

The Citrix Summit logo is a large orange circle containing the text "Citrix Summit" in white, sans-serif font. The word "Citrix" is on the top line and "Summit" is on the bottom line.

Citrix
Summit

January 13-15, 2020
Walt Disney World Swan and Dolphin Resort
Orlando, FL

Sponsorship and Marketing Promotional Opportunities

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Citrix Summit

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?

Since 1989, Citrix has made it easier for people to access the applications and content they need to do their very best work – wherever and whenever work needs to get done. 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 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.

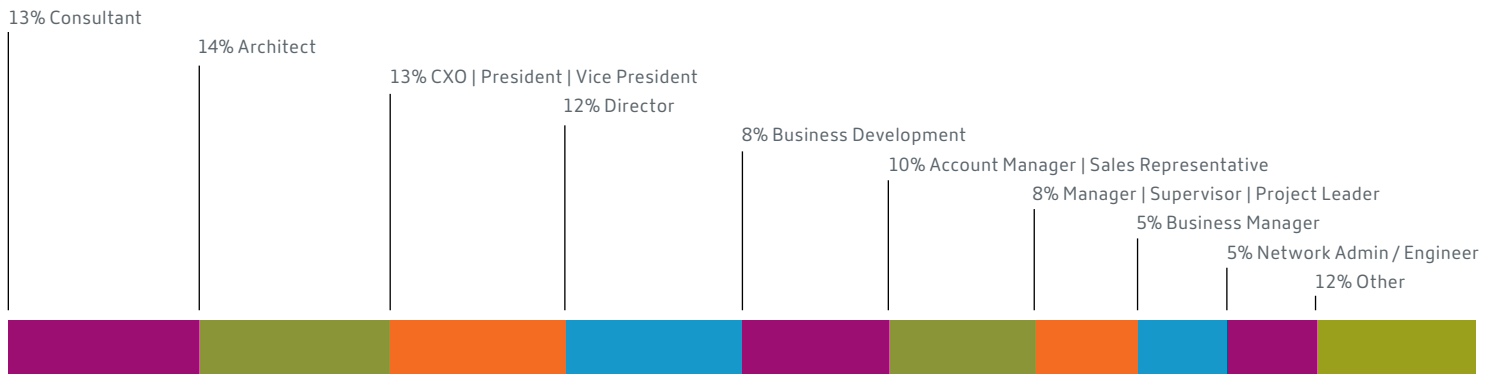
Our tiered sponsorship opportunities offer a robust package of high-value benefits. In addition, sponsors can extend their impact at Summit by selecting from a variety of à la carte opportunities, including:

- 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 2019 Orlando

Attendees: 4,491

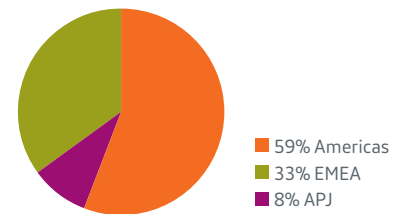
Organizational Role



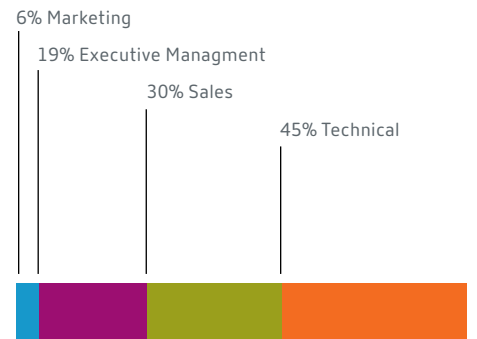
“As a vendor tightly aligned with Citrix technology, Citrix Summit is the ideal way for us to raise awareness of our solution, to develop relationships with partners and Citrix teams, and to stay connected with the Citrix vision. It’s an incredibly productive few days and a great way to be part of the Citrix community.”

- Summit 2019 Sponsor

Geographic Type



Primary Job Function



Sponsorship Package Price Summary	Platinum*	Gold	Silver	Bronze
Investment	\$60,000	\$37,000	\$18,000	\$11,500
Sponsorship Benefits	Platinum	Gold	Silver	Bronze
Event Passes Provided				
Full conference passes (passes allowed for sponsoring company only)	13	8	6	3
Speaker conference pass	1			
Booth staff passes	\$500	\$500	\$500	\$500
Discount full conference passes	\$795	\$795	\$795	\$795
Networking and Exhibiting Opportunities				
Conference-provided booth structure: footprint size. No theaters or entertainment in booth are allowed. Sponsors are only allowed to use conference-provided booth structures	30' x 30'	20' x 20'	10' x 10'	8.6' x 5'
Solutions Expo hours	15 hours	15 hours	15 hours	15 hours
Lead retrieval units included	2	1	1	1
Sponsor meeting room	Exclusive	Exclusive		
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 three meetings booked and fulfilled	.	.	.	
Session highlighted on Summit website and 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 Summit website
On-Site				
Welcome Reception branding (Platinum co-branding)	.			
Sponsor logo included on shared signage	.			
Reserved tables at lunches	.			
Conference breakfast branding; non-exclusive		.		
Conference lunch branding; non-exclusive			.	
Conference break branding; non-exclusive				.
Sponsor logo, URL and 20-word description on Summit mobile app
Sponsor logo on Solutions Expo entrance signage
Sponsor logo on Citrix Ready Pavillion
Summit SalesQuest! sponsor with prize donation
Sponsor logo included in Keynote walk-in loop	.	.		
Push notifications on Summit mobile app	2	1		
Customer case study posted on Summit mobile app	1	1		
Mobile app banner	.			
Use of sponsor lounge
Post-Event				
Final sponsor session attendee list provided to sponsor	.			
Citrix follow-up thank you email to attendees with sponsor listing	.	.		

“Super event! Great organization, awesome content, monumental. Congrats to Citrix!! And thanks for inviting us.”

- Summit 2019 Attendee

“Citrix Summit is the perfect event to meet and learn. The advantage of having nearly all Citrix employees, relevant Citrix partners, and distributors in one place is significant. Furthermore, learning about the current directions and new solutions is more than helpful to start a successful year.”

- Summit 2019 Attendee

“A must attend event for Citrix partners who want to increase their Citrix business.”

- Summit 2019 Attendee

* Invitation only

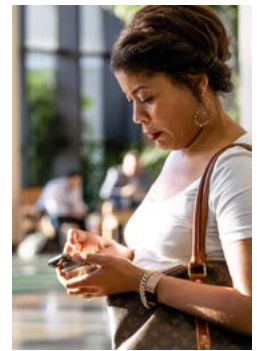
Citrix Summit

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.

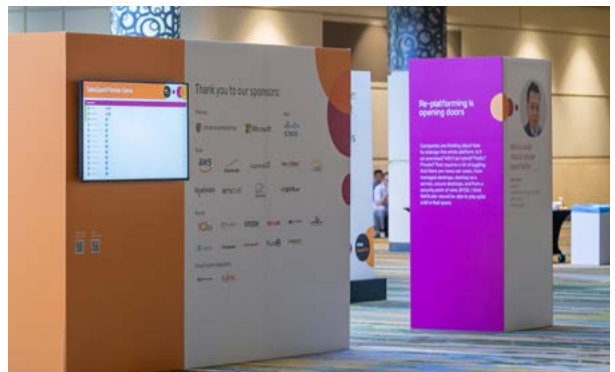
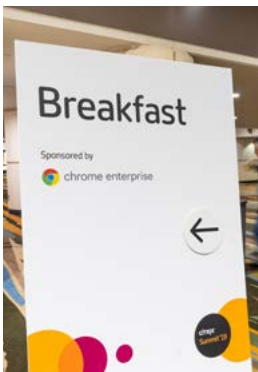
Item	Description	Price	Deadline	Opportunities
Mobile App Banner	Rotating banner posted on Summit mobile app.	\$5,000	Dec. 6	10
Mobile App PDF	White paper PDF posted on Summit mobile app library.	\$1,500	Dec. 6	Many
Mobile App Push Notification	One push notification to be sent via the Summit mobile app.	\$3,000	Dec. 6	5
Mobile App Video	Video posted on Summit mobile app in sponsors section.	\$2,500	Dec. 6	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	Opportunities
Escalator Decals	Brand the center of one set of escalators	TBD	TBD	3
Flags	Two large flags with sponsor branding placed outside venue.	\$7,000	Dec. 6	3
Window Clings	Two 2' x 2' window clings with sponsor branding.	\$4,000	Dec. 6	Many
Column Wraps	Brand one column wrap near Breakout Sessions.	TBD	TBD	3



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	Opportunities
Hotel Key Cards	4,000 branded hotel key cards at Walt Disney World Swan and Dolphin Resort and Disney's Yacht and Beach Club Resort.	\$15,000	Nov. 1	1
Room Drop or Door Tag	Room drop or door tag to serve as direct communication with attendees in order to drive traffic to sponsor booth or sponsor breakout session.	\$9,000	Nov. 1	2
PowerPoint slide included in Keynote walk-in loop	Content for one PPT slide to be displayed during Summit Keynote walk-in loop. Citrix to review and approve content. Must meet technical specifications.	\$5,000	Nov. 1	2 (Platinum and Gold only)
Lanyards	Sponsor logo on event lanyard co-branded with Citrix Summit logo.	\$12,000	Nov. 1	1
Roaming Giveaways	Distribute giveaways to attendees in pre-approved, high-traffic location.	\$6,000	Nov. 8	1
Meeting Room	12' x 15' meeting room located in Solutions Expo. Includes basic setup (conference table, chairs, electrical, internet connection, and signage).	\$10,000	Dec. 13	2
Sponsor Connect Program	Summit attendees schedule meetings with sponsors with gift provided to Summit attendees who book and fulfill certain number of meetings.	\$4,500	Dec. 6	Bronze Level (Included with Platinum, Gold and Silver)



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.

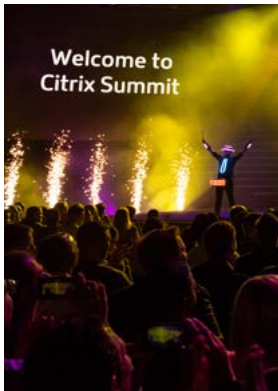
Item	Description	Price	Deadline	Opportunities
Charging Stations	Charging stations with sponsor branding are located in high-traffic areas and provide attendees with outlets to charge devices.	\$7,000	Dec. 13	3
Charging Lounges	Charging lounges with sponsor branding are located in Solutions Expo and provide attendees with outlets to charge devices and a place to sit and work or relax.	\$7,500	Dec. 13	2
Water Coolers	25 water cooler covers with sponsor branding placed throughout venue.	\$5,000	Dec. 13	1
Portable Beverage Dispenser	Brand the Rocket Man, a walking beverage dispenser, and quench the thirst of attendees with cocktails during the Welcome Reception. Includes ten gallons of a premium alcoholic beverage.	\$8,000	Dec. 13	2
Sensational Cupcakes	Provide attendees with a little sugar rush with sponsor logo'd cupcakes. Includes 700 mini cupcakes.	\$6,000	Dec. 13	2
Partner Appreciation Party	Major visibility for sponsor branding at this highly popular event with logo placement on signage, gobos, napkins, and more.	\$50,000	Dec. 13	1
Relaxation Station	Four massage chairs and therapists located within venue with sponsor branding.	\$8,500	Dec. 13	2

Citrix Summit

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	Opportunities
Certification Center*	The Certification Center provides attendees with the benefit and convenience of an on-site testing center to pursue Citrix certifications. Sponsor to receive recognition on Summit website, Summit mobile app and signage.	In-Kind	Sept. 13	1
Self-paced Learning Labs*	Self-paced Learning Labs offer attendees the convenience of on-demand training. Sponsor to receive recognition on Summit website, Summit mobile app and signage.	In-Kind	Sept. 13	1



“We just returned from Citrix Summit 2019, one of the best events I have attended in recent years. We experienced a very high level of interest from a quality group of attendees, received product roadmap updates, and the Citrix Ready team facilitated many meaningful conversations with the product management team. Great event all around!”

- Summit 2019 Sponsor

* Sponsor to provide required hardware, licenses and technical support. Sponsor responsible for all shipping and drayage costs.

Terms and Conditions

Acceptance/Entire Agreement: The participation of each sponsor ("Sponsor") in Summit 2020 ("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 participant's own risk. Participants, including Exhibitors, may not use Citrix conferences to leverage or promote other events in which they are a sponsor or participant, 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. Participants 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. Participants 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. Participant 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. Sponsor may not use Social Media including but not limited to Twitter, Facebook, Instagram, etc. in a manner that denigrates Citrix Summit 2020.

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 2020 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. Sponsor must wear the official conference lanyard during onsite activities and cannot wear any other lanyard. Failure to abide by these provisions 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.

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 or 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, spokesperson, or models will NOT be allowed.

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 2020 Sponsorship Package:

Platinum \$60,000

Gold \$37,000

Silver \$18,000

Bronze \$11,500

Marketing Promotional Opportunities (MPO):

\$

Total Citrix Summit 2020 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 solely on payment received date. Payment for Citrix Summit should be made to One10 LLC. The billing contact will receive an invoice with payment options and details. Full payment must be received by January 10, 2020. Failure to do so will result in breach of contract and Sponsor will not be allowed to set up in the Solutions Expo. This will be strictly enforced.

DISCOUNT:

Sponsors who contract for Citrix Summit 2020 AND Synergy 2020 by November 8, 2019 will be eligible for a 5% discount off each event.

Authorized signature:

Date:

Name printed:

Citrix approval:

Date:

Please email this completed page to Bob Kennedy at bob.kennedy@one10marketing.com

Deadline to sponsor is December 13, 2019