

INSIGHTS. PROSPECTS. PARTNERSHIPS.

200+
BUYERS

20+
SESSIONS

2
PRE-CONFERENCE
WORKSHOPS

1
COOL
CITY!

THE #1 CONFERENCE FOR B2B MEDIA PROS

BIMS is programmed to energize and inspire media operators for what's next. It offers insights and innovation for executives from the C-Suite to front-line business-unit leaders, and connects them directly with the industry's top supplier-partners.

Share insights and strategies with your peers. Strengthen relationships with partners—and meet new ones—inside our Idea Pavillion.

If media executives are talking about it, so are we. Only at BIMS.

MARCH 26-28, 2025 | NEW ORLEANS

Ritz Carlton New Orleans

SIIA Media members are an community of large and small publishers. BIMS 2025 brings media professionals together in person to connect, learn and share.

BIMS is about providing media executives with actionable strategies to build market-leading brands.

OUR VALUES

SIIA Media’s Business Information & Media Summit commits to these principles on behalf of our sponsor partners:

- ▶ Engagement with an unduplicated audience of buyers.
- ▶ A forum for showcasing relevant products that provide real value for your customers.
- ▶ An integrated, multiplatform approach to helping you deliver your marketing message.
- ▶ A commitment to measurable results.

WHO WE REACH

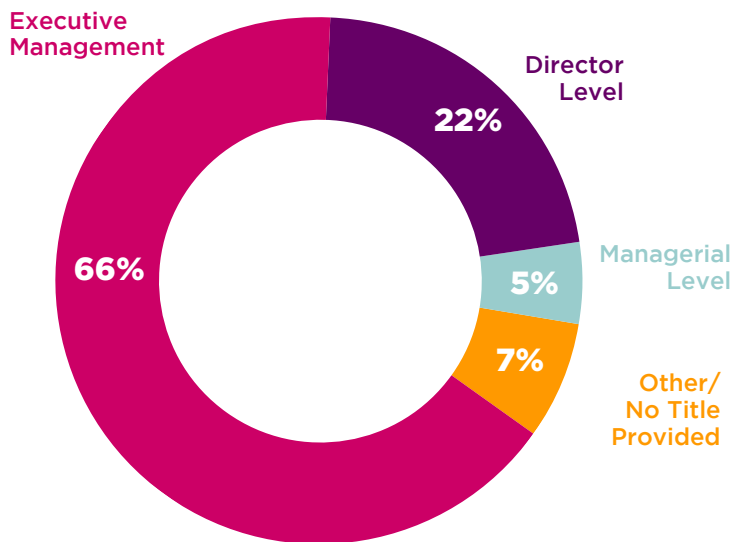
BIMS focuses on several core constituencies, with B2B media at the center. It also includes media companies with similar business models, including enthusiast brands and hybrid media that covers both B2B and B2C when they overlap. Attendee companies include everything from entrepreneurial digital-media startups to massive global conglomerates. Their revenue runs from \$1 million to enterprise-level media businesses over \$100 million. But BIMS attendees share one characteristic: they operate multi-channel media businesses, and they’re strategic decision-makers—media professionals who drive business strategy, value creation and revenue growth.

A LOOK AT THE NUMBERS

- ▶ SIIA Media represents active individual members and more than **60 member companies** from a broad cross-section of B2B Media. Many more non-member media companies attend BIMS every year.
- ▶ Nearly **88%** of 2024 attendees were Director level or C-Suite.
- ▶ They represent **hundreds of millions** of dollars in member-facilitated business transactions.



BIMS ATTENDEE PROFILE



Who Attends

- | | | | |
|-------------------------------------|----------------------------|-------------------------------|--------------------------|
| Access Intelligence | Chief Executive Group | Fusable | IRONMARKETS |
| Active Interest Media | Collingwood Advisory | GovExec | JEGI CLARITY |
| Advertising Specialty Institute/ASI | Crain Communications | Grimes, McGovern & Associates | Northstar Travel Group |
| Alliance for Audited Media | Dodge Construction Network | Guideposts | Questex |
| ALM | Endeavor Business Media | Industry Dive | SmartWork Media |
| Annex Business Media | FreightWaves | Informa Connect | Watt Global Media |
| Aviation Week Network | FT Specialist | Informa Markets | ...and many more. |

DON'T TAKE OUR WORD FOR IT

2024 was my first year at BIMS, which I attended without a clear notion of what to expect. I was extremely impressed by the talent and level of experience at the conference and have already put learnings into action at The Daily Upside. There is nothing like learning from the brightest minds in media, and I'll certainly be in attendance again.



Patrick Trousdale
CEO, The Daily Upside

I look forward to attending BIMS knowing that I'll have an opportunity to see colleagues in B2B media, who are ready to share their knowledge and experiences in a supportive and fun environment. I always gain a few key takeaways that can be applied to our business as soon as I return from the conference.



Nancy Batio
Director of Marketing, WATT Global Media

Our investment in sponsorship was the single best marketing spend we made all year. We not only had the right people in the room, but the content track we sponsored was so well attended we had one session that was standing room only. The thoughtful content programming combined with the right attendees gave us the fantastic experience we were hoping for!



AnnMarie Wills
CEO and Co-founder, Leverage Lab

For someone like me, who wants to grow their career in B2G/B2B/B2C media, BIMS is an amazing opportunity for professional development. The attendees represent a wide variety of highly-specialized verticals and there's not a lot of overlap. As a result, they're really open about the challenges and opportunities they face. It's a really rich exchange of ideas.



George Jackson
Executive Producer & Host, GovExec TV

I came from outside the media world a few years ago, and BIMS has had more impact on my understanding of the current and future landscape of media than any other event that I've participated in.



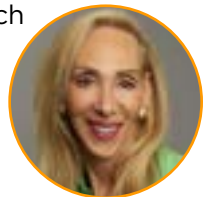
Craig Fuller
Founder and CEO, Firecrown and FreightWaves

As a long time sponsor of SIIA's Business Information & Media Summit, we are impressed with their continued innovation and focus on helping B2B leaders stay ahead of the market. It provides them with tools and solutions that are indispensable to the operations of their business. We find the event to be productive and informative. BIMS is a can't-miss event for all business information leaders!



Wilma Jordan
Founder & CEO, North America, JEGI CLARITY

BIMS is the only and best place to reach the most experienced B2B and B2C executives who over the years have responded to industry headwinds with innovation, shrewd business decisions and hiring key talent to compete and thrive. You will also have access to the most successful M&A and banking leaders in the business. (Not to mention, the search firm of choice for many!)



Karen Danziger
Managing Partner, Koller Search Partners

The BIMS conference is a tentpole event for media, information, and marketing professionals. Two days of innovation, education, and C-level networking. I am always impressed with the quality of the content and the quality of the audience. The industry is better with BIMS.



Rich Murphy
CEO, Alliance for Audited Media

BIMS 2025 MEDIA PACKAGES

As a service provider to the media organizations that attend BIMS, you're an essential part of their ability to innovate and succeed. Join the conversation. Access high-value engagement opportunities with customers and prospects alike.

The BIMS Lounge Sponsorship

This always-open space is centrally located and one of the highest-trafficked areas of the conference. The BIMS Lounge will offer refreshments, gathering space, and function as a re-charging area (both for you and for your devices.) Set up a doodle board where attendees can share take-aways. Offer branded giveaways or an attendee Goodie Bag. Do a technology demo. Bring your own ideas to make this space an inviting experience for attendees.

Sponsorship includes:

- ▶ Executive Q&A in *SIIA Alert* e-newsletter prior to the event.
- ▶ Dedicated marketing email promoting the lounge space and your sponsorship prior to the event.
- ▶ Premium branding from the stage and all event signage.
- ▶ Verbal mentions and appreciation at the main stage podium and during track housekeeping remarks, including brief description of your products and services.

Bonus inclusion:

Add inclusion in *SIIA Media Alert* during the months of February and March, reaching more than 2,000 buyers in each edition. Eight insertions: \$1,500.

Investment: \$9,200 (Member pricing).

Non-member investment: \$13,000.

Opening Night Reception

Arrival day is always one of the key moments in an event. Attendees get to catch up with old friends, peers, and colleagues. The BIMS 2025 Opening Night Reception, located in the Ritz-Carleton's spectacular French Quarter Balcony room, is the perfect way to capture that vibe and ensure your brand is the first one that attendees engage with. Sponsoring this reception elevates your company and launches business conversations that will continue through the conference and long after it concludes.

Sponsorship includes:

- ▶ Ability to add brief welcoming remarks.
- ▶ Custom cocktail (possible added cost).
- ▶ Custom décor, including branded napkins and other branded giveaways (possible added cost).
- ▶ Premium branding from the stage and all event signage.
- ▶ Verbal mentions and appreciation at the podium, including brief description of your products and services.
- ▶ Post-Show mailing list with attendee name, title, company and address of all who opt in.

Add inclusion in *SIIA Media Alert* during the months of February and March, reaching more than 2,000 buyers in each edition. Eight insertions: \$1,500.

Investment: \$15,500 (Member pricing).

Non-member investment: \$18,500.

Pre-conference Workshops

BIMS 2025 features pre-conference workshops, to be held on Wednesday afternoon, March 26. In these extended hands-on sessions, attendees dive deep into a sharply focused topic, with the emphasis on interactive participation. You can sponsor one of the workshops based on a synergistic connection to the content, or be the exclusive solutions provider of the day, experiencing hours of brand exposure.

Sponsorship includes:

- ▶ Opportunity to be an active participant in the session.
- ▶ Opportunity to serve as a speaker and/or moderator of Q&A.
- ▶ Opportunity to highlight your work on behalf of a client or two.
- ▶ Opportunity to help select other speakers to be recruited by SIIA Media.

- ▶ Dedicated marketing email promoting your sponsorship prior to the event.
- ▶ Premium branding from the stage and all event signage.
- ▶ Verbal mentions and appreciation at the podium, including brief description of your products and services.
- ▶ Post-Show mailing list with attendee name, title, company and address of all who opt in.

Bonus inclusion:

Add Inclusion in *SIIA Media Alert* during the months of January and February, reaching more than 2,000 buyers in each edition. Eight insertions: \$1,500.

Investment: \$5,000 for a single workshop/\$15,000 for sole sponsorship of all pre-conference workshop branding (Member pricing). Non-member investment: \$7,000 for a single workshop, \$21,000 for exclusive precon sponsorship.

Main Stage Presentation Sponsorship

Align your business with the key trends and topics on the minds of every SIIA Media member and the broader media community.

Sponsorship includes:

- ▶ One company executive on stage to introduce speakers.
- ▶ Option to engage speakers and audience by moderating Q&A.
- ▶ Chair drop with your valuable content marketing material (sponsor provided).

Four Available.

- ▶ Day 1 Morning
- ▶ Day 2 Morning
- ▶ Day 1 Afternoon
- ▶ Day 2 Closing

Investment: \$6,000 per presentation. (Member pricing). Non-member investment: \$7,800.

Industry Insights Speed Sessions Sponsorship

Four available.

The value of a conference is often contingent on the compelling tips or insights attendees take away—a simple idea that changes their business. In these sessions, you, our sponsors, showcase your ideas and thought leadership with essential observations in these vital 15-minute segments.

Sponsorship includes:

- ▶ Present a topic showcasing the value of your solution to publishing operators.

Investment: \$5,500 (Member pricing). Non-member investment: \$7,000.

B2B & B2C Media Awards

One available.

Sponsoring SIIA Media's Media Leadership Awards aligns your brand with our recognition of transformative leaders in three categories: Hall of Fame, Emerging Executive Leaders, and Rising Stars.

Sponsorship includes:

- ▶ Exclusive on-stage branding.
- ▶ On-stage role presenting awards, with ability to add welcoming remarks.
- ▶ Premium branding from the stage and all event signage.
- ▶ Logo and sponsor inclusion in the printed program guide or app.
- ▶ Inclusion in all pre-event marketing.
- ▶ Post-Show mailing list with attendee name, title, company and address of all who opt in.

Investment: \$6,000 (Member pricing). Non-member investment: \$7,800.

EVERY SPONSORSHIP INCLUDES:

Pre-event

- ▶ Logo (linked) on all pre-event marketing materials (Web, email, social).
- ▶ Pre-event attendee list (without contact information) for your event-planning purposes.
- ▶ Inclusion in pre-event marketing email that highlights BIMS's sponsors. (Sponsor provides logo, 50-word description of services and/or event inclusion, URL).

Onsite

- ▶ Full-conference pass for two team members.
- ▶ Ability to offer two client a discounted registration. (Limit one per sponsor).
- ▶ Recognition from the main stage and throughout the event via signage and materials.

Post-event

- ▶ Post-event attendee list (including contact information) for all attendees who opted-in to share their information with sponsors/exhibitors.
- ▶ Logo and sponsor inclusion in the printed program guide or app.

Lunch Sponsorship

One available.

Attendees have been learning all morning and now they're ready for some relaxed networking. Help them reconnect with old friends and make new ones.

Sponsorship includes:

- ▶ Table decor or branded giveaway item.
- ▶ Signature dessert (possible added cost).
- ▶ On-stage facilitation of brief and fun icebreaker question or quiz, and giveaway.
- ▶ Chair drop with your valuable marketing material.

Bonus inclusion:

Add inclusion in *SIIA Media Alert* during the months of February and March, reaching more than 2,000 buyers in each edition. Eight insertions: \$1,500.

Investment: \$8,200 (Member pricing). Non-member investment: \$11,500.

BIMS is a key event in Collingwood's calendar because it's where the media and information communities convene to discuss the industry's challenges and opportunities and it's a great forum to connect with our clients and meet new potential partners.

Daniel Pitchford
CEO, Collingwood



Roundtables Sponsorship

Align with SIIA Media's culture of peer-to-peer sharing. Roundtables are topic-based, moderated conversations led by attendees—and you.

Sponsorship includes:

- ▶ Introduction and facilitation of each roundtable session (1 event per day)
- ▶ Inclusion as moderator on at least one relevant roundtable of your choice.
- ▶ Table/Chair drop of your valuable marketing materials.
- ▶ Flexible format options: One topic, or several; either full length, or shorter sessions with audience rotation.

Two available.

- ▶ Roundtables Day 1
- ▶ Roundtables Day 2

*Investment: \$2,700 per session. (Member pricing).
Non-member investment: \$3,800 per session.*

Track Sponsorship

As exclusive sponsor of any track, you have entree to lead the discussions in each session, through the entire event. You'll welcome attendees, introduce sessions and speakers, and moderate Q&As.

- ▶ **Executive Leadership.** This track is designed for C-Suite executives to compare notes in a trusted peer-group setting.
- ▶ **Revenue and Audience Marketing.** We'll cover the many ways to monetize your audience—events, ad sales, data, lead-gen and more.
- ▶ **Media Technologies and Enterprise Optimization.** This track was created to bring insights and ideas at the intersection where media technologies and media strategies converge.

Sponsorships include:

- ▶ Serving as emcee for the track during the full conference.
- ▶ Special acknowledgement in the program booklet or app.
- ▶ Brand exposure through track materials.

One available per track.

*Investment: \$8,200 (Member pricing).
Non-member investment: \$11,900.*

Conference Passes For Non-sponsoring Suppliers

\$2,995 for access to all sessions, keynotes, demo sessions, roundtables, workshops, meal functions and receptions.

The Second Annual BIMS *Big Easy Bash* Thursday, March 27

As the exclusive sponsor, you greet and engage with attendees as they unwind from Day 1!

They'll enjoy beer, wine, networking, and perhaps a signature cocktail, followed by a dinner as they mix and mingle with their prospects and peers in the spectacular Ritz Carlton interior courtyard, a lush space reminiscent of the evocative courtyards in French Quarter mansions.

Sponsorship includes:

- ▶ Ability to add brief welcoming remarks.
- ▶ Custom cocktail (possible added cost).
- ▶ Prominent branding pre-event and on-site in the ballroom, the exhibit and break areas, in directional signage, and at the reception itself.

Bonus inclusion:

- ▶ Add Inclusion in *SIIA Media Alert* during the months of February and March, reaching more than 1,000 buyers in each edition. Eight insertions: \$1,500.

Contact Weston Kalogeridis for additional information, Weston@Kalomedia.com

Networking Break Sponsorship

Increase your engagement with attendees by sponsoring a refreshment break as attendees mingle and network between sessions. Includes option to distribute promotional item or collateral during the break (supplied by sponsoring company).

Sponsorship includes:

- ▶ Brand exposure through in-room signage as well as remarks from podium before and after the break.
- ▶ Custom napkin and table-top signs promoting your company's logo.

*Investment: \$6,000 (Member pricing).
Non-member investment: \$7,800.*

Badge/Lanyard Sponsorship

Let our attendees help to increase your brand visibility through universal awareness at the event. By sponsoring the lanyard, your logo will be worn by every single attendee, all day long, for the length of the event.

Sponsorship includes:

- ▶ We will provide the custom lanyard or badges featuring your company's logo.

*Investment: \$4,900 (Member pricing).
Non-member investment: \$6,400.*

BIMS is a great meeting place to catch up and compare notes with friends and colleagues.

Andy Clurman
CEO, Active Interest Media



App Sponsorship

Sponsoring this year's mobile app starts generating buzz for your company before the conference even begins. Your branding will be viewed throughout the conference as attendees use the app to prepare in advance and then navigate the program on site. [POTENTIALLY: GAMIFIED PASSPORT CONTEST.]

Sponsorship includes:

- ▶ Logo branding in the live conference app.
- ▶ Signage promoting the app throughout the event.
- ▶ Premium branding in mobile app as the sponsor.
- ▶ Logo inclusion in email marketing, including pre-show advertising, marketing and promotion.
- ▶ Recognition from the main stage and throughout the event via signage and materials.
- ▶ Custom VIP coupon for clients and prospects granting \$100 off the current full conference rate.

Investment: \$10,500 (Member pricing).
Non-member investment: \$13,000.

Program Quick-Guide Sponsorship

This quick guide will give attendees all the info they need about the event: schedule, speakers, special events and more.

Sponsorship includes:

- ▶ Exclusivity, with no competing display ads.
- ▶ Your brand on program cover.
- ▶ Back cover display ad space for your brand (sponsor supplies ad creative).

Investment: \$4,900 (Member pricing).
Non-member investment: \$6,400.

WiFi Sponsorship

Sponsor the BIMS WiFi access to ensure every attendee knows your company's name. For starters, your company name will be used as the password to the WiFi login. After logging in, each user will be redirected to your website or a designated landing page of your choice.

Sponsorship includes:

- ▶ Your company's name as the password.
- ▶ Ability to redirect to your website or other URL.

Investment: \$4,900 (Member pricing).
Non-member investment: \$6,400.

Breakfast Sponsorship

Help our media executive attendees get their day off to a great start. Offer brief welcome remarks from the stage. Get brand visibility at breakfast station.

Sponsorship includes:

- ▶ Table decor or branded giveaway item.
- ▶ Signature dessert (possible added cost).
- ▶ On-stage facilitation of brief and fun icebreaker question or quiz, and giveaway.
- ▶ Chair drop with your valuable marketing material.

Investment: \$3,800 (Member pricing).
Non-member investment: \$4,900.

EXHIBIT BRANDING STATIONS

12 available.

Sponsorship includes:

- ▶ Space for a pop-up display (approx 3'x8').
- ▶ High top table and two chairs—ideal for making business connections and setting meetings.

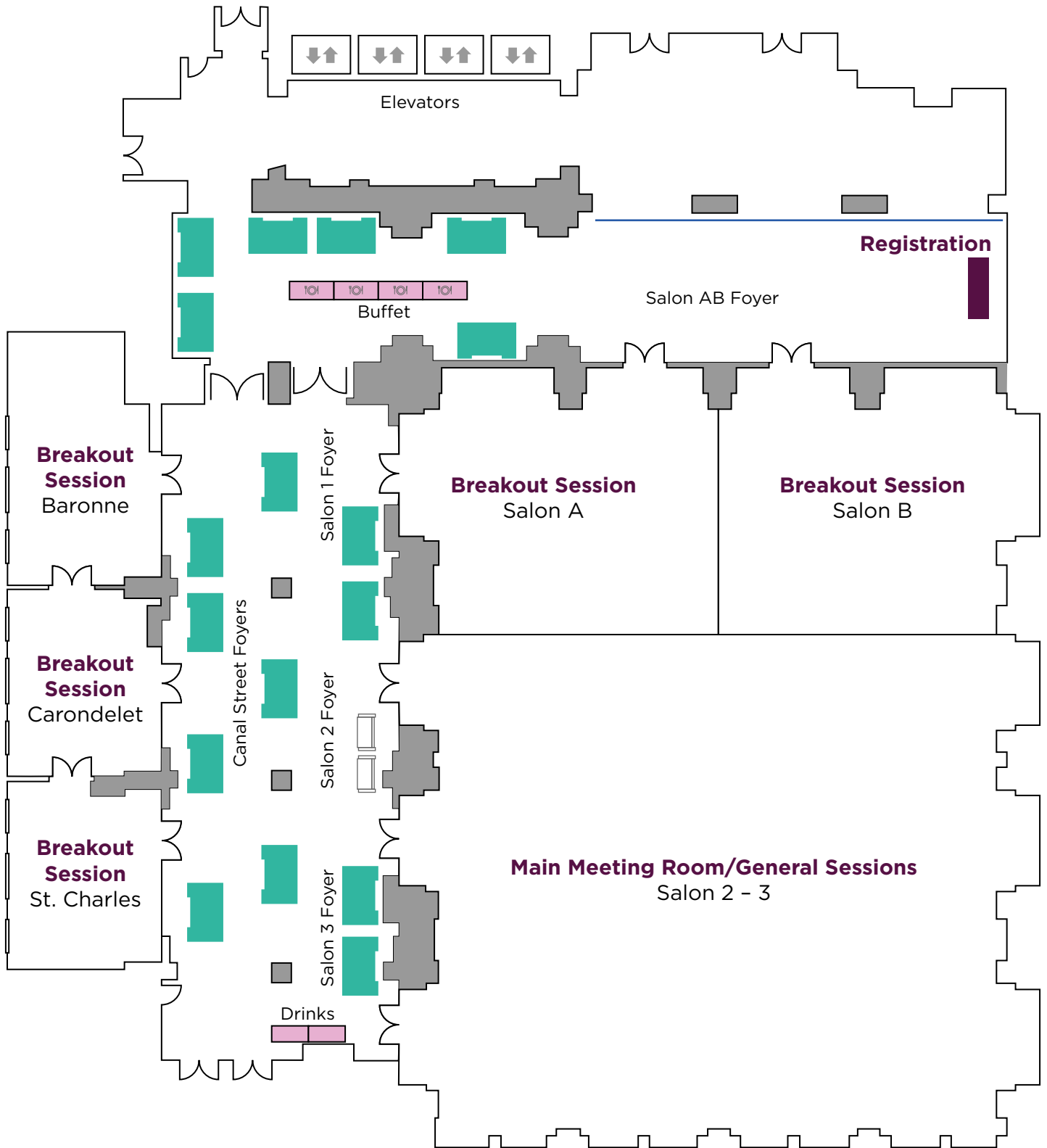
Branding Station pricing: \$2,700 (Member pricing).
Non-member investment: \$3,600.

Custom sponsorships available.

For details contact Sales Director Weston Kalogeridis at Weston@kalomedia.com or Managing Director, SIIA Media Tony Silber at Tsilber@siia.net.

FLOOR PLAN

Ritz Carlton New Orleans



SPONSORSHIP OPPORTUNITIES

The BIMS Lounge Sponsorship

Member: \$9,200 Nonmember: \$13,000

Pre-conference Workshops

Single workshop

Member: \$5000 Nonmember: \$7,000

Sole sponsorship of all pre-conference workshop

Member: \$15,000 Nonmember: \$21,500

Opening Night Reception

Member: \$X,X00 Nonmember: \$XX,000

Main Stage Presentation Sponsors

Please select:

Day 1 Morning

Member: \$6,000 Nonmember: \$7,800

Day 1 Afternoon

Member: \$6,000 Nonmember: \$7,800

Day 2 Morning

Member: \$6,000 Nonmember: \$7,800

Day 2 Closing

Member: \$6,000 Nonmember: \$7,800

Industry Insights Speed Talks (4 available)

Member: \$5,500 Nonmember: \$7,000

B2B & B2C Media Awards

Member: \$6,000 Nonmember: \$7,800

Lunch Sponsorship

Member: \$8,200 Non-member: \$11,500

Happy Hour and Big Easy Bash Sponsorships

Contact Weston Kalogeritis for additional information,
Weston@Kalomedia.com

Roundtables Sponsorship

Day 1

Member: \$2,900 Nonmember: \$3,800

Day 2

Member: \$2,900 Nonmember: \$3,800

Track Sponsorships (3 available)

Please select:

Executive Leadership Track

Member: \$8,200 Nonmember: \$11,900

Media Technologies and Enterprise Optimization

Member: \$8,200 Nonmember: \$11,900

Revenue and Audience Marketing

Member: \$8,200 Nonmember: \$11,900

Networking Break Sponsorship

Member: \$6,000 Non-member: \$7,800

Badge/Lanyard Sponsorship

Member: \$4,900 Nonmember: \$6,400

App Sponsorship

Member: \$10,500 Nonmember: \$13,000

Program Quick-Guide Sponsorship

Member: \$4,900 Nonmember: \$6,400

WiFi Sponsor Sponsorship

Member: \$4,900 Nonmember: \$6,400

Breakfast Sponsorship

Member: \$3,800 Nonmember: \$4,900

Exhibit Stand/Branding Station

(Exhibit space includes high top and chairs,
space for banner stand) Booth No. _____

Member: \$2,700 Nonmember: \$3,600

AUTHORIZING REPRESENTATIVE

Organization Name _____

Contact Name _____

Address _____

City/State/Zip _____

Phone _____ Email _____

Upon receipt of this Agreement, SIIA (parent company of SIIA Media) will issue an invoice for the total amount due. Payment can be issued to SIIA via credit card or wire transfer (ACH). Our accounting department will contact you to receive the necessary payment information.

Total _____ Complete payment due by Jan. 31, 2025 Pay by wire transfer (ACH) Pay by credit card

SIIA Media BIMS 2025 EVENT SPONSORSHIP AGREEMENT

This Sponsorship Agreement (“Agreement”), dated as of _____, 2025 (the “Effective Date”), is by and between the Software & Information Industry Association (“Organizer” or “SIIA”), and _____. (“Sponsor”). SIIA is holding SIIA Media’s Business Information & Media Summit in New Orleans, March 26-28, 2025. Sponsor would like to promote its brand at the event. The parties therefore agree as follows:

1. **Definitions.** For purposes of this Agreement, the following terms have the following meanings:

“Confidential Information” means information in any form or medium (whether oral, written, electronic, or other) that a party (as a Disclosing Party) considers confidential or proprietary, including trade secrets, technology, information pertaining to business operations and strategies, and information pertaining to customers, pricing, and marketing, in each case to the extent it is: (a) if disclosed in writing or other tangible form or medium, marked “confidential” or “proprietary” or (b) if disclosed orally or in other intangible form or medium, identified by the Disclosing Party or its Representative as confidential or proprietary when disclosed and summarized and marked “confidential” or “proprietary” in writing by the Disclosing Party or its Representative within ten (10) days after disclosure. With respect to each party, the terms of this Agreement are Confidential Information of the other party.

“Event” means SIIA Media’s Business Information & Media Summit

“Event Collateral” means products or merchandise bearing an Organizer Mark, either alone or together with a Sponsor Mark, for distribution at or in connection with the Event.

“Event Materials” means materials presented, distributed, or otherwise provided by Organizer or any other person or entity at or in connection with the Event.

“Law” means any statute, law, ordinance, regulation, rule, code, order, constitution, treaty, common law, judgment, decree, other requirement, or rule of law of any federal, state, local or foreign government, or political subdivision thereof, or any arbitrator, court, or tribunal of competent jurisdiction.

“Mark” means any trademark, trade name, service mark, design, logo, domain name, or other indicator of the source or origin of any product or service.

“Person” means an individual, corporation, partnership, joint venture, limited liability entity, governmental authority, unincorporated organization, trust, association, or other entity.

“Representatives” means, with respect to a party, such party’s officers, employees, consultants, and legal advisors.

“Sponsor Materials” means the sponsor marks and any other materials presented, distributed, or otherwise provided by Sponsor at or in connection with the Event.

“Sponsorship Fee” is the nonrefundable fee payable by Sponsor to Organizer under this Agreement in the amount of \$ _____ USD. This sponsorship fee reflects Sponsors current SIIA / SIIA Media membership status, as noted in the space reservation order on page 1.

“Territory” means worldwide.
2. **Sponsorship.** Organizer and Sponsor have formed a sponsorship agreement with respect to the Event. Sponsor agrees that Organizer assumes no obligations under this Agreement until the Sponsorship Fee is received, and that it will be received

no more than **30 calendar days** from Sponsor’s receipt of an invoice. The parties agree that an invoice sent to the email address of Sponsor’s signatory is presumed delivered.

3. **Sponsorship Benefits.** In consideration of Sponsor’s payment of the Sponsorship Fee and other good and valuable consideration, Organizer will provide Sponsor with the Sponsorship Benefits set forth in Appendix A.
4. **Sponsorship Fee and other Sponsor Obligations.** In consideration of and subject to Organizer’s provision of the Sponsorship Benefits and other undertakings hereunder, Sponsor will: pay Organizer the Sponsorship Fee. The parties will, on a timely basis, perform the other obligations as may be set forth in Appendix A.
5. **License Grants.**
 - a. Sponsor hereby grants Organizer, and Organizer hereby accepts, a non-exclusive, non-transferable, non-sublicensable right and license to use the Sponsor Marks in the Territory solely as necessary to provide the Sponsorship Benefits during the Term.
 - b. Organizer hereby grants Sponsor, and Sponsor hereby accepts, a non-exclusive, non-transferable, non-sublicensable right and license to use the Organizer Marks in the Territory during the Term: (i) in its advertising, marketing, and promotional materials in all formats and media, including on its website, mobile apps, and social marketing pages on third-party websites and mobile apps, to identify and promote its association with and its status as a sponsor of the Event; and (ii) on Event Collateral that Sponsor is obligated or otherwise permitted to create and distribute at or in connection with the Event. This license does not extend to Sponsor’s use of Organizer’s marks, including, SIIA, AMP Network, or any confusing use thereof, at any event Sponsor may hold during the Event that is directed at the Event’s attendees, unless such use is expressly approved in advance by Organizer in writing.
 - c. Each party will use the other party’s Marks solely in accordance with the other party’s trademark usage guidelines and quality control standards as the same may be updated from time to time. If either party is notified in writing by the other party that any use does not so comply, such party will immediately remedy the use to the satisfaction of the other party or terminate such use. Neither party will use, register, or attempt to register in any jurisdiction any Mark that is confusingly similar to or incorporates any of the other party’s Marks. All uses of a party’s Marks, and all goodwill associated therewith, will inure solely to the benefit of such party, and each party will retain all right, title, and interest in and to its Marks.
6. **Event Obligations.** Organizer will, at its sole cost and expense:
 - a. create, program, advertise, market, promote, produce, and manage the Event as described in Appendix A;
 - b. notify Sponsor promptly in writing of any planned or anticipated material changes to the Event;
 - c. on a timely basis secure, and throughout the Event fully comply with, all licenses, permits, and approvals required by applicable Law in connection with the Event; and
7. **Term.** The term of this Agreement commences as of the Effective Date and, unless terminated earlier pursuant to any express provisions of the Agreement, will continue in effect until ten (10) days after completion of the Event (the “Term”).

Sponsors Initials: _____

SIIA Media BIMS 2025 EVENT SPONSORSHIP AGREEMENT

8. Termination.

- a. Either party may terminate this Agreement, immediately upon written notice to the other party if: (i) the other party materially breaches this Agreement, and such breach: (A) is incapable of cure; or (B) being capable of cure, remains uncured ten (10) days after the non-breaching party provides the breaching party with written notice thereof; or (ii) the other party: (A) becomes insolvent or is generally unable to pay, or fails to pay, its debts as they become due; (B) files or has filed against it a petition for voluntary or involuntary bankruptcy or otherwise becomes subject, voluntarily or involuntarily, to any proceeding under any domestic or foreign bankruptcy or insolvency law; (C) makes or seeks to make a general assignment for the benefit of its creditors; or (D) applies for or has appointed a receiver, trustee, custodian, or similar agent appointed by order of any court of competent jurisdiction to take charge of or sell any material portion of its property or business.
- b. On expiration or earlier termination of this Agreement: (i) all licenses granted hereunder will also terminate and each party will immediately cease using the other party's Marks; (ii) the parties will be relieved of their respective further obligations under Section 3 and Section 4. Nothing in the foregoing prevents the parties from using each others' marks to demonstrate their past affiliation with the Event.
- c. The provisions set forth in the following Sections, and any other right or obligation of the parties in this Agreement that, by its nature, should survive termination or expiration of this Agreement, will survive any expiration or termination of this Agreement: Section 9, this Section 8 (c), Section 9, Section 10, Section 11, and Section 13.

9. Representations and Warranties.

- a. Each party represents and warrants to the other party that: (i) it is duly organized, validly existing, and in good standing as a corporation or other entity as represented herein under the laws and regulations of its jurisdiction of incorporation, organization, or chartering; (ii) it has the full right, power, and authority to enter into this Agreement, to grant the rights and licenses granted hereunder, and to perform its obligations hereunder; (iii) the execution of this Agreement by its representative whose signature is set forth at the end hereof has been duly authorized by all necessary corporate action of the party; and (iv) when executed and delivered by both parties, this Agreement will constitute the legal, valid, and binding obligation of such party, enforceable against such party in accordance with its terms.
- b. Organizer further represents and warrants that the Organizer Marks and Sponsor's use thereof in strict accordance with this Agreement will not infringe, misappropriate, or otherwise violate any rights of any third party.
- c. Sponsor further represents and warrants that the Sponsor Marks and Organizer's use thereof without alteration and otherwise strictly in accordance with this Agreement will not infringe, misappropriate, or otherwise violate any rights of any third party.

10. Indemnification.

- a. Organizer will indemnify, defend, and hold harmless Sponsor and its officers, directors, employees, agents, successors, and assigns (each, a "Sponsor Indemnitee") from and against any and all losses, damages, liabilities, deficiencies, claims, actions, judgments, settlements, interest, awards, penalties, fines, costs, or expenses of whatever kind,

including reasonable attorneys' fees, the cost of enforcing any right to indemnification hereunder, and the cost of pursuing any insurance providers (collectively, "Losses"), resulting from any claim, suit, action, or proceeding (each, an "Action") arising out of or related to: (i) the Event, including Organizer's advertising, marketing, or promotion of the Event, the Organizer Marks and Event Materials; (ii) any use, presentation, display, or distribution of Sponsor Materials in a manner not expressly permitted by this Agreement; or (iii) Organizer's breach of any representation, warranty, covenant, or obligation of Organizer under this Agreement.

- b. Sponsor will indemnify, defend, and hold harmless Organizer and Organizer's affiliates, and each of their respective officers, directors, employees, agents, successors, and assigns (each, an "Organizer Indemnitee") from and against all any and all Losses resulting from any Action arising out of or related to: (i) the Sponsor Materials, solely as used, presented, displayed, and distributed without alteration and otherwise in strict compliance with this Agreement or (ii) Sponsor's breach of any representation, warranty, covenant, or obligation of Sponsor under this Agreement.

11. Confidentiality.

- a. In connection with this Agreement, each party (for purposes of this Section 11, the "**Disclosing Party**") may disclose or make available Confidential Information to the other party (for purposes of this Section 11, the "**Receiving Party**"). As a condition to being provided with any disclosure of or access to the Disclosing Party's Confidential Information, the Receiving Party will: (i) not access or use the Disclosing Party's Confidential Information other than as necessary to exercise its rights or perform its obligations under this Agreement; (ii) not use the Disclosing Party's Confidential Information, directly or indirectly, in any manner to the detriment of the Disclosing Party or to obtain any competitive benefit with respect to the Disclosing Party; (iii) not disclose or permit access to Confidential Information other than to its Representatives who: (A) need to know such Confidential Information for purposes of the Receiving Party's exercise of its rights or performance of its obligations under and in accordance with this Agreement; (B) have been informed of the confidential nature of the Confidential Information and the Receiving Party's obligations under this Section 11; and (C) are bound by confidentiality and restricted use obligations at least as protective of the Confidential Information as the terms set forth in this Section 11; and (iv) safeguard the Confidential Information from unauthorized use, access, or disclosure using at least the degree of care it uses to protect its similarly sensitive information and in no event less than a reasonable degree of care. The Disclosing Party is responsible for ensuring its Representatives' compliance with, and will be liable for any breach by its Representatives of, this Section 11.

- b. Confidential Information does not include information that: (i) was already known to the Receiving Party without restriction on use or disclosure prior to its receipt of or access to such information in connection with this Agreement; (ii) was or becomes generally known by the public other than by breach of this Agreement by, or other wrongful act of, the Receiving Party or any of its Representatives; (iii) was or is received by the Receiving Party from a third party who was not or is not, at the time of such receipt, under any obligation to the Disclosing Party or any other Person to maintain the confidentiality of such information; or (iv) was or is independently developed by the Receiving Party without reference to or use of any of the Disclosing Party's Confidential Information.

Sponsors Initials: _____

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12. Force Majeure; COVID.

a. Neither party will be liable or responsible to the other party, or be deemed to have defaulted under or breached this Agreement, for any failure or delay in fulfilling or performing any term of this Agreement, when and to the extent such failure or delay is caused by any: (i) acts of God; (ii) flood, fire, or explosion; (iii) war, terrorism, invasion, riot, or other civil unrest; (iv) embargoes or blockades in effect on or after the date of this Agreement; (v) national or regional emergency; (vi) strikes, labor stoppages or slowdowns, or other industrial disturbances; (vii) passage of law or governmental order, rule, regulation, or direction, or any action taken by a governmental or public authority, including but not limited to imposing an embargo, export or import restriction, quota, or other restriction or prohibition; or (viii) national or regional shortage of adequate power, telecommunications, or transportation facilities (each of the foregoing, a "**Force Majeure**"), in each case, provided that (A) such event is outside the reasonable control of the affected party; (B) the affected party provides prompt notice to the other party, stating the period of time the occurrence is expected to continue; and (C) the affected party uses diligent efforts to end the failure or delay and minimize the effects of such Force Majeure.

b. The parties acknowledge and agree that as of the Effective Date there is a global pandemic taking place involving COVID-19, as announced by the World Health Organization in March 2020. The parties acknowledge that there is no reliable information or data available to provide any reasonable expectation as to when the COVID-19 pandemic will likely subside in and around the location of the Event, the home countries of the parties, and the home countries of the Event attendees, or whether and to what extent the pandemic will interfere with the Event. The parties agree to the following additional terms related solely to COVID-19:

i. If there are pandemic-related U.S. or other government (local or national) imposed restrictions or recommendations applicable to attendees of the Event, such as those that might apply to the venue at which the Event will be held within the 60 days prior to the Event dates, or if there are recommendations or travel advisories issued by the U.S. Centers for Disease Control and Prevention or similar foreign government entities advising against non-essential travel to the Event location, Organizer may, in its sole discretion, cancel or postpone the Event. If the Event is postponed, the Sponsorship Fee shall entitle Sponsor to a sponsorship of similar value when the Event is rescheduled.

Alternatively, Sponsor may choose to receive a credit in the amount of the Sponsorship Fee to apply to any in-person, virtual or hybrid event organized by SIIA occurring in the subsequent two (2) years following the date Sponsor is notified by SIIA of such postponement or cancellation.

ii. Regardless when the Event is cancelled due to a valid Impossibility / force majeure occurrence or due to pandemics or epidemics concerns, as outlined by the World Health Organization, Organizer agrees to negotiate promptly and in good faith with the Sponsor in an effort to find other events.

13. **General.** Upon a party's reasonable request, the other party will, at such other party's sole cost and expense, execute and deliver all such documents and instruments, and take all such further actions, necessary to give full effect to this Agreement.

The relationship between the parties is that of independent contractors. Nothing contained in this Agreement will be construed as creating any agency, partnership, joint venture, or other form of joint enterprise, employment, or fiduciary relationship between the parties, and neither party will have authority to contract for or bind the other party in any manner whatsoever.

14. **Data rights.** Provided that Sponsor executes the applicable Standard Contractual Clauses required by EU Law, if applicable, Organizer may supply sponsor with registrant information for the Event for those registrants that have consented to having their information shared. Contingent on the execution of such clauses or if the parties determine that EU law does not require their execution, Sponsor shall have a limited right to use such information for its own internal marketing purposes, but shall not have the right to transfer such registrant information to any third party except as may be allowed by the terms of the applicable Standard Contractual Clauses.

15. **Use of Marks.** Neither party will issue or release any announcement, statement, press release, or other publicity or marketing materials relating to this Agreement or use the other party's Marks except as expressly permitted under this Agreement or with the prior written consent of the other party, which will not be unreasonably withheld or delayed.

16. **Notice.** All notices, requests, consents, claims, demands, waivers, and other communications hereunder must be in emailed to the email address set forth in the signature block of this Agreement. Such notices will be deemed effectively given when sent if sent during the addressee's normal business hours, and on the next business day, if sent after the addressee's normal business hours.

17. **Entire Agreement.** This Agreement constitutes the entire agreement of the parties with respect to the subject matter contained herein, and supersedes all prior and contemporaneous understandings, agreements, representations, and warranties, both written and oral, with respect to such subject matter.

18. **Nondelegation.** Neither party may assign or otherwise transfer any of its rights, or delegate or otherwise transfer any of its obligations or performance, under this Agreement, in each case whether voluntarily, involuntarily, by operation of law, or otherwise, without the other party's prior written consent, which consent such other party will not unreasonably withhold or delay, provided, however, that Sponsor may assign or otherwise transfer all or any of its rights, and delegate or otherwise transfer all or any of its obligations or performance, under this Agreement without Organizer's consent to the successor to all or substantially all of its business to which this Agreement relates. No delegation or other transfer will relieve the delegating or transferring party of any of its obligations or performance under this Agreement. Any purported assignment, delegation, or transfer in violation of this paragraph is void.

19. **Binding on Successors; Third Party Beneficiaries Disclaimed.** This Agreement is binding upon and inures to the benefit of the parties hereto and their respective permitted successors and assigns. Except as may be expressly required by the General Data Protection Regulation, this Agreement is for the sole benefit of the parties hereto and their respective permitted successors and permitted assigns and nothing herein, express or implied, is intended to or will confer upon any other Person any legal or equitable right, benefit, or remedy of any nature whatsoever, under or by reason of this Agreement.

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- 20. **Amendment and Waiver.** No amendment to or modification of this Agreement is effective unless it is in writing and signed by each party. No waiver by any party of any of the provisions hereof will be effective unless explicitly set forth in writing and signed by the party so waiving. Except as otherwise set forth in this Agreement, no failure to exercise, or delay in exercising, any rights, remedy, power, or privilege arising from this Agreement will operate or be construed as a waiver thereof; nor will any single or partial exercise of any right, remedy, power, or privilege hereunder preclude any other or further exercise thereof or the exercise of any other right, remedy, power, or privilege.
- 21. **Illegality.** If any provision of this Agreement is invalid, illegal, or unenforceable in any jurisdiction, such invalidity, illegality, or unenforceability will not affect any other term or provision of this Agreement or invalidate or render unenforceable such term or provision in any other jurisdiction. Upon such determination that any term or other provision is invalid, illegal, or unenforceable, the parties hereto will negotiate in good faith to modify this Agreement so as to effect the original intent of the parties as closely as possible in a mutually acceptable manner in order that the transactions contemplated hereby be consummated as originally contemplated to the greatest extent possible.

- 22. **Governing Law.** This Agreement is governed by and construed in accordance with the internal laws of the State of District of Columbia without giving effect to any choice or conflict of law provision or rule that would require or permit the application of the laws of any jurisdiction other than those of the District of Columbia Any legal suit, action, or proceeding arising out of or related to this Agreement or the licenses granted hereunder will be instituted exclusively in the federal courts of the United States or the courts of the District of Columbia and each party irrevocably submits to the exclusive jurisdiction of such courts in any such suit, action, or proceeding.
- 23. **Jury Trial Waived.** Each party irrevocably and unconditionally waives any right it may have to a trial by jury in respect of any legal action arising out of or relating to this Agreement or the transactions contemplated hereby. If any action, suit, or other legal or administrative proceeding is instituted or commenced by either party hereto against the other party arising out of or related to this Agreement, the prevailing party will be entitled to recover its reasonable attorneys' fees and court costs from the non-prevailing party. This Agreement may be executed in counterparts, each of which is deemed an original, but all of which together are deemed to be one and the same agreement.

Signature Page to Follow

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date first above written.

SIIA

By

Name: Tim Childress _____
Title: CFO
Email: tchildress@siia.net

Sponsor

By: _____

Name: _____

Title: _____

Email: _____

Date signed: _____

Notes: