

IDUG 2024 NA Exhibit and Marketing Opportunities
Your Expertise. Our Audience.

Charlotte, NC | June 23-27, 2024

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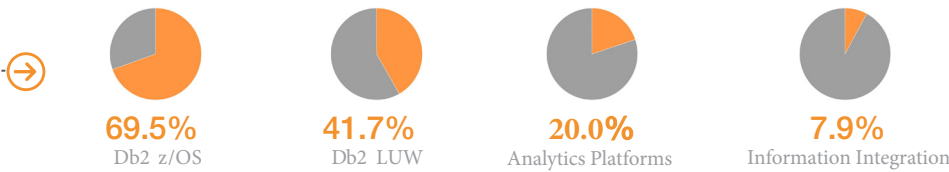


→ **Who are IDUG Db2 Tech Conference Attendees***

Top Five Industries



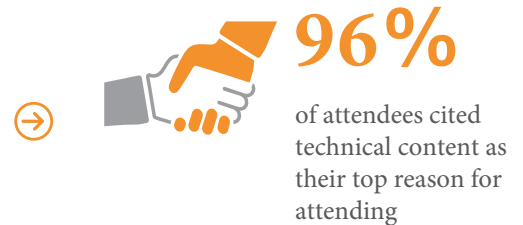
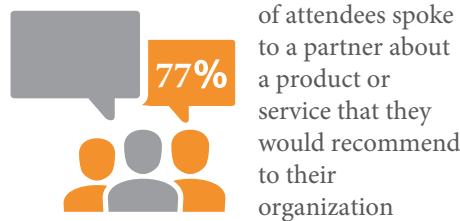
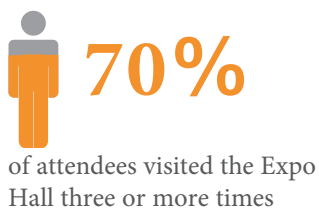
Top four types of Db2 Attendees Use



Tracks included:

- z/OS AppDev
- LUW Cross Platform

→ **At the Expo Hall****



→ **What is IDUG?**

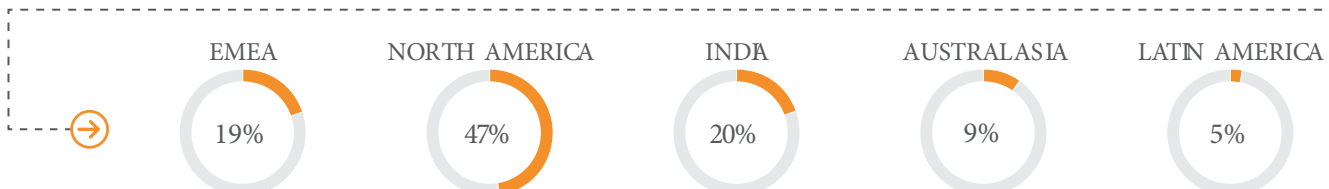
The International Db2 Users Group (IDUG®) is the leading independent, user-driven community that provides a direct channel to thousands of professional Db2 users across the globe.

IDUG HAS MORE THAN

→ **14,750**

MEMBERS GLOBALLY

IDUG has regional users in more than **115** countries around the world



*Numbers in this section are based on recent conference surveys from an in-person NA event.

IDUG 2024 North America Db2 Tech Conference Sponsor Benefits At-a-Glance

Charlotte, NC / June 23-27, 2024

CORE BENEFITS	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR	EXHIBIT BOOTH
<i>Price</i>	\$29,700	\$21,450	\$15,950	\$8,250	\$3,850
<i>Booth Size</i>	25' x 25'	20' x 10'	15' x 10'	10' x 10'	10' x 10'
Company Logo in Partner Directories in print, online and in event mobile app	✔	✔	✔	✔	✔
Permission to Host Raffles	✔	✔	✔	✔	✔
Logo Displayed on Conference Signage	✔	✔	✔	✔	✔
Option to Add Paper Insert in Conference Bag	✔	✔	✔	✔	
Logo in Conference Emails	✔	✔	✔		
Option to add Branded item to Conference Bag	✔	✔			
Push Notification Scheduled in Mobile App	3	2	1		
Rotating banner ad at www.IDUG.org	12 months	6 months	3 months	1 month	
Complimentary Conference Passes for Sales Reps	1 free pass per 3 customers paid	1 free pass per 4 customers paid	1 free pass per 5 customers paid	1 free pass per 5 customers paid	
Conference participant opt-in list post-event	First and last name, company, mailing address with city and state	First and last name, company, city and state	Company		
VIP Passes	5	3	1		
Included Benefits <small>(see list on page 2)</small>	2 exclusive 2 enhanced 1 extra	1 exclusive 1 enhanced 1 extra	1 enhanced 1 extra	1 extra	

Must be bronze level or above to add a la carte options.

Exclusive Benefits — sold a la carte for \$5,500

- Reception Sponsor
- Partner Presentation (PSP)
- Conference Bag (must be Platinum or Gold Sponsor)
- Attendee Badge Sponsor
- Water Bottle Sponsor
- Notebook Sponsor
- Keynote Chair Drop
- In-Conference (during the event) Email to Attendees

Enhancements — sold a la carte for \$1,650

- Break Sponsor
- Post-Conference Email to Attendees
- Water Cup Sponsor
- Pen Sponsor
- Sponsored Blog Post
- Promotion of Webinar or Podcast to Attendees in eBulletin (IDUG monthly member newsletter)

Extras — sold a la carte for \$550

- Passport to Prizes Game Participation
- Mobile App Push Notification
- One-Month Banner Ad at www.IDUG.org
- Sponsored Tweet



IDUG 2024 North America Db2 Tech Conference

Sponsor Contract



Please print or type neatly

Full Company/Organization Name _____

Fulfillment Contact First Name _____ Last Name _____ Title _____

Address _____

City _____ State/Province _____ ZIP/Postal Code _____ Country _____

Telephone _____ Fax _____

Email _____ Web Address _____

Sponsorship Package

Exhibit Booth Only - \$3,850

Become an IDUG Sponsor:

- PLATINUM - \$29,700**
- GOLD - \$21,450**
- SILVER - \$15,950**
- BRONZE - \$8,250**

Enhance your package with a la carte Sponsor Benefits:

- Exclusives - \$550 + Quantity _____**
- Enhancements - \$1650 + Quantity _____**
- Extras - \$550 + Quantity _____**

TOTAL Package Price USD \$ _____

Next Steps

All specific benefits can be found in the IDUG 2024 NA Db2 Tech Conference Sponsor Prospectus. All benefits for a particular package from the exclusive, enhancement, or extras list are subject to availability and must be confirmed by IDUG/YCC. In accordance with the provisions of the enclosed Rules and Regulations governing participation at the IDUG 2024 North America Db2 Tech Conference, the undersigned hereby makes an application for conference participation which, when accepted by IDUG, becomes a binding contract. The undersigned also acknowledges that they have read and will abide by the enclosed Partner Participation Rules & Regulations. Please ensure that these rules and regulations are shared within our organization to the appropriate parties.

Payment Information

Total Due \$ _____

- Check/Check Number: _____**
Make check payable to IDUG. Include copy of invoice or contract.
- Credit card**
Please do not provide credit card information on this contract. Upon receipt of this contract, IDUG will email an invoice with credit card processing information.

Acknowledged by: _____

Date: _____

For (Company Name): _____

Contact Information

Please return this application to International Db2 Users Group Executive Director and YCC CEO Brian McArtan at brian@idug.org, cc: Asst. Conference Manager Brittany Butler at brittany@idug.org.

Return this application with your payment to:
International Db2 Users Group | 3112 Enterprise Drive, Wilmington, NC 28405

OFFICE USE ONLY: Date received _____ Assigned Booth # _____

- **Please read these Rules & Regulations carefully before signing the IDUG Sponsor Contract.**
- **After completing the contract, please forward these Rules & Regulations to the person(s) in charge of your participation at this conference.**
- **Vendors/consultants shall conduct themselves in an ethical manner at all times and adhere to these Rules & Regulations.**
- **IDUG reserves the right to deny admittance to the conference to any and all partners/consultants who fail to comply.**
- **Any monies due to IDUG from previous participation must be paid in full prior to IDUG confirming future participation at any of IDUG's conferences.**

The Spirit of IDUG has supported and nurtured a relationship with the partner community to provide an optimal forum in which to promote education and the exchange of technical information. To further support the partner community and the exchange of technical information, IDUG regulations governing the display and discussion of partner products reads: "In a partner Solution Presentation, or in the exhibit hall, a partner may openly discuss any product the company sells, except any database engine other than Db2." At conferences, IDUG expects partners to subscribe to high professional standards. IDUG also anticipates partners' cooperation in making a collaborative effort to achieve our educational and networking goals, as well as to support the best interests of the organization.

CONTRACT RULES & REGULATIONS

1. Assignment of Partner Exhibit Space

IDUG reserves the right to exercise its sole discretion in the acceptance or refusal of applications. Charter partner members receive first choice in selection of space and partner Solution Presentations. Charter partner members' Conference Participation Applications, including PSPs, must be received no later than the Charter partner member deadline date to be eligible for the initial partner assignments. After this date all applications received will be recorded in order of receipt and, insofar as possible, space will be assigned on a first-come, first-served basis. In the event of a conflict regarding space or other imperative conditions, IDUG shall have the right to assign space or rearrange the floor plan and/or relocate any exhibit at any time before or during the conference.

1A. Assignment of Partner Sponsorship Opportunities

IDUG shall assign all sponsorship opportunities based on the order in which requests are received until the Charter partner member deadline date.

After this date, a second and third sponsorship may be purchased, based on the order in which requests for additional sponsorship opportunities are received, subject to availability. IDUG reserves the right to cancel all or part of a sponsorship should the sponsor act outside of IDUG guidelines/approval. Companies are required to purchase exhibit space or a display table at the IDUG Products & Services Exhibition in order to be eligible for sponsorship and advertising opportunities at IDUG events.

2. Payment and Provision in Case of Default

If any partner fails to pay, when due, any sum required by the contract, or fails to observe or abide by these Rules & Regulations, IDUG reserves the right to terminate this contract immediately without refund of any monies previously paid. To confirm exhibit space, full payment must accompany the contract. No contract will be accepted without full payment.

3. Cancellation of Partner Participation

Cancellation of partner participation must be directed, in writing, to IDUG. Cancellation penalties will be assessed in accordance with the following schedule. Written cancellation postmarked on or before 90 days out from the start of the conference will be entitled to a refund of up to 50% of total participation fees. Cancellations postmarked after 90 days out from the show will not be refunded and total participation fees contracted for must be paid in full. To receive a 50% refund, cancellations in writing to IDUG must be received on or before the following dates:

2024 IDUG North America Db2 Tech Conference:
February 14, 2024

4. Cancellation/Force Majeure

If for any reason beyond IDUG's control, IDUG conferences must be canceled, shortened, delayed or otherwise altered or otherwise changed, Exhibitor understands and agrees that all losses and damages which it may suffer as a consequence thereof are its responsibility and not that of IDUG or its event manager YCC, or their respective directors, officers, employees or agents. Exhibitor understands that it may lose all monies it has paid to IDUG for space in the exhibition, as well as other costs and expenses it has incurred, including travel to the show, setup, lodging, freight, employee wages, etc.

Exhibitor, as a condition of being permitted by IDUG to be an Exhibitor in IDUG Conferences, agrees to indemnify and hold harmless IDUG and YCC, and their respective directors, officers, employees or agents, from any and all loss, which Exhibitor may suffer as a result of show cancellation, duration, delay or other alterations or changes caused in whole or in part by any reason outside IDUG's control.

5. Subletting of Partner Space and Prohibited Uses

partners and consultants are prohibited from assigning or subletting exhibit space, hospitality suites, hospitality rooms or reception areas, time slot (partner Solution Presentations), or any part of the space allotted to them. Nor shall partners/consultants exhibit, distribute, or permit to be exhibited or distributed in their space any merchandise or advertising materials which are not part of their product line, or which are not compatible with the character of IDUG. IDUG reserves the right to remove any portion of the exhibit or materials that are not in accordance with these rules.

6. Special Visual and Audio Effects

Audio, visual and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as, in the opinion of IDUG, not to interfere with the activities of other exhibitors. Demonstrations may not create noise levels objectionable to other exhibitors. All sound systems must be directed inward (as opposed to positioned on the aisles facing outward) and cannot be placed more than 36" above the exhibit floor. IDUG reserves the right to reduce or disconnect the source of any sound or attention-getting device after providing two verbal warnings.

7. Selling of Products is Prohibited

Selling of merchandise at and/or for delivery at the conference is strictly prohibited. IDUG provides display space to partners to exhibit and demonstrate products and services on the basis of their potential informational and commercial value, and not for the purpose of cash sales and/or merchandise delivery at the conference.

8. Installation of Partner Exhibits

Installation of partner exhibits may commence by the published move-in time listed in your Exhibitor Services Manual or the Quick Facts letter. All partner exhibit materials (e.g., publications, etc.), must be fully installed one half hour before the show opens, and must be contained within the designated booth space or table-top display area. After this time, no installation work will be permitted without the permission of IDUG.

9. Removal of Partner Exhibits

partner exhibits must not be dismantled or removed before the close of the show. However, all partner exhibits must be fully removed by the published move-out time listed in your Exhibitor Services Manual or Quick Facts letter. If partner exhibits are not removed by that time, IDUG reserves the right to remove such partner exhibits at the expense of the partner.

10. Exhibit Floor

Show management reserves the right to restrict or prohibit exhibits which, because of noise, method of operation, or any other reason, are objectionable or otherwise detract from or are out of keeping with the character of the Exposition as a whole. Exhibitor's employees whether full, part-time or temporary personnel hired by the exhibitor, shall conduct themselves in an ethical manner at all times.

11. Insurance and Liability

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of the actions or omissions of the exhibitors or its employees, agents, contractors, or invitees and shall indemnify, release, and hold harmless IDUG, the hotel/convention center, their employees, agents, and contractors from any and all such losses, damages, and claims, including attorneys' fees. IDUG may employ security guards and take reasonable precautions to safeguard Exhibitor's property. However, IDUG assumes no liability whatsoever for loss or damage, through any cause, of goods, hand carried items, exhibits or other materials owned, rented or leased by the Exhibitor. IDUG requires that each exhibitor maintain general public liability insurance against claims for personal injury, death, or property damage incident to, arising out of or in any way connected with the exhibitor's participation in the exhibition, in the amount of not less than \$1 million (\$1,000,000) for personal injury, death, or property damage in any one occurrence. Such insurance maintained by the exhibitor must be issued by an insurance company reasonably acceptable to IDUG, include coverage of the indemnification obligations of the exhibitor under these Rules & Regulations, and shall name IDUG as additional insured.

Each exhibitor acknowledges that it is responsible for obtaining for its protection and entirely at its expense, such property insurance for its exhibit and display materials as the exhibitor deems appropriate. Any policy providing such property insurance must contain an express waiver by the exhibitor's insurance company of any right of subrogation as to any claims against IDUG. Certificate of Insurance must name IDUG as co-insured. IDUG shall be named, as an additional insured on Exhibitor's insurance policies and Exhibitor shall provide to IDUG Certificates of Insurance indicating this status.

12. Booth Construction, Design, and Layout

Detailed rules and regulations governing the construction, height, and layout of exhibits will be included in your Exhibitor Services Manual or Quick Facts letter. Exhibit Rules & Regulations are to be considered an addendum to the partner Prospectus Rules & Regulations, and are subject to the full power and enforcement as set forth herein. All booths that exceed one standard booth size (depending on location) will be required to submit a floor plan to IDUG prior to the conference for review. If you require immediate access to the Exhibit Rules & Regulations, please contact IDUG Headquarters for a copy.

13. Shipping

Detailed information on shipping will be included in your Exhibitor Services Manual or Quick Facts letter that will be mailed to you after your conference participation and full payment has been confirmed by IDUG Headquarters.

14. Registration and Badges

All partners must register their personnel in advance. Any additions or changes in registration made during the conference must be certified by an officer of the partner's firm or by the person in charge of the company's exhibit space. Admission to the conference will be by badge only. Badges can be picked up on-site at the time of registration. Official badges must be worn at all times during the conference.

15. Entertainment of Clients and Press

Conference venue partner activities are confined to space purchased/contracted through IDUG and are prohibited in hotel/convention center public space, or common areas owned/operated by the hotel/convention center. To foster networking and partner interaction with this highly qualified audience, IDUG recommends that partner off-site activities be limited to 50 people at any given time during the conference dates. For the defined official IDUG conference dates please contact IDUG Headquarters. Attendance at all conference venue partner-sponsored activities at IDUG is open to all attendees without special invitation and is subject only to capacity and design limitations set forth by the facilities' fire and health code regulations. Admission of minors to partner receptions/hospitality areas is at the discretion of the host partner with the understanding that the partner accepts responsibility for the minors admitted. The serving of alcoholic beverages in the exhibit area by individual exhibitors or at partner Solution Presentations is prohibited.

16. Exhibit Services

IDUG, on behalf of partners, will arrange with responsible parties for various exhibit services. Complete information regarding drayage, furniture, electrical work, etc., will be furnished in the Exhibitor Services Manual or Quick Facts letter you will receive once full payment has been received.

17. Staff Recruitment

Deliberate recruiting of staff (such as posting recruitment notices, making general announcements, etc.) is specifically prohibited during the conference.

18. Care of Building and Equipment

partners or their agents shall not injure or deface the walls or floors of the building, the booths, the table tops, or the equipment of the booth. When such damage occurs, the responsible partner will be liable for payment for such damage. partner agrees to comply with any requirements of the facility, a copy of which shall be provided upon request.

19. Partner Solution Presentations

In a Partner Solution Presentation, or in the exhibit hall, a partner may openly discuss any product the company sells, except any database engine other than Db2. Only one Partner Solution Presentation can be requested 60 days out from the start date of the conference. If available, additional requests can be made after 60 days out. Charter partner members receive priority assignment for Partner Solution Presentations. Companies who are not IDUG Charter Partner Members are required to purchase exhibit space at the IDUG Products & Services Exhibition in order to be eligible for a partner Solution Presentation. Companies purchasing a Partner Solution Presentation should submit either an abstract or a full paper to be included. All Partner Solution Presentation papers are due at IDUG Headquarters no later than the listed deadlines date. All presentations must be submitted to IDUG Partner Relations Chair for review prior to the conference. If material is found that is not in keeping with the IDUG ethical standards, the partner may be required to change the presentation. IDUG will supply the following audio-visual equipment for each presentation: one LCD projector, one screen, and one wired microphone. Any additional audio-visual equipment required will be the responsibility of the partner, and not IDUG. Any handout materials or duplication thereof will be the responsibility of the partner, and not IDUG. All meeting rooms will be set theater-style with a podium in the front of the room. Should you desire a different meeting room set-up, you must submit your written request 60 days in advance to IDUG Headquarters. IDUG shall have the right to assign the specific date and time of Partner Solution Presentations. Also, in the event of a conflict regarding space or other imperative conditions, IDUG reserves the right to reassign the date and/or times of all Partner Solution Presentations at any time before or during the conference.

20. Partner/Consultant Hospitality Suites and Hospitality Areas

IDUG shall have the right to approve all partner/consultant hospitality suites and hospitality areas. Included in the booking of the hospitality suite is promotion of all partner/consultant hospitality activities in any signage. All associated costs, including additional rooms, moving furniture, and food and beverage will be the responsibility of the partner, and not IDUG.

21. Partner/Consultant Reception Rooms and Areas

The opportunity to purchase a room for an evening reception is available on a one, two, or three-night option. IDUG will not permit the removal of any portable walls contained within the room. Hospitality in the adjacent foyer or hallway is not permitted unless approved in advance by IDUG. Use of terraces, balconies, or similar is not permitted unless otherwise stated by IDUG in your letter of confirmation. Only one reception area may be purchased on or before 60 days out from the start date of the conference. After this date, partners have the opportunity to select additional reception areas, if available. Use of live animals for entertainment purposes is prohibited. IDUG Headquarters cannot guarantee that an onsite partner party will not conflict with an offsite partner party. IDUG Headquarters should be informed of the intention of hosting partner parties/hospitality in order to confirm that they are not in conflict with any official IDUG event and to provide hotel/catering contact information if applicable. All partner parties must be open and free of charge to all IDUG registrants.

22. Americans with Disabilities Act/Similar Non-U.S. Statutes

Exhibitors shall be responsible for making exhibits accessible to persons with disabilities, as required by the Americans with Disabilities Act or similar statutes as may apply outside of the United States and shall hold IDUG harmless from any consequences of failing to do so.

23. Distribution of Promotional Material

Distribution of promotional material is only allowed at official IDUG partner-sponsored activities (e.g., exhibit stands, table tops, hospitality suites, reception areas). All marketing activities of each exhibitor must be confined to the exhibitor's allotted space. Distribution of promotional material to IDUG conference attendees' hotel sleeping rooms, public areas, or in technical sessions is strictly prohibited unless it is part of an IDUG-sanctioned activity and approved by IDUG. Use of IDUG hotel and conference-related facilities communication systems to promote partners, their products/services, or any other of their activities are prohibited during official IDUG conference dates.

24. Intellectual Property Matters

The partner represents and warrants to IDUG that no materials used in or in connection with their conference participation infringe the trademarks, copyrights (including, without limitation, copyrights in music and other materials used or broadcast by exhibitor) or other intellectual property rights of any third party. The partner agrees to immediately notify IDUG of any information of which the partner becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights, or other intellectual property rights. The partner agrees to indemnify, defend, and hold IDUG, its agents, successors and assigns harmless from and against all losses, damages, and costs – (including reasonable attorneys' fees) arising out of, or related to, claims of infringement by exhibitor of the trademarks, copyrights, and other intellectual property rights of any third party. Notwithstanding the foregoing, IDUG shall not be liable for and expressly disclaims all liability for infringement or alleged infringement of the trademarks, copyrights, or other intellectual property of any third party arising out of the actions of an exhibitor.

25. Establishment and Enforcement of Rules

The partner agrees that IDUG shall have the right to set such Rules & Regulations, and to amend said Rules & Regulations from time to time. IDUG shall have final determination and power of enforcement of all Rules & Regulations, as well as the locations and times of any conference events.

26. Enforcement

Failure to comply with the Rules & Regulations set forth herein will cause harm to IDUG. The partner agrees that, if IDUG determines that a material violation has occurred, the partner will be subject to a charge equal to one times the amount otherwise payable to IDUG for exhibit space or including tabletops, such amount to be paid according to the terms set forth in an invoice prepared by IDUG. Participation in future IDUG conferences will only be accepted for partners who do not have a balance due, including charge(s) for material violations of the Rules & Regulations set forth herein. Headings are for convenience only and do not limit content. The final version of the partner Prospectus may be executed in one or more counterparts and each counterpart shall be considered an original and all counterparts taken together shall be considered one, and the same, instrument.

27. Policies Publisher's Statement

International Db2 Users Group or its agents, shall not be liable for any failure to print, publish or circulate all or any portion of any issue in which an advertisement accepted by publisher, or agents, is contained if such failure is due to acts of God, strikes, accidents or other circumstances beyond publisher's control. In consideration of publication of an advertisement, the advertiser and the agency, jointly and separately, will indemnify, defend and hold harmless the International Db2 Users Group, its officers, directors, agents and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the advertisement, including without limitation, claims or suits for libel, violation of right of privacy, copyright infringements or plagiarism.

Billing to the advertising agency is based on acceptance by the advertiser of "dual responsibility" for payment if the agency does not remit payment within 90 days of invoice date. The publisher will not be bound by any conditions, printed or otherwise, appearing on an insertion order or contract when they conflict with the terms and conditions of this rate sheet.

Copy and contract subject to approval. Right reserved to refuse advertisements deemed not in the best interest of IDUG and/or not in keeping with the publication's standards.

Alterations to ads or any materials must be received in writing by the space closing date. All alterations made after the materials closing date are subject to additional rush charges. Corrections in proofs received less than 30 days before date of issue are not guaranteed. Improperly prepared materials are subject to production charges at \$100 per hour but not less than 20 percent of the space rate. Production services are noncommissionable.

28. Payment and Billing Policies

Payment must be enclosed for all single placement ads. Multiple issue ads are billed on publication, and payment in full is expected prior to the distribution date selected.

A 1.5 percent charge will be assessed on bills over 60 days old and on every additional month thereafter.