

A black circular logo with the word "CITRIX" in white and "Summit '19" in orange below it.

CITRIX
Summit '19

January 7-9, 2019
Orange County Convention Center
Orlando, FL

Sponsorship and Marketing Promotional Opportunities

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What is Citrix Summit?

Citrix Summit is the annual sales enablement and business development conference for all Citrites, Citrix partners and alliances worldwide. At Citrix Summit, we network, learn, celebrate and motivate ourselves to achieve phenomenal success. Citrix Summit is a hub for knowledge and inspiration giving our teams purpose by sharing sales priorities for the year and delivering the skills that will help us achieve our own personal and business goals.

Why Sponsor?

At Citrix, we focus on a single driving principle: making the world's apps and data secure and easy to access. Anywhere. At any time. And on any device or network. Citrix Summit is the place where we bring together partners, alliances, and employees to share a common vision for transforming the Future of Work. Our sponsors have a unique opportunity to position themselves as leaders in digital transformation and to network with over 1,000 of the most innovative organizations delivering the world's best integrated technology services for secure delivery of apps and data – anytime, anywhere. Simply, Citrix Summit will help you grow your business and your network. We look forward to hosting you as a sponsor for Citrix Summit and thank you for your continued support.

SPONSORSHIP OPPORTUNITIES

Summit continues to be the best opportunity to reach key Citrix partners – to address, engage and influence their decisions and actions related to your teams' efforts for the coming year.

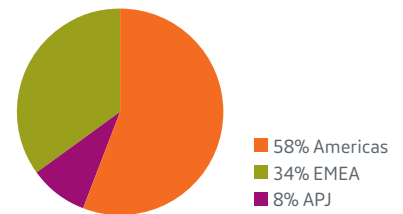
Our tiered sponsorship opportunities offer a robust package of high-value benefits. In addition, sponsors can extend their impact at Summit by selecting from a variety of à la carte opportunities, including:

- Website and Mobile App Branding – to have an ongoing presence with our partners
- Signage – to boldly express your message
- Networking and Messaging – to reinforce the conversation and add a clever touch to your outreach
- Hospitality Branding – to influence on a large scale
- Event Infrastructure – to be associated with successful technology integration

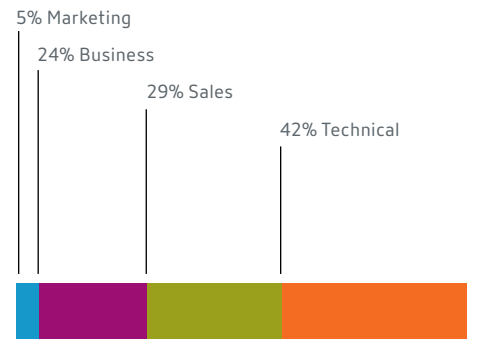
Citrix Summit 2018 Anaheim

Attendees: 3,513

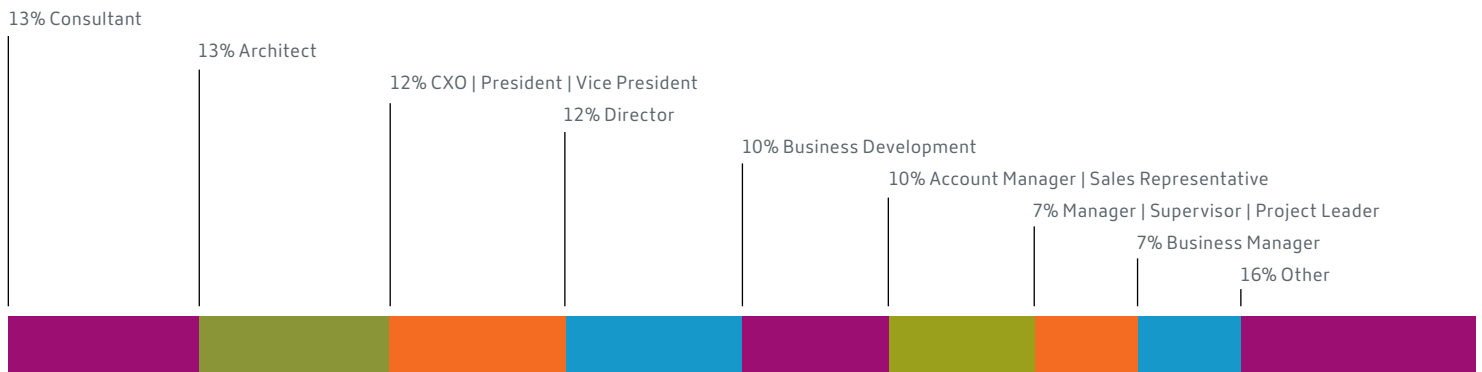
Geographic type



Primary Job Function



Organizational Role



Sponsorship Package Price Summary		Platinum*	Gold	Silver	Bronze
Investment		\$60,000	\$37,000	\$17,000	\$11,000
Sponsorship Benefits		Platinum	Gold	Silver	Bronze
Event Passes Provided					
Full conference passes (Passes allowed for sponsoring company only)		13	8	6	2
Speaker conference pass		1			
Discount full conference passes		\$795	\$795	\$795	\$795
Networking and Exhibiting Opportunities					
Conference-provided booth structure (includes booth structure, internet and power); footprint size. No theaters or entertainment in booth permitted. Sponsors allowed to use conference-provided booth structures only.		30' x 30'	20' x 20'	10' x 10'	8.6' x 5'
Additional footprint on show floor		\$15,000	\$10,000	\$7,500	
Solutions Expo hours		11 hours	11 hours	11 hours	11 hours
Lead retrieval units included		2	2	1	1
Sponsor meeting room		Exclusive	(4) 1 hour time slots		
Messaging and Speaking Opportunities					
45-minute sponsor breakout session		.			
Sponsor Connect Program for Summit attendees to schedule meetings with sponsors; incentive provided to Summit attendees with five meetings booked and fulfilled		.	.		
Session highlighted on conference website and event mobile app		.			
Final presentation posted to Citrix Sales IQ		.			
Direct access to event attendees with mobile app account	
Branding					
Pre-Event					
Attendee marketing material features sponsor logo (time dependent)		.	.		
Sponsor logo, URL and 75-word description on conference website	
On-Site					
Welcome Reception branding (Platinum co-branding)		.			
Sponsor logo included on shared signage		.			
Reserved tables at lunches in Solutions Expo		.			
Conference break, breakfast or lunch branding; non-exclusive			.		
Sponsor logo, URL and 20-word description on event mobile app	
Sponsor logo on Solutions Expo entrance panel	
Summit GameOn! sponsor with prize donation	
Sponsor logo included in Keynote walk-in loop		.	.		
Two push notifications on event mobile app (pre and onsite)		.			
Two customer case stories posted on event mobile app		.			
Mobile app banner		.	.		
Post-Event					
Final sponsor session attendee list provided to sponsor		.			
Citrix follow-up thank you email to attendees with sponsor listing		.	.		

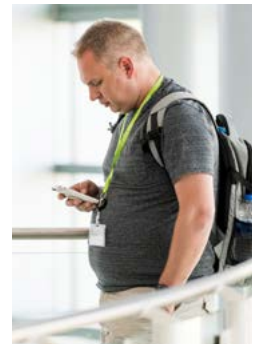
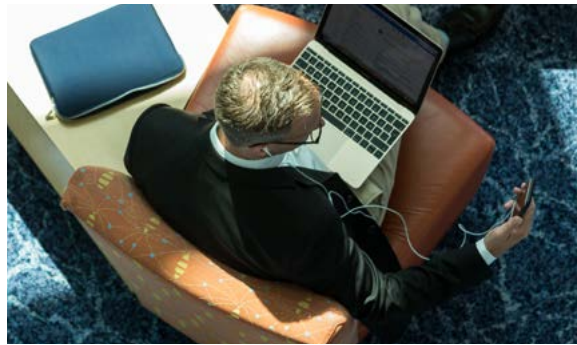
* Invitation only

Marketing Promotional Opportunities

Website and Mobile App Branding

Make an early and ongoing impact with Summit attendees by embracing key online and mobile branding opportunities. Mobile branding items are very effective in keeping your message front and center in the midst of an active event.

Item	Description	Price	Deadline	OPPS
Mobile App Banner	Promote your company in the official Summit mobile app.	\$5,000	Nov. 23	4
Mobile App PDF	Post a white paper or PDF (1.5 MB or less) to the mobile app library.	\$1,000	Nov. 23	Many
Mobile App Video	Engage attendees with a video link to your listing within the mobile app sponsors section.	\$2,500	Nov. 23	5



Signage

Make a major impact on-site with Summit attendees by boldly presenting your logo and message on one of these creative branding opportunities. This signage is certain to grab attendee attention.

Item	Description	Price	Deadline	OPPS
Banners	Two 3' x 8' meter boards with sponsor logo and message. Flexible placement.	\$4,500	Dec.7	Many
Column Wraps	Brand your company with dramatic column wrap decals.	\$7,000	Dec.7	3
Digital Signage	12-second sponsor ad to be played on-site on digital signage	\$3,000	Dec. 7	5
Cube Graphics	Three 3' x 3' cubes with sponsor branding and messaging. Cubes include four printed panels each.	\$7,500	Dec.7	Many



Networking and Messaging

Make a unique pitch to Summit attendees by reaching out with one of these direct marketing opportunities. These opportunities are very effective in keeping your message front and center in the midst of an active event. Consider bundling the effectiveness of direct messaging with other great on-site or online benefits.

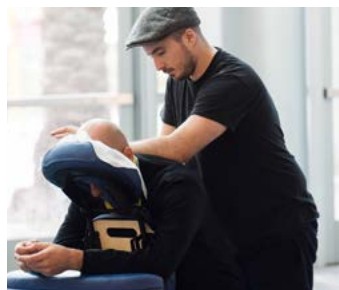
Item	Description	Price	Deadline	OPPS
Hotel Key Cards	Branded hotel key cards at the conference hotels.	\$15,000	Nov. 2	1
Lanyards	Sponsor logo on event lanyard co-branded with Citrix logo.	\$12,000	Aug. 29	1
Meeting Room	Meeting room at the conference hotel reserved with signage. Includes basic setup (conference table, chairs, electrical and internet connection).	\$8,500	Dec. 7	Many
Room Drop or Door Tag	Direct communication with attendees to drive traffic to your booth or breakout session.	\$9,000	Nov. 2	2
Sponsor Connect Program	Summit attendees schedule meetings with sponsors with incentive provided to Summit attendees who book and fulfill five meetings. This MPO is for Silver and Bronze sponsors to purchase. Note: Included with Platinum and Gold sponsorship packages.	\$5,000	Nov. 16	Many



Hospitality Branding

Make an impact on-site with Summit attendees by adopting one of these bold branding opportunities. Hospitality branding items are very effective in keeping your message front and center in the midst of an active event. Consider bundling the effectiveness of hospitality branding with other great on-site or online benefits.

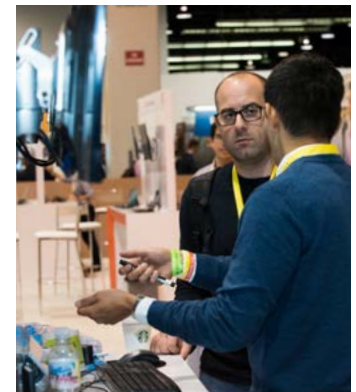
Item	Description	Price	Deadline	OPPS
Charging Stations	These stations will be located in high-traffic areas outside the Solutions Expo and will provide attendees with outlets to charge their devices. Sponsor to receive recognition on event website, mobile app and signage.	\$7,000	Dec. 7	3
Charging Lounges	These lounges will be located in the Solutions Expo. Sponsor to receive recognition on event website, mobile app and signage.	\$7,500	Dec. 7	2
Networking Lounge	Brand visibility in a high-traffic zone used for ad hoc meetings. Sponsor to receive recognition on event website, mobile app and signage.	\$5,500	Dec. 7	1
Partner Appreciation Party	Major visibility at this highly popular event with logo placement on napkins, tabletop signs, gobos and more.	\$50,000	Nov. 23	1
Relaxation Station	Four massage chairs within the venue with appropriate branding.	\$8,500	Dec. 7	2



Event Infrastructure

Make an impact on-site at Summit by illustrating successful hardware integration with Citrix products and solutions in attendee engagement areas.

Item	Description	Price	Deadline	OPPS
Certification Center	Provides attendees with the benefit and convenience of an on-site testing center to help pursue Citrix Certifications. Sponsor to receive recognition on event website and mobile app. Sponsor to provide required hardware, licenses and technical support. Sponsor is responsible for all shipping and drayage costs.	In-Kind	Oct.2	1
Citrix Booth Experience	Showcase your products alongside Citrix products and solutions. Sponsor to receive recognition on event website, mobile app and signage. Sponsor to provide required hardware, licenses and technical support. Sponsor is responsible for all shipping and drayage costs.	In-Kind	Oct.2	1
Self-paced Learning Labs	Hosted internet access with workstations in conference area. Monitor and room signage branding, acknowledgement on event website and mobile app. Sponsor to provide required hardware and is responsible for all shipping and drayage costs.	In-Kind	Oct.2	1



Terms and Conditions

Acceptance/Entire Agreement: The participation of each sponsor ("Sponsor") in Summit 2019 ("Conference") is subject to acceptance by Citrix Systems, Inc. ("Citrix"), through its conference management designee, One10 LLC. ("Conference Management") and Sponsor's compliance with these terms and conditions ("Agreement"). Except for these Terms and Conditions, no contract is created until Citrix or Conference Management, on behalf of Citrix, countersigns such contract ("Contract"); until such time, this Agreement will constitute the entire agreement between Sponsor, on the one hand, and Citrix and Conference Management, on the other hand, concerning its subject matter, and may only be modified in a writing signed by both parties. Citrix may withdraw its acceptance at any time prior to the Conference by providing a refund of the total fee paid to the Sponsor, if Citrix determines that Sponsor or its product is ineligible to participate. The exhibit dates, benefits, hours and venue may be modified by information provided by Citrix or Conference Management to the Sponsor in writing. By registering for this event, I am providing permission for Citrix to utilize my image and/or any feedback provided in future event marketing efforts.

Code of Conduct: Sponsor understands that that this Agreement includes the Code of Conduct available at: <https://www.citrixsummit.com/code-of-conduct.html>. Sponsor's participation in this event is subject to the Code of Conduct and is at sponsor's own risk. Sponsors may not use Citrix conferences to leverage or promote other events in which they are a sponsor, and agree that they will not, during the period from two days before until two days after a conference, conduct, promote, endorse or sponsor any functions, classes, seminars, exhibits, or similar marketing activities like those at the conference within 50 miles of the conference. Sponsors will ensure that their participation in the event is consistent with the Citrix purpose of the conference and in alignment with the Citrix go to market strategy. Sponsors shall not promote, endorse, market or sell, directly or indirectly, any products, services, solutions or other technologies at the conference or at the conference venue that in Citrix' sole discretion compete with the products, services, solutions or technologies recommended by Citrix. Sponsor agrees that it will not hold any of the following parties—Citrix Systems, Inc., its agency One10 LLC., or any of their respective affiliates, officers, directors, agents, employees, clients or representatives—liable for any claims arising from or related to participation in the event, except for claims for personal injury or death caused solely and directly by such party. TO THE EXTENT PERMITTED BY LAW, IN NO EVENT SHALL ANY SUCH PARTY BE LIABLE FOR ANY SPECIAL, INCIDENTAL, CONSEQUENTIAL OR INDIRECT DAMAGES. Citrix Summit 2019 Sponsors may not use Social Media including but not limited to Twitter, Facebook, Instagram, etc. in a manner that denigrates Citrix Summit 2019.

Event Rules: Sponsor agrees to be bound by the terms of this Agreement, including the Code of Conduct, as well as any Conference rules and regulations as may be established or provided from time to time by Citrix and/or Conference Management. Sponsor agrees that Citrix and/or Conference Management may terminate all rights and benefits associated with the Conference, without liability or refund, if Sponsor does not follow such rules and regulations, which are incorporated herein by this reference. Specifically, Sponsor shall comply with move in and move out deadlines. Sponsor acknowledges that a failure to comply with such deadlines may result in forfeiture of rights and benefits or the removal of Sponsor materials. Sponsor shall be liable for all storage and handling charges resulting from failure to remove Sponsor materials from the Conference after the move out deadline. Sponsor is responsible for keeping the aisles at the Conference free of congestion caused by its demonstrations or other promotional activities. Sponsor agrees not to damage or deface the walls or floors of the Conference venue. Citrix Summit 2019 conference passes, as determined by sponsorship level, provided to the sponsoring company are solely intended for Sponsoring company only and may not be distributed to any other parties without Citrix consent. Failure to abide by this provision is a material breach of this agreement. Sponsor further agrees not to independently reserve or sponsor space within five (5) miles of the Conference venue for a hospitality suite, seminar or any other promotional or educational activity without the prior written consent of Citrix or Conference Management, which consent shall not be unreasonably withheld. Citrix and/or Conference Management reserves the right to terminate Sponsor participation for any action or behavior deemed inappropriate by Citrix in its sole discretion or for any breach of this Agreement or the Conference rules and regulations or local laws, and in such event all fees paid to Citrix by Sponsor will be considered nonrefundable.

Cancellation: Citrix may cancel all or any part of the Conference based on its assessment of market conditions or requirements, in its sole discretion, or due to any reason beyond its reasonable control, including but not limited to natural or public disaster, act of God, venue construction, insufficient participation, government regulation or similar reasons. In such case, Citrix will refund to Sponsor any space fees already paid as Sponsor's sole and exclusive remedy. Sponsor will have no further recourse against Citrix or Conference Management. Citrix may cancel Sponsor's participation for cause if Sponsor engages in any inappropriate behavior, violates any of the terms of this Agreement or violates the Conference rules and regulations or local laws. In either such case, any payments made by Sponsor are considered fully earned by Citrix and are nonrefundable. Sponsor will have no further recourse against Citrix or Conference Management. Sponsor may cancel participation in the Conference for convenience. All fees will be waived and any payments will be returned if cancellation occurs outside of sixty (60) days of the Conference. If cancellation occurs within sixty (60) days of the Conference, 50% of fees will continue to be due and any payments for the remainder of the fees will be returned.

Indemnity: Under no circumstances will Citrix, Conference Management, their respective employees, officers, directors, agents and subcontractors and all of their respective affiliates or the Conference venue (collectively the "Conference Providers") be liable for lost profits or other indirect, incidental, consequential or exemplary damages for any acts or omissions with respect to the Conference, nor will they be liable for any errors in any listing or descriptions or for omitting any Sponsor from the Conference guide or any other materials.

Limitation of liability: None of Conference Providers shall have any liability whatsoever to Sponsor for any losses, injury (including death) expenses or damage to Sponsor, its agents, representatives, contractors, guests, invitees or any of their property, relating to or arising out of the acts of any sponsor, or their respective agents, representatives, contractors, participants, guests or invitees. In no event shall Citrix's or Conference Management's total liability hereunder exceed the amounts paid by Sponsor hereunder.

Hold harmless: Sponsor agrees to defend, indemnify, and hold harmless the Conference Providers and those lawfully in the venue from and against any claim, loss, liability, or damage suffered due to Sponsor construction or maintenance of an unsafe exhibit, and/or the negligence or misconduct of Sponsor or its agents, or Sponsor's breach of any commitment made, or due to any other act of omission of Sponsor.

Insurance: Sponsor shall maintain proper insurance coverage for its property and liability, and represents and warrants that it has obtained adequate insurance of at least \$1 million to cover its potential liability hereunder.

Release: Sponsor acknowledges that the Conference may be reproduced or recorded and authorizes Citrix and its designees to record, transcribe, modify or reproduce and distribute in any form and for any purpose any such recording of the Conference which may include Sponsor, its employees or agents, and Sponsor agrees to execute any additional release presented by Citrix. Sponsor hereby releases Citrix and its designees from and waives all claims it or its employees or agents may possess, now or in the future, about such activities, and specifically waives any statutory restriction on future claims or moral rights.

Benefits and license: Citrix will provide exhibit space ("Space") at the Conference for the Sponsor to display its qualified products and services in the Solutions Expo ("Exhibit"). The Total Space Fee includes the use of the Space and any of the benefits as specified on the Contract or as detailed in the Sponsorship Toolkit ("Toolkit") and Exhibitor Service Kit ("Exhibitor Kit"), each as maybe amended from time to time by Citrix. Sponsor grants to Conference Providers the right to use the Sponsor name and logo in promotion and production of the Conference.

Terms and Conditions (Continued)

Space assignment: Citrix or Conference Management will assign the Space, and Citrix and Conference Management reserve the right to change or modify the Space at any time. The Space is for the Sponsor use only, and Sponsor may not assign or sublease any portion of the Space (including to an affiliated company) without Citrix's prior written consent. Sponsor must fully occupy the Space and provide displays and equipment meeting Citrix's standards. At the Conference, Sponsor cannot exchange money or goods without the prior written consent of Citrix, nor may it assist other parties in soliciting business without that consent.

Presentations by entertainers, spokespersons, or models will be allowed, pending advance Conference Management approval. They must be confined to the Sponsor's contracted booth space, or the 4' aisle area directly in front of Sponsor's booth. No staff, presenters, or entertainers will be allowed to represent Sponsor in other areas of the Solutions Expo or overall conference property. If they are found outside contracted booth space they will be removed from the Conference.

Own risk: Sponsor shall have the sole responsibility for any loss of its equipment, materials or proprietary information, or any loss including any subrogation claims by its insurers. Persons visiting, viewing or otherwise participating in Sponsor's Space shall be deemed invitees of the Sponsor and not those of any of the Conference Providers.

Warranties disclaimer: SPONSOR ACKNOWLEDGES THAT ACCESS TO THE SPACE IS PROVIDED "AS IS" AND NEITHER CITRIX NOR CONFERENCE MANAGEMENT MAKES ANY REPRESENTATIONS OR WARRANTIES, ORAL OR WRITTEN, EXPRESSED OR IMPLIED, ABOUT THE SPACE OR CONFERENCE, INCLUDING, WITHOUT LIMITATION, ANY WARRANTIES OF MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE.

Relationship of the parties: Nothing in this Agreement or any Contract shall be construed as creating an employer-employee relationship, a partnership or joint venture between Sponsor, on the one hand, and Citrix and/or Conference Management, on the other hand. The parties shall always have an independent contractor relationship.

Third Party Contractors: Citrix or Conference Management may require the Sponsor to use third party contractors designated by Citrix or Conference Management ("Designated Contractors," as listed in the Toolkit and Exhibitor Kit). Those Designated Contractors act solely as independent contractors. Citrix and Conference Management are not responsible for any performance, acts or omissions of such Designated Contractors.

Conference materials: The Toolkit and Exhibitor Kit and any other planning and marketing material or methodologies distributed to the Sponsor related to the planning or execution of this Conference are owned exclusively by Citrix or Conference Management. Sponsor is responsible for obtaining the Toolkit and Exhibitor Kit from Conference Management. The Toolkit and Exhibitor Kit will be available from Conference Management prior to the Conference. Conference passes that are included in the sponsorship package are allowed for the sponsoring company only.

Laws and rules: Sponsor shall comply with all applicable laws, regulations, and ordinances about its participation in the Conference, including but not limited to rules of the venue and any relevant labor union, construction of the Exhibit in compliance with the ADA or its local equivalent, and the terms, conditions, and rules issued by Conference Management.

Third party proprietary rights: Sponsor will not violate the proprietary rights of third parties about its participation with the Conference.

Taxes and licenses: Sponsor shall be solely responsible for obtaining any licenses and permits, and payment of all taxes (including sales and use taxes), license fees or other charges applicable to its participation in the Conference.

Miscellaneous: Citrix's and/or Conference Management's rights in this Agreement may not be waived without Citrix's and/or Conference Management's (as applicable) prior written consent in writing. Sponsor may not assign the Agreement without prior written consent from Citrix and Conference Management. If any term of this Agreement is declared invalid or unenforceable, the remainder shall continue in full force and effect. This Agreement shall be binding upon the permitted successors, and assignees of the Sponsor.

Governing law: This Agreement shall be governed by and construed under the laws of the State of Florida without regard to its conflicts of law rules. The Ninth Judicial Court in and for the County of Orange, Florida, or the Federal District Court for the Southern District in Miami, Florida, shall have exclusive jurisdiction over the matters pertaining to this Agreement in any action or suit to enforce any right or remedy under this Agreement or to interpret any provision of this Agreement. The prevailing party shall be entitled to recover costs, including reasonable attorney's fees.

Payment: Sponsor will receive invoice upon receipt of contract. Payments will be made to One10 LLC. Forms of payment will be included with the invoice. Failure to make all scheduled payments as agreed amounts to breach in contract. Sponsoring companies will NOT be able to set-up in the Solutions Expo until full payment is received.

Application Contract for Sponsorship

All requests are subject to Citrix approval.

Company name:

Primary event contact:

Email: Phone:

Mailing address:

City: State: Postal code: Country:

Billing and invoicing information (if different than above):

Primary billing contact:

Email:

Billing address:

City: State: Postal code: Country:

Sponsorship Packages

All requests are subject to Citrix approval.

Citrix Summit 2019 Sponsorship Package:

Platinum \$60,000 Gold \$37,000 Silver \$17,000 Bronze \$11,000

Marketing Promotional Opportunities (MPO): \$

Total Citrix Summit 2019 Investment (Sponsorship + MPO): \$

PAYMENT TERMS:

I have read and agree to the terms of this Agreement. I am authorized to execute this Agreement for Sponsor.

Location in the Solutions Expo is based on payment receipt date followed by contract date. Payment for Citrix Summit should be made to One10 LLC. The billing contact will receive an invoice with payment options and details. 50% of total payment is due upon receipt of invoice and remaining payment must be received three days prior to conference, to set up in the Solutions Expo. This will be strictly enforced.

Authorized signature: Date:

Name printed:

Citrix approval: Date:

Please scan/email or fax (+1 763-322-9004) this page to Bob Kennedy, Citrix Sponsorship Partner Manager.
Deadline to sponsor is December 14, 2018.