoWorld	CTO	Source Interlink Media
General Manager	AWS	IT Director	Intel	Sr. Software Developer	Splunk
SVP; Enterprise Info. Architecture	Bank of America	Technology Innovation Architect	Intuit	CTO	SpringCM
IT Delivery Lead	BCBS of Michigan	VP, CSO	IO Informatics, Inc.	Product Developer	Sprint
Chief Software Architect	Blackhawk Network	Senior Advisor to ACIO, AD	IRS	Database Engineer	SRA International
Director	Blackhawk Network	Editor-in-Chief	IT Newswire	Chief Software Architect	Stanford University
Telecom Engineer	BP	Worldwide Head of Alliances	Jaspersoft	Platform Architect	Staples.com
Director	Caltrans	Chief Data Officer	Kavaii Analytics	CEO	Starcounter
Developer	Capital One	Lead Engineer	Kelley Blue Book	Project Manager	State Farm
Distinguished Research Fellow	CARFAX	Manager	KLA-Tencor	Director of Operations	StudyBlue
Senior Software Engineer	Carnegie Mellon	Computer Scientist	Lawrence Livermore	Senior Manager	SunGard
Technical Director	CBS Interactive	Development Director	Lawson Software	DBA	Sunpower
Software Engineer	Cedrom-SNI	Principal Architect	LDS Church	Vice President	Sutter Health
Optimization Engineer	Charles Schwab	Lead Enterprise Architect	Lincoln Trust	Director of Development	Symantec
Senior Database Administrator	Chevron	Senior Manager, Sys Engineering	Lockheed Martin	AVP	Synnex Corp
Chief Architect & Co-Founder	Children's Hospital	CEO	M2MI	Director, IT	T-Mobile
VP	ChowNow Inc.	Software Engineer	Mail.Ru	Head of Innovation Services	T-Systems
SVP Audit	Cisco	Information Architect	Manulife Financial	Software Architect	T. Rowe Price
Director	Citigroup	Chief Architect	MarkLogic	Sr. Software Developer	TD Ameritrade
Managing Member	Citrusleaf	VP, Web & Application Development	Marvel Entertainment	Solution Architect	TELUS
CTO	Clados Management	Data Architect	MasterCard	Director of System Architecture	The Weather Channel
Chief Scientist	Cloud9 Analytics	Director Information Planning	Medco Health	Software Engineer	Thomson Reuters
COO	Cloudant	Innovation Solution Manager	Merck and Co	Senior Software Engineer	Topix LLC
Enterprise Architect	Cloudera	Founder	Metric Insights	Sr. Web Developer	Trapster
Director	Coca Cola Co.	Principal Development Manager	Microsoft	IT Sr. Director	Trend Micro
Senior Manager	Cognizant	Lead Computational Biologist	MITRE	Executive Manager	triAGENS
CEO	Comcast	Web Architect	Molina Healthcare	Principal Engineer	Union Pacific Railroad
CTO	Couchbase	Senior Engineer	NAVTEQ	Mgr. Data Analytics	United HealthCare
Engineer	CreativeWorx	Architect	NEC	Data Architect	Unum
Senior Software Architect	CyberAgent	Sr. Director Products	Neo Technology	Research Health Science Specialist	US Veterans Affairs
CEO	Dassault Systems	CTO, Digital Media	Netezza	Lead Software Developer	USAA
CoFounder	Data Advantage Group	Dir. Data Science & Eng Platform	Netflix Inc.	Sr Cloud Architect	Verizon
CTO	Datahero	Platform Lead & Architect	ngmoco:)	V.P. Technology	Versant
CTO Storage	DataStax	Principal Software Engineer	Nice Systems	VP-Technology & Development	VHA, Inc.
IT Enterprise Architect	Dell, Inc.	Manager, Information Systems	Nissan	Lead Engineer	Visa
Sr Software Engineer	Denver Water	Senior Database Architect	Nokia	Co-Founder & Chief Strategy Officer	VoltDB
Director, Data Architecture Mgmt	Disney	Sr. Technical Manager	Northrop Grumman	Solutions Architect - EDW	Vonage
Sr Applied Researcher	DST Systems	Managing Director	NTT	Senior Director	Vucast Media Inc
Disruptive Technology Director	eBay	Founder	Objectivity	Digital Media Solutions Architect	Warner Bros.
Sr. Technologist, OCTO	Elsevier	Sr. Architect	Oppenheimer Funds	Senior Development Engineer	Washington Post Labs
Director (Development)	EMC	VP Development	Oracle	Manager, Data Management	WebMD
Data Architect	Endpoint Clinical	Senior Software Engineer	Orange Labs	VP, Strategic Planning Manager	Wells Fargo
Senior Data Architect	Equity Trust	CTO	Orbis Technologies	Director, Information Services	WestEd
Architect	Eventbrite	CIO	Pacific Comp Insurance	Principal Software Engineer	Western Digital Corp
Enterprise Data Mgmt, Manager	Experian	MTS	PayPal	CTO	Wordnik
Architect	Farmers Insurance	Chief Technology Evangelist	Pentaho	Distinguished Architect	X.commerce
Research Engineer	FICO	Business Analyst	Pfizer	Sr. Systems Engineer	XBox Live
Principal Analyst	Ford Motor Co.	Sr. Fellow	PwC	Researcher	Xerox Research Center
Team Lead	Forrester Research	Strategic Marketing Director	QLogic	CTO	XStor Systems
Sr. Researcher	Franklin Templeton	Startup Liaison Officer	Rackspace	Software Engineer	Yahoo!
Portfolio Resource Manager	Fujitsu Labs	Engineer	Rakuten, Inc.	Research Fellow	Yokohama Nat'l Univ
Research Vice President	Gap Inc.	Data Architect	Raytheon	Information & Technology Svcs Mgr	Yorba Linda Library
Principal Software Engineer	Gartner	Developer Evangelist	Red Hat	Systems Engineer	YottaMark
Architect and Strategist	GE	Senior Rocket Scientist	Rocket Fuel	President	ZapThink
	Genentech	Software Architect	Ruckus Wireless	VP of R&D	Zettaset

2015 Enterprise Data World Conference Attendee Profile and Demographics

All data extracted from attendance at the 3 most recent Enterprise Data World (EDW) events (2012-2015).

AVERAGE ATTENDANCE: 757 people

AVERAGE FEE PER PAID CONFERENCE ATTENDEE: \$1,483.00

AVERAGE ORGANIZATION REVENUE: 80% work for organizations with revenue greater than \$500 million

EXECUTIVES IN ATTENDANCE:

11%	VP-level and above (VP, SVP, EVP, CTO, CIO, President)
11%	Director-level (Director, AVP)
18%	Manager-level (Manager, Senior Manager, Project Manager)
26%	Architects (Data Architect, Enterprise Architect, Information Architect, IT architect)
11%	Advisory-level (Consultant, Sr. Consultant, Technical Advisor, Consulting Engineer)
9%	Analyst-level (Data Analyst, Systems Analyst, Technical Analyst)
15%	Technical Staff (Programmer, MTS, Modeler, DBA)

ORGANIZATIONAL SIZE:

43%	Over 25,000 people
29%	5,000 to 25,000 people
19%	1,000 to 5,000 people
9%	Less than 1,000 people

SIZE OF IT BUDGET:

36%	Over \$100 million
19%	\$10 million to \$100 million
15%	\$1 million to \$10 million
10%	Less than \$1 million
20%	Do not know / No answer

GEOGRAPHY:

The audience for EDW is international; however the conference attracts mostly a US audience with a slight regional bias to the location of the event (which moves each year between east, mid-continent and west).

40%	Eastern US
30%	Mid-continent US
20%	Western US
5%	Canada
5%	Rest of the World

ATTENDEES BY INDUSTRY

EDW attendees represent a vast range of customer organizations and industry sectors.

12%	Banking/Finance	5%	Retail
13%	Insurance	10%	Communications/Computing
12%	Government/Military	8%	Consulting/Services
13%	Manufacturing	12%	Other
8%	Healthcare		
7%	Pharma/Life Sciences		

SPONSORSHIP PACKAGES

	PLATINUM PACKAGE \$24,950	GOLD PACKAGE \$12,950	SILVER PACKAGE \$6,250	BASIC EXHIBITOR \$4,250
Exhibit Space	10' x 20'	10'x10'	10'x10'	10'x10'
1 "P" Level Item	✓			
1 "A" Level Item	✓	✓		
1 "B" Level Item	✓	✓	✓	
45-minute Speaking Slot (Conference Session)	✓			
30-minute Speaking Slot (Product Presentation)	✓	*		
Private Reception Networking Opportunity	✓	✓		
Logo & Company Description Inside Program Guide app	✓	✓	✓	✓
Hyperlinked Logo on Conference Home Page	✓	✓		
Hyperlinked Logo & Description on Sponsor Web Page	✓	✓	✓	✓
Hyperlinked Logo on All Marketing Emails	✓	✓		
Literature Insert into Conference Attendee Bags	✓			
Literature Distribution Near Registration Area	✓	✓	✓	
Full Event Passes for your Staff / Customers	5	3	2	
Discount Off Additional Registrations (may be used with early-bird discounts; cannot be combined with other discounts or coupons)	25%	15%	10%	
Complimentary Exhibit Passes for your Customers, Prospects and Partners	Unlimited	Unlimited	Unlimited	Unlimited

* Gold sponsors can use their 1 "A" level item for a 30-minute product presentation

ADDITIONAL SPONSORSHIP ITEMS

P LEVEL (1 included with Platinum package) <ul style="list-style-type: none"> Attendee Bag Upgrade from 10x20 to 20x20 Conference Track Sponsorship 	A LEVEL (1 included with Platinum and 1 included with Gold Packages) <ul style="list-style-type: none"> Lunch Sponsorship In-Perspective 30-minute Presentation session Badge-Holder Insert Upgrade from 10x10 to 10x20 Literature Insert in Attendee bags Badge-Holder Lanyards Mobile App Sponsorship 	B LEVEL (1 included with Platinum, 1 included with Gold and 1 included with Silver Packages) <ul style="list-style-type: none"> White Paper on DATAVERSITY Hospitality Suite Promotion T-Shirt distribution Breakfast sponsorship Coffee Break Sponsorship 	ADDITIONAL SPONSORSHIPS (1 included with Platinum, 1 included with Gold and 1 included with Silver Packages) <ul style="list-style-type: none"> Webinar Literature Distribution near Registration area Exhibitor Page Link User Group Meeting Conference Track Sponsorship Analyst Briefing Custom Packages and Items
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TURNKEY EXHIBITS MAKE IT EVEN EASIER

Need help with your exhibit logistics? Too busy to worry about exhibit set-up? The Convenience Package (\$800) does all the legwork for you. We ensure the following items are waiting for you in your booth:

- One draped table
- 2 chairs
- Company name sign
- Lead retrieval scanner
- Basic electrical connection

2016 NoSQL NOW! CONFERENCE

SPONSORSHIP MENU

PLATINUM OPTION “P” LEVEL – One Included with Platinum Sponsorship Package Value

- | | | |
|-----------------------------|---|---------|
| <input type="checkbox"/> P1 | Attendee Bag: Your logo and conference logos imprinted in white. Cost of bags is included. | \$7,500 |
| <input type="checkbox"/> P2 | Conference Track Sponsorship | \$6,500 |
| <input type="checkbox"/> P3 | Upgrade from 10x20 to 20x20 space | \$8,500 |

“A” LEVEL – One Included with Platinum and Gold Sponsorship Packages Value

- | | | |
|-----------------------------|--|---------|
| <input type="checkbox"/> A1 | Upgrade from 10x10 to 10x20 space | \$4,250 |
| <input type="checkbox"/> A2 | Luncheon: Prominent acknowledgement on signage. Your literature placed on every chair. (Limited to one (1) sponsor per lunch. Total of three (3) lunches during conference.) | \$3,500 |
| <input type="checkbox"/> A3 | In-Perspective Presentation Session: A 30-minute presentation session detailing your company’s products or any topic you choose. In-Perspective sessions are held during exhibit hours (included with Platinum sponsorship) | \$3,500 |
| <input type="checkbox"/> A4 | Mobile App Sponsorship | \$3,500 |
| <input type="checkbox"/> A5 | Badge-Holder Insert: Exhibitor supplies a 4”x4” printed card inserted in 4”x3” badge-holders. One inch headline appears above attendee name. | \$3,000 |
| <input type="checkbox"/> A6 | Literature inserted in attendee bags: Company information placed in all attendee bags at registration. | \$3,000 |
| <input type="checkbox"/> A7 | Badge-Holder Lanyards: Exhibitor supplied lanyards distributed to all attendees at registration. | \$2,000 |

“B” LEVEL – One included with Platinum, Gold and Silver Sponsorship Packages Value

- | | | |
|-----------------------------|--|---------|
| <input type="checkbox"/> B1 | White Paper: Your White Paper posted on DATAVERSITY website for 3 months. | \$2,100 |
| <input type="checkbox"/> B2 | Hospitality Suite Promotion: We will distribute your invitations in the attendee bags and promote the hospitality suite on the master agenda. Does not include food and beverage costs. Does not include room cost. | \$2,000 |
| <input type="checkbox"/> B3 | T-Shirt Distribution: Always a great idea! Distributed to all attendees at time of onsite registration. Exhibitor supplies the t-shirts or polo shirts. | \$1,500 |
| <input type="checkbox"/> B4 | Breakfast: Literature placed in the breakfast area and 2 large easel signs. | \$1,500 |
| <input type="checkbox"/> B5 | Coffee Break: Literature placed in the coffee break area and 2 large easel signs. | \$1,500 |

ADDITIONAL SPONSORSHIPS Value

- | | | |
|-----------------------------|---|---------|
| <input type="checkbox"/> C1 | Conference Track Sponsorship | \$6,500 |
| <input type="checkbox"/> C2 | Analyst Briefing | \$4,500 |
| <input type="checkbox"/> C3 | Literature Distribution:
near registration area | \$1,000 |
| <input type="checkbox"/> C4 | Exhibitor Page Link: Free to exhibitors who provide a reciprocal link, otherwise \$500 | \$500 |
| <input type="checkbox"/> C5 | Webinar | Quote |
| <input type="checkbox"/> C6 | User Group Meeting: Consulting, Budgeting, Promotion, Registration, Meeting Planning, | Quote |

Previous NoSQL Now! Sponsors

PLATINUM SPONSORS



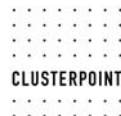
GOLD SPONSORS

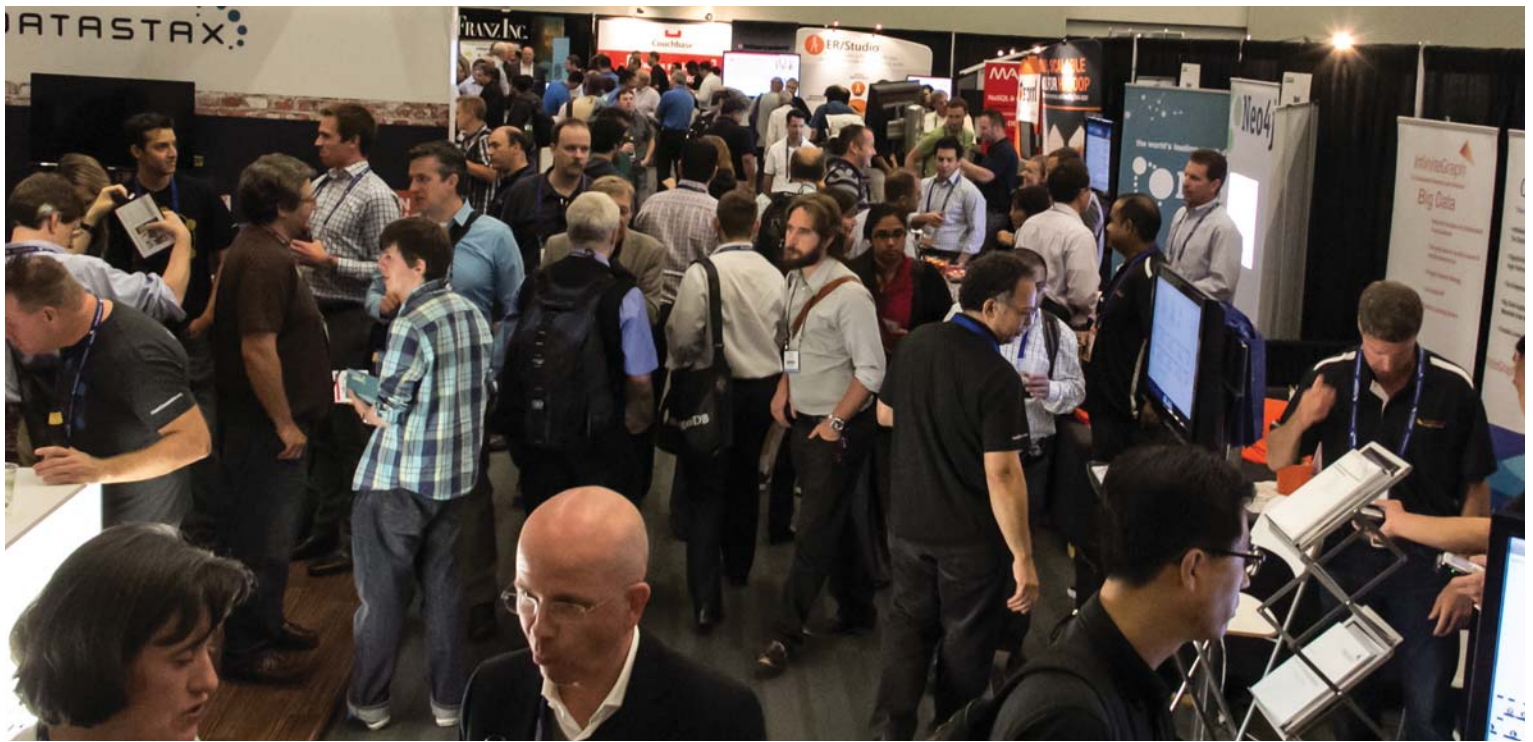


SILVER SPONSORS



ADDITIONAL SPONSORS





Call us today to reserve your space and find out which high-profile sponsorships are still available.

Warwick H. Davies | Sponsorship Director
Phone: +1.781.354.0119
Email: warwick@dataversity.net

**There's no reason to wait!
Call today to reserve your space.**

With the greatest number of qualified buyers at a single event, and a track record of consistently superior results, make the NoSQL Now! Conference the one "must attend" conference on your 2016 event marketing schedule.

Many of the sponsorship opportunities sell out months in advance, including attendee bags, badge inserts, lanyards and luncheons.

ENTERPRISE **NO SQL NOW!**
2016

DATAVERSITY
13020 Dickens Street
Studio City, CA 91604 USA

www.NoSQLNow.com

EXHIBIT SPACE AND SPONSORSHIP AGREEMENT

This application, signed and executed on the date below, is hereby submitted for exhibit space and/or sponsorships at the above-named event.

CUSTOMER INFORMATION: PLEASE COMPLETE ALL SECTIONS AND PRINT OR TYPE CLEARLY. Thank you.

1.SOLD TO:		BILL TO:	
Exact Name of Exhibiting Company:		Exact Name of Exhibiting Company:	
Address:		Address:	
City, State, Zip, Country:		City, State, Zip, Country:	
Phone:		Phone:	Email:
Email:		Purchase Order (if necessary):	

2. SEND SHOW FORMS AND EXHIBITOR SERVICES MANUAL TO:

Name & Title: _____

Address: _____

City, State, Zip, Country: _____

Phone: _____ Email: _____

3. The products / services we will be exhibiting are: _____

SPONSORSHIP SELECTION & PAYMENT INFORMATION

4. Booth location preference: 1st Choice _____ 2nd Choice _____

4a. For Platinum Sponsors:

"P" Sponsorship: 1st Choice _____ 2nd Choice _____

For Platinum & Gold Sponsors:

"A" Sponsorship: 1st Choice _____ 2nd Choice _____

For Platinum, Gold & Silver Sponsors:

"B" Sponsorship: 1st Choice _____ 2nd Choice _____

4b. A La Carte Sponsorships: See prospectus for pricing information.

- (1) _____ \$ _____
- (2) _____ \$ _____
- (3) _____ \$ _____
- (4) _____ \$ _____

TOTAL A La Carte Sponsorships (enter in section 5) \$ _____

PAYMENT TERMS

Balance due 15 days after contract signing.

On behalf of the company named above, I agree to abide by the terms and conditions, which are attached hereto and incorporated herein by this reference, and to all show rules and regulations as set forth in the Exhibitor Kit and bulletins issued in advance of the event. I also have read and accept the terms regarding payment and cancellation deadlines as described in the contract terms and conditions.

7. X _____

Signature of Authorized Company Representative _____ Date _____

Printed Name of Authorized Signer _____ Title _____

FOR INTERNAL USE ONLY	
Date Received: _____	
Check No: _____ Amount: _____ Booth #: _____	
Accepted by DATAVERSITY _____	Date _____

5. COST CALCULATIONS / PAYMENT OPTIONS

- Platinum Package \$ 24,950
- Gold Package \$ 12,950
- Silver Package \$ 6,250
- Exhibit Space Only / Additional Space \$ 4,250
- A La Carte (from section 4b) \$ _____
- Convenience Package (\$800) \$ 800

TOTAL CONTRACT AMOUNT = \$ _____

- Send Invoice (Indicate PO number) _____
- Charge credit card for contract amount (processed upon receipt)
- Charge credit card in installment per payment terms.
- Check enclosed (see below for instructions)

Make checks payable to: **DATAVERSITY**
 Mail payment to: **13020 Dickens Street
 Studio City, CA 91604 USA**

6. CREDIT CARD PAYMENT

I hereby authorize DATAVERSITY to charge my account for payment.

VISA MasterCard American Express Discover

Name on Card: _____

Credit Card No: _____

Expiration Date: _____ Sec Code: _____

Billing Address: _____

X _____

Signature _____

2016 Enterprise NoSQL Now! Conference Basic Terms and Conditions

2016 Enterprise NoSQL Now! @ Enterprise Data World Conference
Program: April 17 - 22, 2016 • Exhibits: August 19 -20, 2016
Sheraton Hotel & Marina, San Diego, California USA

Payment & Cancellation Terms

Applications for exhibit/sponsorship must be made on the enclosed application form (or a copy thereof). Balance is due 15 days after contract signing (nonrefundable)

Please Note: Exhibitors with outstanding balances at the time of the event will not be permitted to set up. If more than one sponsorship application is received for a limited function, the first suitable paid application will be accepted. All Purchase Orders must reference DATAVERSITY's Terms & Conditions to be accepted. Cancellations must be received in writing to qualify to qualify for a partial refund. No refunds will be given for cancellations. Exhibitors who have not paid a deposit by the program guide deadline will not be listed in the program guide.

Only Sponsors who have paid a minimum 50% deposit will be included in marketing emails.

Payments may be made by check, money order, or credit card payable in U.S. dollars to DATAVERSITY. Bank Transfers will be accepted, however, payer must cover the bank costs associated with transfers for payment to be accepted. DATAVERSITY reserves the right to accept or reject any application for exhibition/sponsorship from any company who maintains an outstanding balance due for other DATAVERSITY events, however an applicant/exhibitor will not be allowed to participate until the outstanding balance is satisfied. Outstanding invoices aging thirty (30) days or longer are subject to a \$15.00 late fee plus a finance charge equal to 1.5% compounded monthly (18% annually).

1. MANAGEMENT: The word management as used herein shall refer to event management, or its employees or agents acting for it in the management of the exhibition.

2. ATTENDEE MAILING: Sponsor agrees not to email / mail conference attendees other than from contact information attained through DATAVERSITY - authorized data capture methods (such as leads scanned from the attendee directly). Failure to comply with this may result in cancellation from current / future DATAVERSITY conferences without refund. DATAVERSITY also has the right to prosecute for damages.

3. ELIGIBLE EXHIBITS: Exhibits will be limited to those companies or other entities offering materials, products, or services of specific interest to registrants. Management reserves the right to determine the eligibility of any product floor display. Only the sign of the exhibitor whose name appears upon the face of this contract may be placed on the booth or in the printed list of Exhibitors of the Exhibition. No exhibitors or advertising will be allowed to extend beyond the space allotted to the Exhibitor, or above the back and side rails. Management reserves the right to reject, eject, or prohibit any exhibit in whole or in part, or Exhibitor or his representatives upon the management's good faith determination that the same is not in accordance with these rules and regulations.

4. LIMITATION OF LIABILITY: The Exhibitor agrees to indemnify and hold harmless the Management, its subsidiaries, the sponsor, owner, exhibition hall facility, and city in which this Exhibition is being held and their officers, agents, and employees, against all claims, losses, suits, damages, judgments, expenses, costs and charges of every kind resulting from its occupancy of the space herein contracted for by reason of personal injuries, death, property damages, or any other cause sustained by any person or others. The Management will not be responsible for loss or damage to displays or goods belonging to exhibitors, whether resulting from fire, storms, acts of God, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats or other causes. All such items are brought to the Exhibition and displayed at exhibitors own risk, and should be safeguarded at all times.

Management will provide the services of a reputable protective agency during the period of installation, show, and dismantling, and Exhibitor agrees that the provision of such services constitutes adequate discharge of all obligations of the management to supervise and protect Exhibitors' property within the Exhibition. Exhibitors may furnish additional guards at their own cost and expense, only with prior approval by Management, and subject to hotel/exhibit hall policy restrictions.

The exhibitor agrees that Management shall not be responsible in the event of any errors or omission in the Exhibitors' official directory and in any promotional material.

Exhibitor agrees to indemnify Management against and hold it harmless for any claims and for all damages, costs and expenses, including without limitation, attorneys' fees and amount paid in settlement incurred in connection with such claims arising out of the acts or negligence of Exhibitor, his Agents, or Employees.

5. DEFAULT IN OCCUPANCY: If exhibition space is not occupied by the time set for completion of installation of displays, such space may be possessed by Management for such purposes as it may see fit.

6. SUB-LEASING: Exhibitor shall not sublet his space or any part thereof. Exhibitor may not exhibit, offer for sale, give as a premium, or advertise articles not manufactured or sold in his own name, except where such articles are required for the proper demonstration of operation of Exhibitor's display, in which case identification of such articles shall be limited to the regular nameplate, imprint, or other identification which in standard practice appears normally on them. Exhibitor may not permit in his booth non-exhibiting Companies' Representatives. Rulings of the Management shall in all instances be final with regard to use of any exhibit space.

7. DAMAGE TO PROPERTY: Exhibitor is liable for any damage caused to building floors, walls or columns, or to standard booth equipment, or to other Exhibitor's property. Exhibitor may not apply paint, lacquer, adhesives, or other coating to building columns and floors or to standard booth equipment.

8. OFFICIAL SERVICE CONTRACTOR: To assure orderly and efficient installation, operation, and removal of the displays, and to minimize confusion by the presence or solicitation of unknown or unqualified firms, Management will designate an official service contractor. As such, Management holds this firm responsible for quality service, fair prices, and is prepared to intercede on behalf of an exhibitor in the event of faulty work or unfair charges. An Exhibitor is free to use its own display house providing the outside contractor for set up and dismantle of the exhibit submits a request, in writing, to management and includes a list of the names of all display company representatives working in the exhibit area along with the proof of liability insurance satisfactory to Management. An exhibitor is free to use its own employees for booth set up subject to limitations of union rules in force for the exhibit hall venue.

9. SPECIAL SERVICES: Electricity, gas, water, and other utilities, as well as other special services needed by individual Exhibitors, are provided only when the Exhibitor orders and agrees to pay for them especially from the persons authorized to supply such services in conformity with City, insurance and other requirements.

10. BOOTH REPRESENTATIVES: Both representatives shall be restricted to Exhibitor's Employees and their authorized Representatives. Booth representatives shall wear badge identification furnished by Management at all times. Management may limit the number of Booth representatives at any time. The Exhibitor must staff all booths during all open show hours.

11. ELECTRICAL SAFETY: All wiring on displays or display fixtures must conform to the applicable standards established by various Governmental Agencies and standard fire inspection ordinances. All display writing must exhibit the seal and/or such other seals of official approving agencies as may be required at the site of the Exhibition.

12. SAFETY AND FIRE LAWS: The exhibitor must strictly observe all applicable fire and safety laws and regulations. Cloth decorations must be flameproof. Wiring must comply with local Fire Department and Underwriters' Rules. Smoking in exhibits may be forbidden. Crowding will be restricted; exhibits must not block aisles and fire exits. No decorations of paper, pine boughs, leafy decorations, or tree branches are allowed. Acetate and most rayon drapes are not flameproof and may be prohibited. No storage behind exhibits is provided or permitted

13. DECORATION: Management shall have full discretion, and authority in the placing, arrangement, and appearance of all items displayed by Exhibitor, and may require the replacing, rearrangement, or redecorating of any item or of any booth, and no liability shall attach to Management for costs that may devolve, upon Exhibitor thereby. An Exhibitor building special background or side dividers must make certain that the surfaces of such dividers are finished in such a manner as not to be unsightly to Exhibitors in adjoining booths (no logos, no graphics). If such surfaces remain unfinished before the opening of the exhibition, Management shall authorize the official decorator to effect the necessary finishing, and Exhibitor must pay all charges involved thereby. In addition, if any display on which set-up has not been started before the opening day of the Exhibition, Management reserves the right to have such displays installed at Exhibitor's expenses. All exhibits should be ready for the opening hour of the Exhibition. The Management will not allow any noise or moving of exhibits after this time. No exhibit may be built or erected to exceed the height limitations as set forth in the Exhibitors' Manual. Any Exhibitor whose booth exceeds the height limitation will be required at his own expense to alter the display in order to conform to those regulations.

14. SOUND LEVEL: Mechanical or electrical devices that produce sound must be operated so as not to prove disturbing to other Exhibitors. Management reserves the right to determine the acceptable sound level in all such instances.

15. PERFORMANCE OF MUSIC: The Exhibitor acknowledges that any live or recorded performances of copyright led music, which occur in the Exhibitor's booth must be licensed from the appropriate copyright owner or agent. The Exhibitor undertakes full responsibility for obtaining any necessary licenses and agrees to indemnify and hold harmless, Management from any damages or expenses incurred by Management due to the Exhibitor's failure to obtain such licenses.

16. LOTTERIES & CONTESTS: The operation of games of chance, or lottery devices, or the actual or simulated pursuit of any recreational pastime is permitted only to the extent permitted by applicable law and on written approval from Management.

17. PERSONNEL AND ATTIRE: Management reserves the right to determine whether the character and/or attire of both personnel is acceptable and in keeping with the best interests of Exhibitors and the Exhibition. Exhibitor expressly agrees that he and his personnel will not conduct official exhibitor functions in his private room during business hours of the Exhibition.

18. OBSTRUCTION OF AISLES OR BOOTHS: Any demonstration of activity that results in obstruction of aisles or prevents ready access to nearby Exhibitors' booths shall be suspended for any periods specified by Management.

19. ADMISSION: Admission is open to adults affiliated with the industry served by the Exhibition. No persons under 16 years of age will be admitted to any Trade Show. Management shall have sole control over admission policies at all times.

20. TERMINATION OF EXHIBITION: In the event that the premises in which the Exhibition is or is to be conducted shall become, in the sole discretion of Management, unfit for occupancy, or in the event the holding of the Exhibition or the performance of Management under the contract (of which these Rules and Regulations are a part) are substantially or materially interfered with by virtue of any cause, or causes not reasonably within the control of Management, said contract and/or the Exhibition (or any part thereof) may be terminated by Management. Management shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of any cause or causes not reasonably with the control of Management. If Management terminates said contract and/or the Exhibition (or any part thereof) as aforesaid, then Management may retain such part of any Exhibitor's rental as shall be required to recompense it for expenses incurred up to the time such contingency shall have occurred, and there shall be no further liability on the part of either party. For purposes hereof, the phrase "cause or causes not reasonably with the control of Management" shall include, but not by way of limitation: fire casualty; flood; epidemic; earthquake; explosion or accident; blockage embargo; inclement weather; governmental restraints; or orders of civil defense or military authorities; act of public enemy; riot or civil disturbance; strike, lockout, boycott or other labor disturbance; inability to secure sufficient labor; technical or other personnel failure; impairment or lack of adequate transportation facilities; inability to obtain condemnation, requisition or commandeering of necessary supplies or equipment; local, State or Federal laws, ordinances, rules, orders, decrees or regulations whether legislative, executive or judicial, and whether constitutional or unconstitutional; or Act of God.

21. RESOLUTION OF DISPUTES: In the event of a dispute or disagreement between Exhibitor and Official Contractor, or between Exhibitor and a Labor Union or Labor Union Representative; or between two or more exhibitors, all interpretations of the rules governing the Exhibition, actions, or decisions concerning this dispute of disagreement by Management intended to resolve the dispute or disagreement shall be binding on Exhibitor.

22. RECEIPT OF GOODS AND EXHIBITS: All arriving goods and exhibits will be received at receiving areas designated by Management, and may be subject to drayage charges. All incoming goods and exhibits must be plainly marked and all charges prepaid.

23. CARE AND REMOVAL OF EXHIBITS: Management will maintain the cleanliness all aisles. Exhibitor must, at his own expense, keep exhibits clean and in good order. All exhibits must remain fully in tact until the Exhibition has officially ended. Disturbing or tearing down an exhibit prior to the official closing hour of the exhibition can result in a refusal by Management, to accept or process exhibit space applications for subsequent exhibition. Exhibits must be removed from the building by the time specified in the Exhibitors' Manual. In the event any Exhibitor fails to remove his exhibit in the allotted time, the Management reserves the right, at the Exhibitor's expense, to ship the exhibit through a carrier of Management's choosing or to place the same in a storage warehouse subject to the Exhibitor's disposition or make such other disposition of this property as it may deem desirable without any liability to the Management.

24. PHOTOGRAPHY: The photographic rights for the Exhibition are reserved to Management. Exhibitors wishing to make their own arrangements for the photographing of their exhibit must apply to the Management, whose permission shall not be unreasonably withheld.

25. INSURANCE: Exhibitor is advised to see that his regular company insurance includes extraterritorial coverage, and that he has his own theft, public liability, and property damage insurance.

26. LOSSES: Management shall bear no responsibility for damage to Exhibitor's property, or lost shipments either coming in or going out, nor for moving costs. Damage to inadequately packed property is Exhibitor's own responsibility. If exhibit fails to arrive, Exhibitor is nevertheless responsible for exhibit space cost. Exhibitor is advised to ensure against these risks.

27. AMENDMENT TO RULES: Any matters not specifically covered by the preceding rules shall be, subject solely to the decision of Management. Management shall have full point in the matter of interpretation amendment and enforcement of all said rules and regulations, and that any such amendments when made and brought to the notice of the said Exhibitor shall be and become part hereof as though duly incorporated herein and subject to each and every one of the terms and conditions herein set forth.

28. DEFAULT: If the Exhibitor defaults in any of its obligations under this contract or violates any of its obligations or covenants under this contract, including without limitation any Exhibition Rule or Regulation promulgated pursuant to the contract, the Management may, without notice, terminate this agreement and retain all moneys received on account as liquidated damages. The Management may thereupon direct the Exhibitor forthwith to remove its Employees, Agents or Servants, and all of its articles of merchandise and other personal property from the space contracted for and from the Exhibition Hall.

29. CONTRACT ACCEPTANCE: Deposit of your check does not constitute contract acceptance. This agreement shall not be binding until accepted by Management.

30. AGREEMENT TO RULES: Exhibitor, for himself or herself and his or her employees, and representatives, agrees to abide by the foregoing rules and by any amendments that may be put into effect by Management.