

# Engage

*Generate Visibility*

# Collaborate

*Position your Company as a Thought Leader*

# Share Knowledge

*Connect with Data Center Professionals*



**2021 Sponsor Guide & Information**

# 7x24 Exchange International Webinar Series

## How it Works

Two weeks before the event, the sponsor/presenter will provide their slides (16:9 Ratio), which will be reviewed by the 7x24 Exchange educational and digital services team. One week before the scheduled session, the 7x24 Exchange moderator will provide a practice session for the presenter(s) to get acquainted with the delivery platform (**ZOOM**).

On the event day, the presenter should login to the platform approximately 30 minutes ahead of the noon start time. During that time, the presenter and the moderator will go over any last-minute details, etc.

At the start of the session, the moderator will welcome the attendees, thank the sponsor, go over any house-keeping items, and introduce the presenter(s). The moderator will share the presenter's screen and the presenter will commence with the presentation. Attendees will be able to ask questions by typing into a Q&A box on their screen. If time allows, the moderator will read the questions at natural breaks during the 1-hour session. At the conclusion, the moderator will again thank the presenter, the attendees and the sponsor, with additional announcements of 7x24 Exchange activities.

Once the webinar is over, the system will archive the recording and attendees will be notified on how view the replay.

Available Session Dates	January 20, 2021	May 19, 2021	November 17, 2021
	February 17, 2021	July 21, 2021	December 15, 2021
	March 17, 2021	August 18, 2021	
	April 21, 2021	September 22, 2021	

## Sponsor benefits include

- Sponsor Presents the session.
- Branded Waiting Room that holds sponsors message before the event starts.
- Slides will be shared with registered attendees after presentation.
- Webinar will be archived for 7x24 Exchange members to view for up to 12 months.
- 7x24 Exchange will share a link to the webinar for sponsors use post session.
- Sponsor receives list of registered attendees.
- 7x24 Exchange will promote the event on our website, various social media platforms, related email blasts and additional marketing outreach efforts before the event.
- 7x24 Exchange will provide sponsor with marketing information so the sponsor can also send to client lists.
- Closing credits ... sponsor is recognized again at the end of the event along with the speakers.
- After the event 7x24 Exchange will promote the event to members on our webinar archive page at [www.7x24exchange.org](http://www.7x24exchange.org)
- Assistance from our dedicated education and digital services team pre and post.

### Interested in sponsoring a webinar?

Contact Brandon Dolci at [brandon@7x24exchange.org](mailto:brandon@7x24exchange.org)

Or

Complete the attached sponsorship contract and return to [brandon@7x24exchange.org](mailto:brandon@7x24exchange.org)



**PLEASE TYPE OR PRINT LEGIBLY**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Applicant's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_ Please list your Social Media Handles for Facebook, Twitter, LinkedIn

\_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**SPONSOR AGENT: I hereby accept the terms and conditions for sponsoring a webinar with 7x24 Exchange International, as they may be amended from time to time by 7x24 Exchange International. Moreover, this completed form represents a binding agreement between the sponsoring organization(s) and 7x24 Exchange International. By signing this application, I confirm that I am authorized to do so on behalf of my organization.**

**Proposed Session Title:**

\_\_\_\_\_  
\_\_\_\_\_

**Speaker Name/s:** \_\_\_\_\_

\_\_\_\_\_

**Sponsor Fee:** \$10,000.00 per session

- |                          |                          |                          |                          |                           |
|--------------------------|--------------------------|--------------------------|--------------------------|---------------------------|
| <b>Select Session/s:</b> | <input type="checkbox"/> | <b>January 20, 2021</b>  | <input type="checkbox"/> | <b>July 21, 2021</b>      |
|                          | <input type="checkbox"/> | <b>February 17, 2021</b> | <input type="checkbox"/> | <b>August 18, 2021</b>    |
|                          | <input type="checkbox"/> | <b>March 17, 2021</b>    | <input type="checkbox"/> | <b>September 22, 2021</b> |
|                          | <input type="checkbox"/> | <b>April 21, 2021</b>    | <input type="checkbox"/> | <b>November 17, 2021</b>  |
|                          | <input type="checkbox"/> | <b>May 19, 2021</b>      | <input type="checkbox"/> | <b>December 15, 2021</b>  |

Questions? – Contact Brandon Dolci, CMP at – [brandon@7x24exchange.org](mailto:brandon@7x24exchange.org)

**Mail checks and signed applications to**

7x24 Exchange 322 8<sup>th</sup> Avenue, Suite 702 - New York, NY 10001-8001

Credit card payments are also accepted by phone. Please do not email credit card numbers.

**To pay by credit card please contact [brandon@7x24exchange.org](mailto:brandon@7x24exchange.org)**

Once received and approved, our education/digital services team will contact you to begin coordinating the event.



# Sponsorship Terms and Conditions

1. **Terms of Sponsorship** - During the Term of this Agreement, 7 x 24 agrees to identify and acknowledge Sponsor as a Partner of the Program as outlined in Exhibit A which is attached to and made a part of this Agreement. This sponsorship is non-exclusive and 7 x 24 has the right to sell other sponsorships for the same Program to multiple sponsors. Such identification and acknowledgment shall include displaying Sponsor's corporate logo and certain other identifying information in connection with the Program, as well as on marketing, advertising, and other appropriate promotional media and materials in connection with the Program. The placement, form, content, appearance, and all other aspects of such identification and acknowledgment shall be determined by 7 x 24. 7 x 24 shall be responsible for all aspects of the advertising, promotion, organization and coordination of the Program.

2. **Program Location and Timing** - It is understood and agreed by Sponsor that 7 x 24 may make adjustments to the timing and location of the Program and, if 7 x 24 deems it necessary, cancel such Program due to reasons beyond 7 x 24's control as outlined in Section 8. In the event of a cancellation by sponsor, Sponsor shall not be entitled to a refund of its sponsorship payment.

3. **Mutual Intellectual Property License** - Each party grants to the other party a limited, revocable, non-exclusive license to use the name and logo of the other party in connection with each party's rights and duties under this Agreement. Each party represents and warrants that its name and logo does not violate or infringe upon any patent, copyright, literary, privacy, publicity, trademark, service mark, or any other personal or property right of any third party, nor will same constitute a libel or defamation of any third party.

4. **Sponsor Responsibilities.**

4.1 In consideration for the right to sponsor the Program and to be acknowledged by 7 x 24 as a sponsor of the Program during the Term of this Agreement, Sponsor agrees to make a sponsorship payment to 7 x 24 in the amount indicated on the application page of this Agreement. The Sponsor acknowledges that 7 x 24 does not maintain insurance for any of Sponsor's property and Sponsor therefore is advised to procure insurance for its property.

4.2 The sponsorship payment described in this Section shall constitute payment by Sponsor solely for Sponsor's right to sponsor the Program and to be acknowledged by 7 x 24 as a sponsor of the Program. Such contributions shall in no manner be considered compensation or reimbursement for services rendered, activities undertaken by 7 x 24 on behalf of Sponsor, or income from a partnership or joint venture.

4.3 Sponsor shall provide to 7 x 24 all necessary logos and other information, speaker names, session content, session presentations and materials 2 weeks prior to the scheduled program date for use in connection with its sponsorship of the Program; provided, however, that all uses of such logos and other information, content, and materials shall be determined by 7 x 24 in its sole discretion. 7x24 requires that sponsor deliver the sponsor logo in two formats (High Resolution .jpg and a .eps file) both files should be identical just submitted in two different formats.

5. **Relationship of Parties.** The relationship of the parties to each other is that of independent contractors. Nothing herein shall create any association, joint venture, partnership, or agency relationship of any kind between the parties. Neither party is authorized to incur any liability, obligation, or expense on behalf of the other, to use the other's monetary credit in conducting any activities under this Agreement, or to represent that 7 x 24 is in the business of providing the products and/or services provided by Sponsor.

6. **Indemnification.** The parties agree to mutually indemnify, defend and hold harmless each other, their subsidiaries, affiliates, related entities, partners, agents, officers, directors, employees, attorneys, heirs, successors, and assigns, and each of them, from and against any and all claims, actions, demands, losses, damages, judgments, settlements, costs and expenses (including attorneys' fees and expenses), and liabilities of every kind and character whatsoever, which may arise by reason of: (i) any negligent or intentionally harmful or wrongful act or omission by a party or any of its officers, directors, employees, or agents; (ii) any use of each other's name, logo, Web site, or other information, materials, products, or services provided to it by the other party; and/or (iii) the breach of any of the covenants, representations, and warranties made by a party in this Agreement. This indemnity shall require the payment of costs and expenses by the responsible party as they occur. Each party shall promptly notify the other party upon receipt of any claim or legal action referenced in this Section. The provisions of this Section shall survive any termination or expiration of this Agreement.

7. **Termination.** This Agreement shall terminate: (i) upon the occurrence of a material breach of a material provision by one of the parties hereto if such breach is not cured within thirty (30) days after written notice of such breach is received by the breaching party from the non-breaching party identifying the matter constituting the material breach or (ii) at any time upon the mutual written consent of both parties. Sponsor shall not be entitled to a refund of its sponsorship payment as a result of its termination of this Agreement.

8. **Force Majeure.** Notwithstanding any other provisions of this Agreement, in the event that the session/s is/are prevented due to platform failure, power or internet outage, strikes, riots, wars, fire, acts of God, acts of terrorism, disease, epidemic and acts in compliance with any applicable law, regulation, or order (whether valid or invalid) of any governmental body or any other cause beyond the control of the parties, then the parties agree that the condition will not exempt but will merely suspend either party from its duty to perform the obligation under this Agreement until as soon as practicable after a force majeure condition ceases to exist.