



2019 Sponsorship Packet

Thursday & Friday, June 13-14 2019

Overview

Thank you for considering sponsoring the 6th annual 614Con! There are many security conferences you could choose to sponsor. We want you to feel confident that you are making a great choice by partnering with us in a mutually beneficial way.

Like many other conference, we are staffed by amazing information security professionals who volunteer their time and energy because they have a passion for learning, teaching, and connecting with an amazing community. So why sponsor us? As technology trends change, we are not afraid of, and welcome fun and inviting content/format changes in order to provide fresh and relevant information that attendees can apply at home and in the office.

Sponsorship enables us to perform the mission of educating the community through hands-on experiences and network opportunities. Space is limited and we can only accept so many sponsors. Chances of being a sponsor at 614Con increase if educational and immersive activities, beyond marketing materials, can be brought in. We believe this is the best way to simultaneously create engaging opportunities for attendees and build a respectable sponsor brand.

Audience

InfoSec Practitioners, Attackers, Defenders, Makers, Breakers, Students, and Hobbyist

Attendance Projections

Last year, we had over 200 attendees, double the previous year. For 2019, we expect to see between 250-300 people.

Venue

BrewDog, Columbus, Ohio <https://www.brewdog.com/usa/bars/us/brewdog-dogtap-columbus/>

Dates

Thursday-Friday, June 13-14 2019

Benefits of Sponsoring

614Con offers brand recognition in an exponentially growing community of information security practitioners, individuals who represent major firms and universities all over Columbus Ohio, and in surrounding cities. This is an excellent chance to achieve brand interaction through demos and general networking, establishing brand loyalty and trust with key individuals.

Contact Information

For questions, please email ***info at 614con dot org***

Sponsorship Levels

	Oxidized (\$200*)	Copper (\$500*)	Silver (\$1,500*)	Gold (\$2,500*)	Platinum (\$3,500*)
Tour of Facility (on request)	X	X	X	X	X
Branding on Opening Slide	X	X	X	X	X
Attendee Count and Company Names	X	X	X	X	X
Logo on Website		X	X	X	X
Social Media Thank You			X	X	X
Event Booth/Table with Two Sponsor Chairs			X	X	X
Conference Tickets			1	2	4
Branding on T-Shirt				X	X
25 Drink Tickets (More can be purchased at \$6/ticket)				X	X
Sponsorship Branding at Caffeination Station †					X
Attendee List (Opt-In Only)					X

† Branding must be provided by sponsor and must not be larger than a standard 8x10' table. Retractable roll up banners strongly recommended

* See "Calculating Sponsorship Levels" below

Bonus Sponsorship Opportunities

If you can't attend this year, or you simply want to make your sponsorship go further with additional branding presence. Good news! We have options available.

Meal Sponsor, ~\$2,500 (4 sponsorships available)

614Con provides lunch and dinner both days for attendees. Sponsoring one of the provided food truck meals is an awesome way to help out. We will proudly announce that your company is sponsoring the meal and give you the opportunity to take the main stage for 30 minutes to address attendees. Payment should be made directly to food truck vendors.

Swag Me! - \$ = Swag Value

Who doesn't love swag? This option is typically for sponsors that can't make the event and still want brand presence, but all are welcome to contribute. Send us your 614Con pre-approved items and we'll be sure it gets distributed. Marketing materials like handouts will not be accepted, but everyone loves stickers, pens, gadgets, etc.

Your Suggestion - \$?

We are always looking for new activities or unique events ideas. We will consider anything that is hands-on, interactive, and attendee engaging.

Calculating Sponsorship Levels

Sponsorship levels are determined by the sum of all contributions. For example, sponsoring a meal (~\$2,500) and providing \$1,000 in "Swag Me!" would make your sponsorship level Platinum. Keep in mind that some items, like "Swag Me!" must be pre approved by 614Con staff for both value and distribution.

Sponsorship Contract & Agreement

614Con 2019 will take place at the BrewDog in Columbus, Ohio on June 13th and 14th. This sponsorship contract including the agreement attached hereto and incorporated herein by reference is made by and between 614Con (an 0xh10 Con LLC company) and the company identified below. Upon execution of this contract, the company identified below agrees to pay all fees set forth in full subject to the Terms and Conditions attached hereto.

Submit completed Sponsorship Contract & Agreement to ***info at 614con dot org***

Company Name	
Mailing Address	
Contact Name	
Contact Title	
Contact Phone	
Contact Email	

Sponsorship Package

- Platinum
- Gold
- Silver
- Copper
- Oxidized

Bonus Sponsorship Opportunities

- Meal
- Swag Me! Est. Amount \$ _____
- Other _____

Optional for Silver Level and Above

- Yes, we are planning to bring an educational and engaging activity for our booth

Preferred Payment Method

- Check (Make payable to: 0xh10 Con LLC. Please note "614Con" in memo field)
- PayPal
- Credit Card
- PO

This Sponsorship Agreement (the "Agreement") is entered into between
_____ (Company), a

_____ (Company Type) ("Sponsor") and 614Con, (DBA "0xh10
Con LLC"), as of _____, 20_____ ("Effective Date").

SPONSORSHIP RIGHTS. 614Con grants to Sponsor a Sponsorship for the 614Con Conference for 2019 (the "Conference").

SPONSORSHIP BENEFITS. 614Con agrees, subject to the provisions in this Agreement, to provide to the Sponsor the benefits described in Exhibit A attached hereto and made part thereof.

FEE. In the consideration of the grant by 614Con to the Sponsor of the Sponsorship rights hereunder, the Sponsor agrees to pay the sponsorship fee no later than ten

(10) days following the latter to occur of the mutual execution of this Agreement and the Sponsor's receipt of an invoice.

TERM. This Agreement shall begin on the Effective Date and shall continue through the conclusion of the scheduled Event.

CANCELLATION BY SPONSOR. The sponsor may elect to cancel the sponsorship. After May 1, 2019, all payments made to 614Con or agreed to under this agreement shall be deemed fully earned and non-refundable in consideration for expenses incurred by 614Con and 614Con's lost or deferred opportunity to provide sponsorship opportunities to others. Cancellation notices must be in writing.

OBSERVANCE OF LAWS AND RULES: Sponsor agrees to observe and abide by all laws, rules and regulations, and ordinances in connection this Agreement and the rules of any Event to which Sponsor may be invited to participate from time to time as a result of being a Sponsor.

LICENSE. Sponsor grants to 614Con the non-exclusive, non-transferable right to use trademarks, trade names, service marks or logos owned by it ("Sponsor Marks") in connection with the Event(s) and any activities or promotions reasonably incidental thereto. 614Con hereby renounces ownership of and assigns to Sponsor any goodwill that accrues as the result of the use of Sponsor Marks.

REPRESENTATIONS AND WARRANTIES. Sponsor represents and warrants to 614Con that:
(i) Sponsor has the full right, power and authority to enter into this Agreement;

and (ii) the distribution or use of any products or materials provided by Sponsor will not violate the rights of any third party including, without limitation, copyrights, trademarks, patents, and

other intellectual property rights of any third party. 614Con represents and warrants to Sponsor that: (i) 614Con has the full right, power and authority to enter into this Agreement; and (ii) the use of any materials prepared by 614Con (other than by way of incorporation of any Sponsor provided materials) will not violate the rights of any third party including, without limitation, copyrights, trademarks, patents, and other intellectual property rights of any third party.

INDEMNIFICATION. Neither 614Con, any co-sponsor, venue provider nor any of their respective officers, agents, employees, contractors, facilities, representatives or assigns shall be liable for, and Sponsor hereby releases them from, any claims for damage, loss, expense, harm, or injury or death to the person, property or business of the Sponsor and/or any of its visitors, officers, agents, employees, contractors, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the facility, uncontrollable events, third parties, accident or any other reason in connection with any Event. The Sponsor hereby indemnifies, and shall defend, and protect 614Con and hold 614Con, any co-sponsor and venue provider harmless from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses which might result or arise from Sponsor's participation at an Event or any actions of Sponsor's officers, agents, employees, contractors, or other representatives.

LIMITATION OF LIABILITY. IN NO EVENT SHALL EITHER PARTY OR ITS RESPECTIVE AFFILIATES BE LIABLE FOR ANY CONSEQUENTIAL, PUNITIVE, INDIRECT, INCIDENTAL, RELIANCE, OR SPECIAL DAMAGES, WHETHER OR NOT SUCH PARTY HAS BEEN ADVISED OF THE POSSIBILITY THEREOF. IN NO EVENT SHALL 614CON'S LIABILITY, UNDER ANY CIRCUMSTANCE, EXCEED THE AMOUNT ACTUALLY PAID TO IT BY THE SPONSOR. 614CON MAKES NO REPRESENTATION OR WARRANTY REGARDING THE NUMBER OR IDENTITY OF PERSONS WHO WILL ATTEND ANY EVENT.

MODIFICATIONS. Any waiver, discharge, amendment or other modification of any provision of this Agreement will be valid and effective only if it is evidenced by a writing signed by both parties to this Agreement.

NO JOINT VENTURE. This Agreement does not constitute and shall not be construed as constituting a partnership or joint venture between Sponsor and 614Con. Neither party shall have any right to obligate or bind the other party in any manner whatsoever except as provided herein.

ASSIGNMENT. Neither party may assign this Agreement without the prior written consent of the other party. Notwithstanding the foregoing, either party may assign its rights and/or duties under this Agreement to any affiliate or successor entity in connection with a merger, reorganization or other corporate restructuring.

GOVERNING LAW. This Agreement shall be construed and interpreted pursuant to the laws of the State of Ohio without regard to its conflict of law principles.

SURVIVAL. Anything to the contrary notwithstanding, the representations, warranties and indemnities provided for in this Agreement shall survive the execution and performance and any termination or expiration of this Agreement.

ENTIRE AGREEMENT. This Agreement constitutes the entire agreement between the parties and supersedes all prior oral or written agreements. The parties hereto have indicated their acceptance of and agreement to the foregoing by signing the agreement below.

Company: 614Con (DBA "0xh10 Con LLC")

Signature: 614Con Signature:

Name & Title: Name & Title:

Date: Date: