



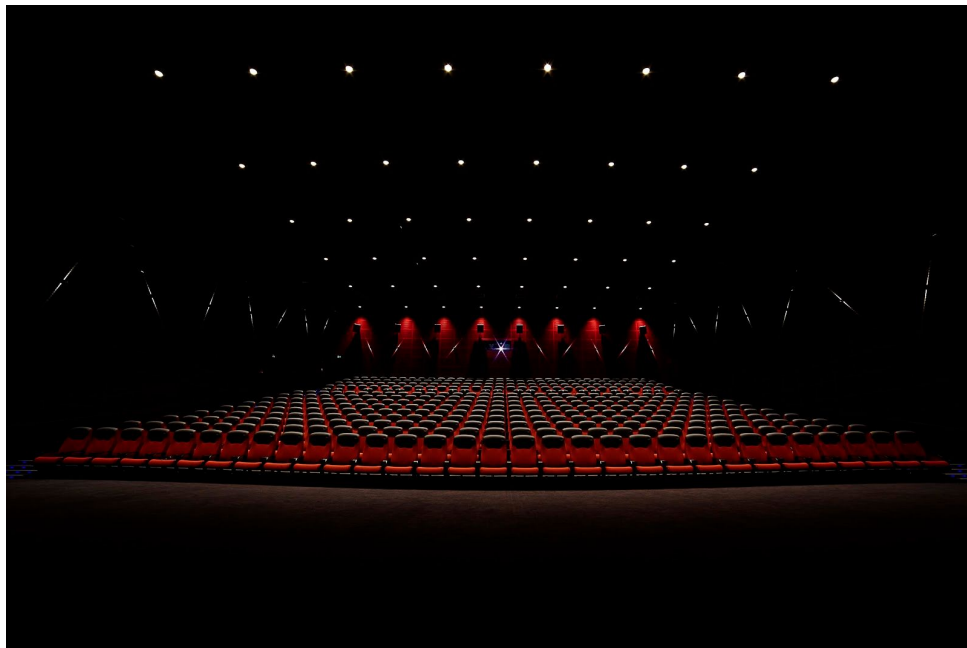
intelligent cloud conference

Intelligent Cloud Conference 2018 (ICC 2018)

intelligentcloud.dk

**LEAD GENERATION AND AWARENESS @ ICC 2018
FIELD'S CINEMA, COPENHAGEN MAY 29-30**

Become part of the biggest Azure and Data Platform conference in Denmark



With courtesy of Nordisk Film A/S

Intelligent Cloud Conference 2018 (ICC 2018)

First of all thank you for interest in ICC 2018 and for taking your time to review our sponsorship prospectus.

Intelligent Cloud is the biggest Azure and Data Platform event in 2018 in Denmark with focus on technical training through break-out session, new features and technological trends. Intelligent Cloud will be offering 2 days of technical content with more than 50 sessions, product demo's, networking and other social elements.

ICC covers the Microsoft Azure Cloud and Data Platform stack ranging from the vast amount of Azure IaaS and PaaS Services, Visualization and Analytics Tools such as Power BI, Database servers such as SQL Server and Azure SQL Database, and connected technologies such as Azure IoT, Machine Learning, Advanced Analytics, HDInsight and MS Platform Integration with Open Source and Hybrid solutions.

We expect around 500 attendees for the conference.

Whether you want to increase the company's brand loyalty, create awareness about your products/services and drive sales, or perhaps a mix of it all, participating in the biggest cloud & data platform conference in Denmark this year will hopefully allow you to obtain just that.

Social media stats

Azure User Group Denmark (Copenhagen) - <https://www.meetup.com/Azure-Usergroup-Denmark/>
The largest cloud user group in Denmark, currently with 1.182 members

Copenhagen .Net User Group - <https://www.meetup.com/Copenhagen-Net-User-Group/>
Currently 2.635 members

Attendees

The audience at Intelligent Cloud are expected to be Microsoft customers and partners, divided into the following groups:

- It-professionals - Technical experts, influencers and implementers
- Data Scientists
- Professional application developers and designers
- Solution architects
- CTO's and Technical managers

Target number of participants: 500 attendees and 50+ speakers.

The Intelligent Cloud sponsorship packages

The sponsorship packages contains a wide choice of tailored and attractive sponsor opportunities. Giving you the choice of package that provides the most value to your business and marketing goals. We will be happy to help you to the best profiling and awareness during the conference. Please note that sponsorships are limited and may be sold out.

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Sponsor contract

Intelligent Cloud is brought to you by CNUG Events in collaboration with the local Azure and SQL communities and Microsoft Denmark. Microsoft Denmark will promote sponsorships, however please note that all sponsorships will be contractual agreements signed with CNUG Events. Microsoft Denmark ApS or its affiliates are not party to this agreement between CNUG Events and Sponsor. Please read legal statements at the end of this document where the contract also can to be found.

Description of sponsored activities

Premium Coffee:



- Your company offers a coffee bar for both conference days (May 29-30) serving only the very best coffee for the attendees so they can recharge while relaxing and enjoying a special blend beans
- The coffee is presented by the biggest coffee enthusiast we know, Kristians Kaffe, who also takes pride in roasting his own blends
- Your company's branding on the Coffee Bar with logo sign on the front
- 5.000 coffee cups with the company logo
- Expo Stand next to the coffee bar

Available units: 1

Investment (DKK ex. VAT):

Intelligent Cloud Coffee Sponsor 35.000

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EVENT SPONSOR

As event sponsor of Intelligent Cloud, your company will have premium exposure to all the attendees. Your company logo will be included in all marketing efforts surrounding the Conference. Maximum three Event Sponsors.

Available slots: limited

BENEFITS	
Premium Expo Booth incl. wireless internet access, access to outlets, option for screen and branded walls	OK
Company logo on front page of intelligentcloud.dk	OK
Company logo and company description (500 characters) on sponsor page on intelligentcloud.dk	OK
Company logo in opening PowerPoint presentation of all main conference sessions (more than 50 sessions)	OK
Company logo on Intelligent Cloud Conference decorations	OK
Company logo in Intelligent Cloud print materials	OK
Company Dias on TrendWall in lobby during main conference - rotating slideshow	OK
Intelligent Cloud Welcome Bag Inserts	OK
Intelligent Cloud Conference 2 day Passes (value min DKK 7.800,-)	2
Discount on additional conference tickets	10%
Expo staff*	3

* Please note that access to session must be purchased separately

Investment (DKK ex. VAT):

Intelligent Cloud Event Sponsor 60.000

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EXPO SPONSOR

As Expo sponsor of Intelligent Cloud your company will have premium exposure and maximum interaction with all attendees from your booth during the 2 days of the conference (May 29-30).

Furthermore you will get the opportunity to prioritize the location of your booth in the order of signed up sponsors.

Available slots: limited

Benefits include:

BENEFITS	
Company logo on sponsor page on intelligentcloud.dk	OK
Expo Booth (2m x 3m) incl. wireless internet access, café table and two café chairs during main conference, branded background or roll-ups.	OK
Opportunity to run competitions from Expo Booth	OK
Expo Safari to ensure attendees visiting your booth	OK
Company dias on TrendWall in lobby during both conference days - 2 slides	OK
Company logo on selected Intelligent Cloud Conference decorations	OK
Intelligent Cloud Welcome Bag Inserts	OK
Expo staff*	2

* Please note that access to session must be purchased separately

Investment (DKK ex. VAT):

Intelligent Cloud Expo Sponsor 25.000

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EXPO LIGHT

With this sponsorship of Intelligent Cloud your company will have premium exposure and interaction with all attendees from your stand during the 2 days of the conference (May 29-30).

Benefits include:

BENEFITS	
Company logo on sponsor page on intelligentcloud.dk	OK
Expo Stand incl. wireless internet access, café table and two café chairs during main conference. Space for max 2 roll-ups.	OK
Opportunity to run competitions from Expo Stand	OK
Company dias on TrendWall in lobby during both conference days - 1 slide	OK
Intelligent Cloud Welcome Bag Inserts	OK
Expo staff*	2

* Please note that access to session must be purchased separately

Investment (DKK ex. VAT):

Intelligent Cloud Expo Light 15.000

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INTELLIGENT CLOUD - ADVERTISEMENT OPPORTUNITIES

KEY HANGERS

500+ Key hangers with company logo / tag line.

Handed out to all participants at registration. All participants must wear their name badge visible both days of the conference.

Investment (DKK ex. VAT):

500+ Key Hangers with Company logo / Tag line and Intelligent Cloud logo: 15.000

WELCOME BAG

500 Intelligent Cloud Bags with company logo/Tag Line/Pictures on one side. The other side will be Intelligent Cloud logo, main sponsor logo and event sponsor logos.

The Welcome Bag is handed out at registration.

Final design will be presented before sign-off from Sponsor.

Investment (DKK ex. VAT):

600 Conference bags with Company & Intelligent Cloud logo: 20.000

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INTELLIGENT CLOUD - VENUE PHOTOS



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SPONSORSHIP CONTRACT

Please complete and return immediately to confirm your sponsorship.

Sponsor Item: _____

Company Contact: _____

Title: _____

Company Name: _____

CVR no : _____

Mailing Address: _____

City/State/Zip: _____

Telephone: _____

Email: _____

Web Address: _____

Total Cost of Sponsorship (DKK ex. VAT): _____

Terms and conditions below. Contract requires signature.

Please return this form to:

CNUG Events (CVR 37871567)

Email: sponsor@intelligentcloud.dk

Authorized Signature: Date:

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SPONSORSHIP CONTRACT – TERMS AND CONDITIONS

SECTION 1: GENERAL

Intelligent Cloud is brought to You by CNUG Events in collaboration with the local SQL community and Microsoft Denmark. Microsoft Denmark and CNUG Events will promote our sponsorships, however please note that all sponsorships will be contractual agreements signed with CNUG Events. Microsoft Denmark ApS or its affiliates are not party to this agreement between CNUG Events and Sponsor. In these Terms (as defined below) the following expressions have the following meanings: “Agreement” means the Terms and the Order Form together; “Event” means any Intelligent Cloud physical event to be held in 2018. This term also refers, for the purposes of this document, to all online advertising campaigns, memberships, newsletter sponsorships and any other form of promotional marketing campaigns conducted; “Order Form” means the application for marketing, event, advertising and promotional services from Intelligent Cloud together with these Terms; “Organizer” means CNUG Events; “Sponsor” means the person, company or other legal entity which has completed the Order Form; “Terms” means these terms and conditions contained on this page.

SECTION 2: APPLICATION FOR SPONSORSHIP

A contract shall be deemed to be made when the Order Form has been received by the Organizer duly completed and signed by the Sponsor and the relevant sections have been completed and signed by the Organizer. The Organizer may at its sole discretion accept applications for sponsorship by purchase order, in writing, by facsimile, by e-mail, by a deposit payment in lieu of written application (on the understanding that these Terms shall apply). The Organizer reserves the right to reject any application.

SECTION 3: PAYMENT TERMS

All sums shall be paid in DKK (Danish Kroner) by the Sponsor on the relevant date set out on the Order Form or 30 days from the date of the Organizer’s invoice, whichever is the later.

CNUG Events reserves the right to cancel the Sponsor’s sponsorship in the event that the Sponsor has failed to fulfill any obligations relating to payments.

In case of non-payment of any sum due from the Sponsor (whether formally demanded or not) or of any other breach or non-observance by the Sponsor of any of these Terms, the Organizer shall have right to terminate this Agreement immediately and without prejudice to the right to recover all sums payable by the Sponsor or to any other right or remedy available to the Organizer.

SECTION 4: CANCELLATION OF SPONSORSHIP OR ANY ELEMENTS OF THE ORDER FORM

Event fees are non-refundable, except in the case of a termination caused by the complete cancellation of an event as set out in Section 5 below.

SECTION 5: CANCELLATION OR CHANGE OF LOCATION OR DATE OF AN EVENT

The Sponsor shall not have any claim against the Organizer in respect of any consequential damage whatsoever consequent upon an Event failing (for whatever reason) to be held or the Venue being or becoming wholly or partially unavailable for the holding of an Event for whatever reason.

The Organizer reserves the right to change the Venue and or the date of the Event providing always that the Organizer shall give the Sponsor notice of any such change as soon as is reasonably possible. Any such change in venue and or date shall not constitute a breach of contract and shall not give rise to the right to terminate this Agreement. However, should the event be completely cancelled, the Sponsor shall have the right to terminate the Sponsorship with a full refund of any fees paid.

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SECTION 6: INSURANCE AND LIMITATION OF LIABILITY

The Sponsor shall fully and effectively indemnify the Organizer and keep the Organizer indemnified and hold the Organizer harmless in respect of all costs, claims, demands, actions, proceedings and losses whatsoever made against or incurred by the Organizer as a result of the Sponsor presenting or advertising any goods or services with CNUG Events (whether online or at events) and/or as a result of any loss or injury arising to any person (including members of the public or the Organizer’ staff, agents or contractors) or to any property howsoever caused as a result of negligence of the Sponsor, his employees, agents, or contractors.. In any event, the liability of the Sponsor shall not exceed an equal amount paid by the Sponsor under this Agreement.

Save in the case of death or personal injury caused by the negligence of the Organizer, the liability of the Organizer under this Agreement, whether for breach of contract, negligence or otherwise, shall not exceed an amount equal to the total amount to be paid by the Sponsor under the Agreement. The Organizer shall have no liability in respect of loss of profits, revenue, goodwill or custom or any other consequential loss.

SECTION 7: ASSIGNMENT

This Agreement is personal to the Sponsor and the Sponsor shall not be entitled to assign, grant licenses or otherwise deal with the rights and obligations in respect of the whole or any part of this Agreement.

SECTION 8: WAIVER

The failure of the Organizer at any time to enforce any provision of this Agreement shall not affect its right thereafter to require complete performance by the Sponsor nor shall the waiver of any breach of any such provision be taken as or held to be a waiver of any subsequent breach or be a waiver of the provision itself. The Order Form and these Terms together constitute the entire agreement between the Organizer and the Sponsor. Neither the Order Form nor these Terms shall be varied save by written agreement between the Organizer and the Sponsor.

SECTION 9: GOVERNING LAW

This Agreement is made under and will be construed and enforced in accordance with, and governed by, the Danish Laws without giving effect to principles of conflicts of law. Each Organizer and the Sponsor unconditionally waives all rights to a trial by jury for any dispute arising in connection with this Agreement.

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