COLLABORATE 2020
The Viewpoint Virtual User Conference

Sponsorship & Exhibition Opportunities

Collaborate
The Viewpoint User Conference

SAVE THE DATE:
September 22 – 23, 2020
Welcome to a Virtual Collaborate!

Viewpoint’s Collaborate is the premier construction technology conference, drawing in thousands of construction operations, field and technology professionals, responsible for billions in revenue, thousands of employees and scores of projects. Out of concern for the safety of our customers, employees and partners, we have decided to make Collaborate a virtual event in 2020.

That said, we’re still very excited to bring us all together on September 22-23 in an exciting online format. Collaborate will be open to the whole construction industry, with content ranging from panels on diversity & inclusion to successful change management tactics. And, we are offering it FREE of charge in 2020. Together with our attendees, we will address today’s toughest challenges, extend product knowledge and help connect attendees with partners and sponsors online — all from the comfort and safety of home.

The theme for this year’s event is “Better Building Through Smarter Data,” signifying the need to work across the construction ecosystem to gather and analyze data to gain better insights and modernize how we build the world.

From the field to the boardroom, we create, collect and analyze data every day. Today, we can use those insights to run our businesses with lower risk and greater margins.

To support this broad need, we are inviting the whole construction industry to Collaborate, a departure from years' past when customers were our primary attendees. This means thousands of customers and non-customers, representing every aspect of the construction ecosystem, will come together with Viewpoint partners & exhibitors to foster collaboration as we have never seen before.
EXPOSURE
Put your technology solutions in the spotlight—showcase your company positioning, branding, and value to an expected 8,000 construction technology users. Collaborate is the only conference to consistently draw senior-level finance decision-makers over the past 5 years and more are anticipated this year given the virtual event.

Viewpoint presents the opportunity for several different levels of exposure. With the ease of participation in the virtual event we are expecting record-breaking attendance.

ACCESS
Each conference sponsorship level provides access for your logo and link to your website in our virtual Expo Hall as well as any content describing your company and product. All exhibitors will receive the names of all booth visitors to hasten your follow-up and make lasting connections.

DIGITAL INTERACTION
Create profitable connections and new relationships by getting visibility in front of key construction decision-makers, while also maintaining and strengthening existing relationships. Chat with attendees visiting your booth, share information and set follow-up meetings.
## Sponsorship Opportunities

<table>
<thead>
<tr>
<th></th>
<th>Partner Program Members</th>
<th>Non-Viewpoint Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GOLD</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Premium Logo Placement on exhibitor page</td>
<td>$4,000</td>
<td>$6,000</td>
</tr>
<tr>
<td>Contact information of attendees who visited your booth</td>
<td>Plus all the opportunities listed below</td>
<td></td>
</tr>
<tr>
<td><strong>SILVER</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>MidTier Logo Placement on exhibitor page</td>
<td>$3,000</td>
<td>$4,500</td>
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<td>Contact information of attendees who visited your booth</td>
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<tr>
<td><strong>BRONZE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lower Logo Placement on exhibitor page</td>
<td>$2,500</td>
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**INCLUDED IN ALL SPONSORSHIPS**

- Virtual booth with Logo Banner (please include high resolution image file of your logo)
- Chat feature for attendees to engage sponsors (sponsor responsible for staffing chat on conference days)
- Link to sponsor website
- Content describing your solution - handouts & other media welcome. Include company description and/or description of any integration with Viewpoint, if applicable.
- Short Video overview of your product/solution (please provide embed code to the video)
- Name, title, company and email address of attendees who visited your booth

### Additional Opportunities:

<table>
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<tr>
<th><strong>LOGO INCLUSION in EMAIL SEND</strong></th>
<th>Logo inclusion in an email advertising the conference and promoting registration. Logo will link to your website.</th>
<th>4 Available</th>
<th>$2,000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LOGO PLACEMENT ON CONFERENCE HOME PAGE</strong></td>
<td>Recognition on the main conference page with Logo and link directly to booth.</td>
<td>6 Available</td>
<td>$2,000</td>
</tr>
<tr>
<td><strong>WELCOME RECEPTION</strong></td>
<td>Recognition on the page of the event as well as a shout out as a sponsor during the Welcome Reception Event.</td>
<td>1 Available</td>
<td>$5,000</td>
</tr>
<tr>
<td><strong>SPONSOR BADGE GAME</strong></td>
<td>Drive booth traffic by becoming one of the exclusive partners in the Sponsor Badge Game. Attendees will receive a sponsor badge and points for prizes for visiting your booth.</td>
<td>12 Available</td>
<td>$2,000</td>
</tr>
<tr>
<td><strong>LOGO ONLY (NON EXHIBITOR)</strong></td>
<td>Your logo with a link to your WebSite will be featured on the bottom of the Exhibitor Page. Logo only on bottom of Exhibitor Page</td>
<td>12 Available</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

If you would like more information on Exhibiting/ Sponsorship please email [events@viewpoint.com](mailto:events@viewpoint.com)
2020 Sponsorship Application & Contract

PRE-CONFERENCE LOGISTICS INFORMATION - Return Completed Application & Contract via e-mail, or you can fill this out electronically and submit here and e-mail high resolution image file* of your company logo to Events@Viewpoint.com - Please Note: The person listed below will receive all sponsorship correspondence

NAME

TITLE

EMAIL

COMPANY NAME

PUBLICITY NAME

PHYSICAL ADDRESS (NO P.O. BOXES)

CITY

STATE

ZIP

COUNTRY

PHONE NUMBER

SPONSORSHIP PRICING

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SPONSORSHIP ADD ON

Please check which additional sponsorship items you are interested in.

LOGO INCLUSION IN EMAIL SEND $2,000

RECOGNITION MAIN CONFERENCE PAGE $2,000

WELCOME RECEPTION $5,000

SPONSOR BADGE GAME $2,000

LOGO ONLY NON-EXHIBITOR $1,000

LOGO REQUIREMENTS

*Please send your highest resolution logo
Your logo image must be 300 dpi/ppi or greater and at least 4 inches on longest side. Acceptable formats are: EPS, PDF, JPG, TIF
If sending web resolution, your image must be 72ppi minimum and at least 8 inches on longest side. Acceptable formats are: JPG, PNG

PAYMENT AND CANCELLATION POLICY: Full payment must be received by September 1, 2020. All exhibit and sponsor fees are non-refundable. No refunds will be given on cancellations.

SPONSOR ACCEPTANCE: By signing this contract, I affirm that I am a duly authorized agent of my organization, that I have the authority to complete and submit this application, and that my organization agrees to all the terms and conditions contained in the prospectus, sponsorship application, and contract. By signing this contract, I acknowledge that I am responsible for payment.

NAME

TITLE

SIGNATURE

DATE
7. INDEMNIFICATIONS
Sponsor shall indemnify, defend, and hold Viewpoint and its directors, officers, employees, and agents harmless from any and all claims, demands, suits, liabilities, damages, losses, costs (including reasonable attorneys’ fee and expenses) which result from or arise out of Sponsor's or its employees or agent's participation at the Event. Except that the foregoing indemnity shall not apply, and Sponsor shall not be liable for, any of the same which result or arise from gross negligence or willful misconduct of Viewpoint or its employees or agents.

8. LIMITATION OF LIABILITY
Except for Sponsor's indemnification obligations under Section 7, neither party shall in any way be liable for any lost profits or any incidental, special, indirect, punitive, or consequential damages in any way arising out of or relating to this Contract, regardless of the form or theory of action and even if advised of the possibility of such potential loss or damage. Except for Sponsor's indemnification obligations under Section 7, in no event shall either party's liability exceed amounts paid by Sponsor to Viewpoint hereunder.

9. VIOLATION OF RULES AND REGULATIONS
Any violation of the terms and conditions of this Contract or other rules or guidelines that Viewpoint provides or makes available to Sponsor in connection with this Event, may result in the termination of the Sponsor's participation in the Event. Termination for breach of this Contract by Sponsor will result in forfeit of all monies paid.

10. GOVERNING LAWS
This Contract is governed by the laws of the state of Oregon. Sponsor waives any right to assert lack of personal or subject matter jurisdiction and agrees that venue properly lies in Portland, Oregon.

11. VIEWPOINT PARTNERS
If the Sponsor is a member of a Viewpoint partner program, Sponsor must be current on all program fees payable under the partner program in order to sponsor at the Event.

12. PAYMENT
Viewpoint will submit an invoice to Sponsor for the sponsorship fee upon execution of this Contract. Sponsor agrees to pay the invoice upon receipt. If payment is not received by September 1st, 2020, Viewpoint reserves the right to cancel Sponsor's participation in the Event.

TERMS AND CONDITIONS

1. ASSIGNMENT OF VIRTUAL SPACE
While doing our best to provide Sponsors with the best available virtual booth placement in the virtual exhibitor/sponsor area, Viewpoint reserves the right to assign all virtual booth space at its sole discretion and may modify assigned virtual booth space as needed. The virtual booth space is non-transferable by Sponsor.

2. USE OF SPONSORSHIP AND VIRTUAL SPACE
Sponsor agrees that the sponsorship is only to be used by the company whose name appears on this Application and Contract. Viewpoint reserves the right to refuse Sponsor's request for other sponsorships at future events if the Sponsor leaves or fails to occupy the chat function during established exhibition hours.

3. CANCELLATION
Exhibitor and Sponsorship fees are non-refundable.

4. CONDUCT AND STANDARDS
Sponsor shall require that its employees and agents conduct themselves at all times in accordance with normal standards of decorum and good taste. Viewpoint reserves the right to require Sponsors and its employees or agents to cease any action or behavior that creates a nuisance or is offensive to other attendees at the Event.

5. LICENSES AND APPROVALS
Sponsor is solely responsible for obtaining any licenses or permits required for its participation at the Event. Sponsor is solely responsible for obtaining any permissions, approvals, releases, or licenses necessary to use or display any literary or artistic works, trademarks or logos, or other content, images, or materials in connection with its participation at the Event.

6. COMPLIANCE WITH LAWS
Sponsor shall, and shall require that its employees and agents, abide by all applicable federal, state, and local laws in connection with its participation at the Event.

8. RELEASE
Sponsor expressly assumes all risks and responsibilities for Sponsor's participation at the Event, and Sponsor further releases and discharges Viewpoint for claims of liability by Sponsor arising out of its participation at the Event, excluding any injury, loss, or damage arising from the gross negligence or willful misconduct of Viewpoint or its employees or agents.