

AUSA 2024

Additional Sponsorship Opportunities

For more information on
sponsorship opportunities, please
contact AUSA@carahsoft.com

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Opportunities

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Carahsoft AUSA 2024 - Fed Gov Today

Carahsoft is pleased to have Francis and Fed Gov Today at [AUSA 2024](#). Carahsoft partners may choose to participate in one or more of the opportunities below. Please inform your Carahsoft marketing POC of your interest in participating before signing and returning this contract.

Contract Deadline: Friday, September 27, 2024

Sponsorships are available on a first-come, first-served basis. We look forward to your participation!

1. The Sunday TV Show (Here is an [example](#)) - \$15,000

- We have availability for ONE senior executive to do an interview that will be recorded in the Fed Gov Today booth inside our partner pavilion
- This half-hour show is comprised of three separate interviews which will be recorded separately (2 senior level government/public sector leaders + 1 industry executive)
- **The investment for the sponsor is \$15k Carahsoft pricing vs \$30k rate card**
- More Show Info: The show will air on ABC 7 on Sunday Morning at 10:30am (date TBD) in the DC area and nationwide on YouTube (Avg. Audience: 20,000+ viewers)

Deliverables:

- Logo inclusion opening of The Sunday TV Show
- 5-min one-on-one interview with Francis during embedded Industry Insights segment of the program
- Interview posted on FedGovToday.com as part of show, as well as a stand-alone segment
- Logo Inclusion in promotion of live viewing and on-demand
- Promotion of stand-alone segment via social media (3x)
- Video file of interview
- Rebroadcast of program on subsequent Tuesday evenings at 8pm on WJLA 24/7

Francis will provide 5-6 questions in advance that he will be posing to the interview candidates, or the vendor may suggest their own topic. These preferences will be reviewed when John contacts the sponsors to get them scheduled!

2. IIG Show (Here is an [example](#)) - \$3,000

The interviews from these participant/sponsors will appear in a 60-minute broadcast TV show, taped at the Carahsoft Pavilion. It includes two-three separate interviews with government / military leaders and individual interviews with five of Carahsoft's senior-level vendor partners. Carahsoft will provide a list of the government and military leaders who will be participating in these programs as soon as it is available.

Deliverables:

- 5-7 min, one-on-one interview with Francis Rose to air during the one-hour Innovation in Government TV Program
- Broadcast on WJLA 24/7 on a Tuesday evening from 8:30pm – 9:30pm in the DC Area and simulcast on YouTube
- Entire program is posted and promoted on FedGovToday.com

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- Each interview will be shared separately via the Fed Gov Today website & social media channels (3x each)
- Each sponsor will receive the video file of his or her interview
- Each sponsor will also have a :30 clip from the interview airing as a produced commercial on the Fed Gov Today TV Show on Sunday Morning at 10:30am on ABC 7
- **Investment for IIG Show Participants: \$3k per vendor - rate card \$6k**

3. Industry Video Vignettes (Here is an [example](#)) - \$1,500

We will also produce up to 15 Industry video Insights (3-5 min interviews) at the show. Participants can choose up to two questions to respond to during the interview.

Deliverables:

- Francis Rose will sit down for a short one-on-one 3-5 min audio interview with your executive to discuss biggest takeaways and trends observed from the event
- These video files will then be edited into a highly produced video that will be great to share on social media or your website
- You will be provided the file of your asset
- Fed Gov Today will share the asset via their LinkedIn Page (2x)
- Fed Gov Today will write a summary article highlighting his experience at the event, what he heard from the government folks and the top takeaways from vendor partners
- This article and the interview clips will be posted on FedGovToday.com
- **Investment: \$1.5k per vendor - Rate card \$3k**

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Carahsoft AUSA 2024 - Happy Hour Sponsorships

Carahsoft is pleased to offer happy hour sponsorship opportunities to both attending and non-attending partners. Carahsoft will be targeting our promotional email campaign toward past show attendees and any other potential leads who will not be in attendance at AUSA 2024. Please inform your Carahsoft marketing POC of your interest in participating before signing and returning this contract.

Contract Deadline: Friday, September 27, 2024

Event Details

Exhibiting Days: October 14 - 16, 2024

Location: [Walter E. Washington Convention Center](#)

Carahsoft Booth: [#3443](#)

Networking Happy Hour:

Date: Tuesday, October 15, 2024

Time: 5:30pm - 7:30pm | 1730 - 1930

Location: [YardBird](#)

Sponsorships are available on a first-come, first-served basis. We look forward to your participation!

NETWORKING HAPPY HOUR SPONSORSHIPS:

These sponsorships are available specifically at the Carahsoft Networking Happy Hour. Sponsors will be included in online and print promotions relating to the happy hour only. Each sponsorship has its own unique attributes, please read the descriptions carefully.

PREMIER SPONSORSHIP (1 Available) \$8,000

- Happy Hour lead list
 - Quantity of leads cannot be guaranteed
- Custom-branded logo on table top centerpieces throughout the venue - must commit by **Friday, September 27, 2024** for custom-branded items
- Sponsorship signage: "Premier Happy Hour Sponsored by" [VENDOR LOGO]"
- Unique registration link for you to share with your customers and any promotions
- Logo inclusion on promotional campaign email

BAR SPONSORSHIP (1 Available) \$6,000

- Custom-branded beer koozies - must commit by **Friday, September 27, 2024** for custom-branded items
- Custom featured cocktail ("[company name] special") served at the bar
- Sponsorship signage at the bar: "Bar Sponsored by [VENDOR LOGO]"
- Unique registration link for you to share with your customers and any promotions
- Logo inclusion on promotional campaign email

FOOD SPONSORSHIP (1 Available) \$5,000

- Sponsorship signage at food station(s): "Food Sponsored by: [VENDOR LOGO]"
- Unique registration link for you to share with your customers and any promotions
- Logo inclusion on promotional campaign email

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PHOTO STATION SPONSORSHIP (1 Available) \$1,000

- Custom-branded logo on prints and digital images and videos from the photo station
- Sponsorship signage: "Photo Station Sponsored by [VENDOR LOGO]"
- Unique registration link for you to share with your customers and any promotions
- Logo inclusion on promotional campaign email

CONTRIBUTOR - GENERAL PROMOTION SPONSORSHIP (8 Available) \$500

- Logo inclusion on our "Thank You to Our Sponsors" sign at happy hour entrance
- Unique registration link for you to share with your customers and any promotions
- Logo inclusion on promotional campaign email

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Sponsorship Agreement

This Sponsorship Agreement is entered into by and between _____ (“Sponsor”) and Carahsoft Technology Corp. (“Organizer”) as the date signed by both parties (“Effective Date”) and shall continue for the duration of the activity or event(s) (“Event”) listed in the applicable marketing plan or SOW (“SOW”) which may be amended by written agreement of the parties (the Sponsorship Agreement and SOW collectively referred to as the “Agreement”). Sponsor and Organizer are each a “party” and collectively shall be referred to as the “Parties”.

Sponsor and Organizer hereby agree as follows:

- Event Payment Terms.** Sponsor will pay to Organizer the Event fee(s) specified on the “SOW” (the “Event Fee”) and will comply with all payment terms contained therein. All costs will be invoiced at the end of the show. If a confirmed demo would no longer like to participate, "demoing company" is responsible for the costs listed below. Total amount shall be paid in US Dollars by credit card (please note that all credit card transactions are subject to a 3% processing fee), purchase order(s), or check made payable to Carahsoft Technology Corp. Checks should be mailed to Carahsoft, ATTN: Accounts Receivable, 11493 Sunset Hills Rd., Reston, VA 20190. All fees are deemed fully earned and non-refundable once received. Demos may not assign or transfer any portion of its interest in this agreement. All charges will be made by Carahsoft.
- Use of Name, Trademark, Logo.** Each party may use the other party’s name, trademarks, and logos (“Marks”) before, during, and after the Event for the sole purpose of promoting Sponsor’s sponsorship of the Event or as otherwise expressly set forth in this Agreement. Each party may use the other party’s Marks solely in the format provided by such party. Each party reserves all rights to its respective Marks, copyrights, patents, and other intellectual property rights. Except as expressly set forth herein, no rights to either party’s Marks, copyrights, patent, or other intellectual property rights are transferred or licensed pursuant to this Agreement.
- Cancellation.** By Organizer. If Organizer cancels or makes any changes to the Event dates, time, and/or location, Organizer shall (i) provide written notice of the cancellation or change to Sponsor; and (ii) refund all Event Fees paid by Sponsor upon cancellation or change if Sponsor cannot attend based on such change to the Event. By Sponsor. Sponsor may cancel the Agreement at any time and, upon cancellation, its liability to Organizer shall be payment to Organizer for any amounts paid by Organizer under an applicable SOW in accordance with the Agreement.
- Insurance.** Organizer agrees to maintain Comprehensive General Liability insurance covering the Event, including personal property damage and bodily injury coverage, with limits of at least \$1,000,000 for each occurrence. Organizer will furnish Sponsor with evidence of such insurance upon Sponsor’s request.
- Liability.** Each party’s entire liability to the other under this Agreement is limited to the Event Fee paid or /payable under this Agreement, provided that personal injury and damage to real or tangible property is not subject to this limitation. Neither Party will be liable to the other for any consequential, incidental, special, reliance, or indirect damages, whether or not a party has been advised of the possibility of such damages.
- Authority and Compliance with Law.** Each party represents and warrants to the other that it has the full power and authority necessary to enter into this Agreement and to make it a binding and enforceable obligation. Each party represents and warrants to the other party that its performance under this Agreement will comply with all applicable laws, rules, and regulations. Except as stated herein, neither party makes any representations or warranties concerning this Agreement or the Event.
- Indemnification.** Each party agrees to indemnify and hold harmless the other, and its respective directors, officers, employees, and agents, against all third party claims, losses, and damages (including reasonable attorneys’ fees) arising out of or relating to its negligence or willful misconduct in connection with this Agreement or the Event. Organizer agrees to indemnify and hold harmless Sponsor, and Sponsor’s respective directors, officers, employees, and agents, against all third party claims, losses,

and damages (including reasonable attorneys' fees) arising out of or relating to Organizer's breach of Section 8 in connection with this Agreement or the Event.

8. **Attendee Information.** Organizer represents and warrants that it has received consent from any individual whose for any personal information that is shared with Sponsor for marketing purposes. Any leads or marketing data containing personal information as defined under applicable privacy laws will be collected, processed and shared in compliance with all applicable laws relating to privacy, electronic marketing communications, and data protection, and organizer will provide all necessary notices and obtain all necessary consents (if any) to share such information with client.
9. **Data Protection and Privacy.** In performing its obligations hereunder, each Party will comply with all applicable laws including data protection and privacy laws. If Organizer provides Sponsor with a list of Event attendees (the "Event Attendee List"), Organizer warrants that: (i) it has complied with all applicable laws in the collection of the information provided on that Event Attendee List; and (ii) it has all rights necessary to transfer the information on that Event Attendee List to Sponsor.
10. **Assignment.** Except for assignment to a parent, subsidiary, affiliate, or successor entity by merger or acquisition, neither party may assign this Agreement without the written consent of Sponsor. Organizer may perform this agreement in conjunction with subcontractors.
11. **Force Ma eure.** Neither party shall be liable for any failure to perform due to acts of force majeure, which shall include acts of God, natural disasters, riots, war, terrorism, civil disorder, court order, labor dispute (including failures or fluctuations in electrical power, heat, light, air conditioning or telecommunications equipment or lines), pandemic and other similar causes beyond its reasonable control.
12. **Governing Law.** The validity, performance, and all other matters relating to the interpretation and effect of this Agreement shall be governed by the laws of the Commonwealth of Virginia, USA without regard to its conflict of law principles. The parties agree that the proper venue for all actions arising in connection herewith shall be deemed exclusively proper only in the state and federal courts for Fairfax County, Virginia and the parties consent to such jurisdiction.
13. **Severability.** If any provision of this Agreement is held to be unenforceable, this Agreement shall be construed without such provision.
14. **No Waiver.** Neither party's failure to exercise any of its rights under this Agreement will constitute or be deemed a waiver or forfeiture of those rights.
15. **Entire Agreement, Amendment and Modification.** This Agreement supersedes all other communications, negotiations and prior oral or written statements regarding the subject matter hereof No change, modification, rescission, discharge, abandonment, or waiver of this Agreement whether included in a SOW, order or other communication shall be binding upon either party unless made in writing and signed on their behalf by their duly authorized representatives. All typographical or clerical errors are subject to correction.

Application and Contract

If you have an interest in the sponsorships included in this document, please fill out the form below and return to AUSA@carahsoft.com.

Sponsor Information

Company/Division:		
Address:		
City:	State/Province:	Zip/Postal Code:
Telephone:	Fax:	URL:
Primary contact:		Title:
Email:		Tel:
Accounting contact:		Email:
Tel:		

Sponsorship Opportunities:

Sponsorships are assigned on a first-come, first-served basis and are not deemed final until this application is countersigned and returned to the sponsor. Select all sponsorships that apply.

Fed Gov Today Sponsorships:

Select sponsorship:

Carahsoft Happy Hour Sponsorships:

\$8,000 Premier Happy Hour Sponsorship

\$6,000 Bar Sponsorship

\$5,000 Food Sponsorship

\$1,000 Photo Station Sponsorship

\$500 Contributor Sponsorship

Total Sponsorship Cost:

Payment Terms:

All cost will be invoiced at the end of the show. In the event that a confirmed sponsor would no longer like to participate, "sponsoring company" is responsible for the costs listed above. Total amount shall be paid in US Dollars by credit card (please note, all credit card transactions are subject to a 3% processing fee), purchase order(s), or check made payable to Carahsoft Technology Corp. Checks should be mailed to Carahsoft, ATTN: Accounts Receivable, 11493 Sunset Hills Rd., Reston, VA 20190. All fees are deemed fully earned and non-refundable once received. Sponsors may not assign or transfer any portion of its interest in this agreement. All charges will be made by Carahsoft.

I, the undersigned, hereby submit this application for sponsorships(s) at AUSA 2024. I am an authorized representative of the company/ organization with the full power and authority to sign and deliver this application. This Application and Contract will become effective upon the vendor's authorized signature and acceptance of this agreement by a Carahsoft tradeshow representative:

Signature:

Signature:

Date:

Date:

Partner - Sponsor

Carahsoft Tradeshow Rep - Organizer