Informatica World Tour & Data Disruption Summit
About the Informatica World Tour & Data Disruption Summit

**EVENT GOALS**

- Facilitate in-depth conversations on data-related business and IT challenges that various industries face
- Share best practices on projects and solutions provided by Informatica
- Provide an update on the Informatica roadmap for customers and partners
- Offer networking opportunities to Informatica customers, prospects and partners
- Facilitate cross-sell and up-sell opportunities for Informatica and its partners

**Discover the Disruptive Power of Data**

At Informatica, we understand that data is power. Every day we help the world’s leading organisations harness the power of data to intelligently disrupt their businesses. These organisations rely on Informatica to unleash the power of data to accelerate their data-driven digital transformation. As the world’s leader in Enterprise Cloud Data Management, Informatica enables companies to become more agile and realise new growth opportunities through innovation that lead to intelligent market disruptions.

The Informatica World Tour and Data Disruption Summit are our platforms to share our passion for data and bring the latest data innovations, best-practices and solutions to our customers, prospects, industry experts and partners across 22 cities worldwide.

In EMEA, these events will span 10 cities and will feature a packed, day-long agenda focused on next generation data challenges – from big picture advice to hands-on learning. Attendees will get insight into key market trends from industry leaders, gain valuable product information straight from Informatica, hear “in-the trenches” stories from peer companies, and get hands-on experience with technical experts.
Day @ A Glance!

Unleash the power of data at a city near you.

**Note the times below are guidance only and subject to change depending on location**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 - 8:30 am</td>
<td>Registration and Morning Refreshments</td>
</tr>
<tr>
<td>8:45 - 9:30 am</td>
<td>Opening Keynote</td>
</tr>
<tr>
<td>10:00 - 11:45 am</td>
<td>Informatica in the eyes of the Customer</td>
</tr>
<tr>
<td>12:15 - 1:45 pm</td>
<td>Lunch &amp; Networking Time in the Partner Experience Expo</td>
</tr>
<tr>
<td>2:00 - 4:30 pm</td>
<td>Solution Tracks</td>
</tr>
<tr>
<td>5:00 - 7:00 pm</td>
<td>Evening Networking Reception in the Partner Experience Expo</td>
</tr>
</tbody>
</table>
Why Sponsor

The 2017 Informatica World Tour and Data Disruption Summit EMEA brings together like-minded business & technology professionals who have one common goal—unleashing the power of data. Our content-rich agenda and breakout sessions will inspire attendees to seek out the best ways to transform their data into real business value. Throughout the entire program, we will articulate the value our partners bring to help companies drive their next intelligent disruption.

Sponsorship at these events provides a great opportunity for our partners to showcase your unique solutions, customer successes and value propositions in our Partner Experience Expo.
AT A GLANCE

Statistics from Informatica World Tour EMEA 2016:

- 10 Locations
- >2K attendees
- 30% attendees Director+
- 25% first time attendees

London
Sept 12

Paris
Oct 19

Amsterdam
Oct 31

Frankfurt
Nov 27
EMEA Cities & Dates – Data Disruption Summit

Zurich
Sept 19

Stockholm
Oct 17

Rome
Oct 4

Dubai
Nov 7

Milan
Oct 11

Madrid
Nov 14
## Sponsorship Packages

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Description</th>
<th>Sponsorship Tier</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Platinum</td>
</tr>
<tr>
<td><strong>Branding / Awareness</strong></td>
<td>Pre-event Mobile App/Website promotion</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Communications Pack: eDM, Banner, SoME</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Post Event Email to all attendees</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Exhibition/Demo Stand</strong></td>
<td>Stand in Partner Solutions Zone</td>
<td>Large</td>
</tr>
<tr>
<td><strong>Event Access Passes</strong></td>
<td>Passes</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Amount varies on location</td>
<td>Amount varies on location</td>
</tr>
<tr>
<td><strong>Speaking Opportunity</strong></td>
<td>Main Session</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Breakout session/Industry Track</td>
<td></td>
</tr>
<tr>
<td><strong>Networking/hospitality</strong></td>
<td>Access to event networking activities (lunch, cocktail reception, depending on location)</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Exclusive sponsorship of our Networking Drinks Reception</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Meeting Rooms</strong></td>
<td>Access to and use of meeting rooms upon request</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Attendee List</strong></td>
<td>Attendees Opt In List</td>
<td>All Attendees</td>
</tr>
</tbody>
</table>
## Pricing

<table>
<thead>
<tr>
<th>Country</th>
<th>Event Type</th>
<th>Date</th>
<th>Location</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>World Tour</td>
<td>Sep 12</td>
<td>Park Plaza Victoria London</td>
<td>£12000</td>
<td>£6000</td>
<td>£3000</td>
<td>N/A</td>
</tr>
<tr>
<td>Switzerland</td>
<td>Summit</td>
<td>Sep 19</td>
<td>Zurich Marriott Hotel</td>
<td>CHF 8000</td>
<td>CHF 5000</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Italy</td>
<td>Summit</td>
<td>Oct 4</td>
<td>A.Roma Hotel, Rome</td>
<td>€8,000</td>
<td>€5,000</td>
<td>€2,000</td>
<td>€800</td>
</tr>
<tr>
<td>Italy</td>
<td>Summit</td>
<td>Oct 11</td>
<td>NHOW Hotel, Milan</td>
<td>€8,000</td>
<td>€5,000</td>
<td>€2,000</td>
<td>€800</td>
</tr>
<tr>
<td>Nordics</td>
<td>Summit</td>
<td>Oct 17</td>
<td>Scandic Continental Stockholm</td>
<td>€7,000</td>
<td>€4,500</td>
<td>€2,500</td>
<td>N/A</td>
</tr>
<tr>
<td>France</td>
<td>World Tour</td>
<td>Oct 19</td>
<td>Paris 8 close Champs Elysées</td>
<td>€10,000</td>
<td>€7,500</td>
<td>€5,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Netherlands</td>
<td>World Tour</td>
<td>Oct 31</td>
<td>Passenger Terminal, Amsterdam</td>
<td>€16,500</td>
<td>€10,000</td>
<td>€5,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Middle East</td>
<td>Summit</td>
<td>Nov 7</td>
<td>Burj Al Arab</td>
<td>€15,000</td>
<td>€10,000</td>
<td>€5,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Spain</td>
<td>Summit</td>
<td>Nov 14</td>
<td>Real Madrid Stadium</td>
<td>€7,000</td>
<td>€4,500</td>
<td>€2,000</td>
<td>N/A</td>
</tr>
<tr>
<td>Germany</td>
<td>World Tour</td>
<td>Nov 27</td>
<td>Kap Europa, Frankfurt</td>
<td>€10,000</td>
<td>€7,500</td>
<td>€5,000</td>
<td>N/A</td>
</tr>
</tbody>
</table>

Book your place now
Informatica World Tour 2017
London
September 12
Informatica World Tour London

London 2016: Highlights

• Over 320 Customer & Partner attendees
• Hosted 160 Unique organisations
• Over 4 hours of end-user delivered content
• 8 tracks of industry & solution content
• 3+ hours of dedicated networking time

London 2017: Additional Sponsorships

• We have a number of additional sponsorships available for this event, including lanyard, recharge station, registration bag etc.
• We are also happy to discuss additional sponsorships which align to our partner’s specific event objectives
• For more information, please reach out to your partner contact
## London Sponsorship Packages Overview

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Description</th>
<th>Sponsorship Tier</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Platinum (1 by invite)</td>
</tr>
<tr>
<td><strong>Branding / Awareness</strong></td>
<td>Pre-event Mobile App/Website promotion</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Communications</strong></td>
<td>Communications Pack: eDM, Banner, SoME</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Exhibition/Demo Stand</strong></td>
<td>Stand in Partner Solutions Zone</td>
<td>Extended</td>
</tr>
<tr>
<td><strong>Event Access Passes</strong></td>
<td>Full Access Event Passes</td>
<td>8</td>
</tr>
<tr>
<td><strong>Speaking Opportunity</strong></td>
<td>Main Session</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Breakout session/Industry Track</td>
<td></td>
</tr>
<tr>
<td><strong>Networking/hospitality</strong></td>
<td>Access to event networking activities (lunch, cocktail reception, depending on location)</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Exclusive sponsorship of our Networking Drinks Reception</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Meeting Rooms</strong></td>
<td>Access to and use of onsite meeting rooms upon request</td>
<td>✓</td>
</tr>
<tr>
<td><strong>Attendee List</strong></td>
<td>Attendees Opt In List</td>
<td>All Opt-Ins</td>
</tr>
</tbody>
</table>

* Speaking slot dependant on securing Informatica approved customer to co-present

© Informatica. Proprietary and Confidential.
Paris
October 19

More details coming soon
Amsterdam
October 31
More details coming soon
Location and Agenda Concept

**Location**

Kap Europa
Osloer Str. 5, 60327 Frankfurt am Main

**Agenda Concept**

- **Registration and Exhibition**
- **Conference Opening and Informatica Executive Keynote**
  - Platinum Sponsor Customer Keynote
  - Sponsor Introduction
- **Solution Breakout Sessions**
  - short Informatica Introduction with Customer Cases
- **Technical Breakouts Sessions**
- **Exhibition**
  - Informatica and Sponsors
- **External Speaker Keynote Get-Together**

All participants

Participants decide if they attend session or spend time in exhibition

All participants
## Sponsorship Packages at a glance

<table>
<thead>
<tr>
<th>Package Price</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>EUR 10.000*</td>
<td>EUR 7.500*</td>
<td>EUR 5.000*</td>
<td></td>
</tr>
</tbody>
</table>

### Available Packages

- **Platinum**: 1 (by invitation only)
- **Gold**: 4
- **Silver**: 5

### Booth in Exhibition Area

- **Platinum**: large (incl. branded booth wall, 2 screens)
- **Gold**: medium (incl. branded booth wall, 1 screen)
- **Silver**: small (incl. small branded booth wall)

### Speaking Opportunity with Customer

- **Platinum**: plenary session
- **Gold**: breakout session
- **Silver**: -

### Self-Presentation in Plenary Session (2 min.)

- **Platinum**: x
- **Gold**: x
- **Silver**: x

### Branding/Awareness (Website, Invitation, Post-Event Communication, Event App, Sponsor Wall)

- **Platinum**: x
- **Gold**: x
- **Silver**: x

### Communications Pack (eDM, Banner, SoMe)

- **Platinum**: x
- **Gold**: x
- **Silver**: x

### Usage of Meeting Room upon request

- **Platinum**: x
- **Gold**: x
- **Silver**: -

### Attendee List (opt-in)

- **Platinum**: all attendees
- **Gold**: breakout session attendees
- **Silver**: -

### Booth Staff Passes

- **Platinum**: 6
- **Gold**: 4
- **Silver**: 3

*Prices are exclusive of applicable VAT.*
PLATINUM Sponsorship

Package Details

• Package Price: **EUR 10,000*** (1 package available, by invitation only)

• **Premium-Booth in Exhibition Area**
  • branded booth wall (graphic design to be provided by sponsor)
  • demo table with 2 bar stools
  • big screen embedded in back wall for loop presentation
  • smaller screen on demo table
  • literature rack if required
  • Wi-Fi access
  • power supply

• **Speaking Opportunity with Customer** during plenary session (Informatica to approve content)

• **Self-Presentation** in plenary session (2 min.)

• **Branding/Awareness**
  • on Event Website with logo and link
  • in Event App with logo, short profile and link
  • Logo included in Invitation and Post-Event Communication
  • Logo on Sponsor Wall

• **Communications Pack**
  • Template for invitation mailing
  • Email banner to promote event
  • Social Media banners and text options
  • Usage of **Meeting Room** upon request (subject to availability)
  • Exclusive **Sponsor of Get-Together**
  • Final **opt-in attendee list**
  • Six (6) Full Conference Passes

* Prices are exclusive of applicable VAT.
GOLD Sponsorship

Package Details

- **Package Price:** EUR 7,500* (4 packages available)
- **Standard-Booth in Exhibition Area**
  - branded booth wall (graphic design to be provided by sponsor)
  - demo table with 2 bar stools
  - screen on demo table
  - literature rack if required
  - Wi-Fi access
  - power supply
- **Speaking Opportunity with Customer** during solution breakout session (Informatica to approve content)
- **Self-Presentation** in plenary session (2 min.)

- **Branding/Awareness**
  - on Event Website with logo and link
  - in Event App with logo, short profile and link
  - Logo included in Invitation and Post-Event Communication
  - Logo on Sponsor Wall
- **Communications Pack**
  - Template for invitation mailing
  - Email banner to promote event
  - Social Media banners and text options
  - Usage of **Meeting Room** upon request (subject to availability)
  - Final opt-in breakout session attendee list
  - **Four (4) Full Conference Passes**

*Prices are exclusive of applicable VAT.
SILVER Sponsorship

Package Details

• Package Price: **EUR 5,000* (5 packages available)

• **Small-Booth in Exhibition Area**
  • branded booth wall (graphic design to be provided by sponsor)
  • demo table with 1 bar stool
  • literature rack if required
  • Wi-Fi access
  • power supply

• **Self-Presentation** in plenary session (2 min.)

• **Branding/Awareness**
  • on Event Website with logo and link
  • in Event App with logo, short profile and link
  • Logo included in Invitation and Post-Event Communication
  • Logo on Sponsor Wall

• **Communications Pack**
  • Template for invitation mailing
  • Email banner to promote event
  • Social Media banners and text options

• **Three (3) Full Conference Passes**

* Prices are exclusive of applicable VAT.
Location and Agenda Concept

Location

Marriott Hotel Zurich
Neumühlequai 42, 8006 Zürich

Agenda Concept

Registration and Exhibition

Conference Opening and Informatica Executive Keynote
Platinum Sponsor Customer Keynote
Sponsor Introduction

Solution Sessions
short Informatica Introduction with Customer Cases

Technical Update/Roadmap

External Speaker Keynote
Get-Together

Exhibition
Informatica and Sponsors

All participants

Participants decide if they attend session or spend time in exhibition

All participants
# Sponsorship Packages at a glance

<table>
<thead>
<tr>
<th></th>
<th><strong>Platinum</strong></th>
<th><strong>Gold</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Package Price</strong></td>
<td>CHF 8.000*</td>
<td>CHF 5.000*</td>
</tr>
<tr>
<td><strong>Available Packages</strong></td>
<td>1 (by invitation only)</td>
<td>5</td>
</tr>
<tr>
<td><strong>Booth in Exhibition Area</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>large (incl. branded booth wall, 2 screens)</td>
<td>medium (incl. branded booth wall, 1 screen)</td>
</tr>
<tr>
<td>Speaking Opportunity with Customer</td>
<td>plenary session</td>
<td>-</td>
</tr>
<tr>
<td>Self-Presentation in Plenary Session (2 min.)</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Branding/Awareness (Website, Invitation, Post-Event Communication, Event App, Sponsor Wall)</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Communications Pack (eDM, Banner, SoMe)</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Usage of Meeting Room upon request</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Attendee List (opt-in)</td>
<td>all attendees</td>
<td></td>
</tr>
<tr>
<td>Booth Staff Passes</td>
<td>6</td>
<td>4</td>
</tr>
</tbody>
</table>

* Prices are exclusive of applicable VAT.
PLATINUM Sponsorship

Package Details

- **Package Price**: CHF 8,000* (1 package available, by invitation only)
- **Premium-Booth in Exhibition Area**
  - branded booth wall (graphic design to be provided by sponsor)
  - demo table with 2 bar stools
  - big screen embedded in back wall for loop presentation
  - smaller screen on demo table
  - literature rack if required
  - Wi-Fi access
  - power supply
- **Speaking Opportunity with Customer** during plenary session (Informatica to approve content)
- **Self-Presentation** in plenary session (2 min.)

- **Branding/Awareness**
  - on Event Website with logo and link
  - in Event App with logo, short profile and link
  - Logo included in Invitation and Post-Event Communication
  - Logo on Sponsor Wall

- **Communications Pack**
  - Template for invitation mailing
  - Email banner to promote event
  - Social Media banners and text options
  - Usage of **Meeting Room** upon request (subject to availability)
  - Exclusive **Sponsor of Get-Together**
  - Final opt-in attendee list
  - **Six (6) Full Conference Passes**

* Prices are exclusive of applicable VAT.
GOLD Sponsorship

Package Details

- **Package Price:** CHF 5,000* (5 packages available)

- **Standard-Booth in Exhibition Area**
  - branded booth wall (graphic design to be provided by sponsor)
  - demo table with 1 bar stool
  - screen on demo table
  - literature rack if required
  - Wi-Fi access
  - power supply

- **Self-Presentation** in plenary session (2 min.)

- **Branding/Awareness**
  - on Event Website with logo and link
  - in Event App with logo, short profile and link
  - Logo included in Invitation and Post-Event Communication
  - Logo on Sponsor Wall

- **Communications Pack**
  - Template for invitation mailing
  - Email banner to promote event
  - Social Media banners and text options

- **Four (4) Full Conference Passes**

* Prices are exclusive of applicable VAT.
Rome
October 4
More details coming soon
Milan
October 11
More details coming soon
Stockholm

Welcome to join Informatica Data Disruption Summit Nordic - a full day of learning, networking, and innovation. The 2017 edition will be held at brand new Hotel At Six, located in the heart of Stockholm.

We are delighted to invite you to participate in sponsoring the Informatica Data Disruption Summit Nordic. It is a unique opportunity to present your products, solutions and customer cases to ≈175 attendees across Nordic organizations.

Last year’s similar event gathered over 170 attendees from 65 unique companies, and got very positive feedback from partners and customers alike.
# Stockholm: Sponsorship Packages Overview

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Description</th>
<th>Sponsorship Tier</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Platinum (1, by invitation)</td>
</tr>
<tr>
<td>Branding / Awareness</td>
<td>Pre-event Mobile App/Website promotion</td>
<td>✓</td>
</tr>
<tr>
<td>Communications</td>
<td>Communications Pack: eDM, Banner, SoME</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Post Event Email to all attendees</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibition/Demo Stand</td>
<td>Stand in Partner Solutions Zone</td>
<td>Large</td>
</tr>
<tr>
<td>Event Access Passes</td>
<td>Passes</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>8</td>
<td>6</td>
</tr>
<tr>
<td>Speaking Opportunity</td>
<td>Main Session</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Breakout session/Industry Track</td>
<td></td>
</tr>
<tr>
<td>Networking/hospitality</td>
<td>Access to event networking activities (lunch, cocktail reception, depending on location)</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Exclusive sponsorship of our Networking Drinks Reception</td>
<td>✓</td>
</tr>
<tr>
<td>Meeting Rooms</td>
<td>Access to and use of meeting rooms upon request</td>
<td>✓</td>
</tr>
<tr>
<td>Attendee List</td>
<td>Attendees Opt In List</td>
<td>All Attendees</td>
</tr>
</tbody>
</table>
Stockholm: à la carte options

Possible add-ons can be discussed, and included or added to your sponsorship package:

• 15 minute demo/’snapshot’/’meet the expert’ in your stand during the lunch break
• Give-away to be distributed to all attendees
• Event podcast (equipment provided)
• Access for one person to the VIP dinner on October 16 if you bring minimum two customer attendees (C-level or C-1, pre-approved by Informatica)

These are agreed on a case-by-case basis.

Your own suggestions are welcome!
Dubai
November 7
More details coming soon
Iberia 2016: Highlights

- Over **200** Customer & Partner attendees
- Hosted **160** Unique organisations
- Over **4 hours** of end-user delivered content
- **+10 CIO** in the executive lunch
- **3+ hours** of dedicated networking time

Iberia 2017: Additional Sponsorships

- We have a number of additional sponsorships available for this event, including lanyard, recharge station, registration bag etc.
- We are also happy to discuss additional sponsorships which align to our partner’s specific event objectives
- For more information, please reach out to your partner contact
Madrid Sponsorship Packages Overview

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Description</th>
<th>Sponsorship Tier</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Platinum (1 by invite)</td>
</tr>
<tr>
<td>Branding / Awareness</td>
<td>Pre-event Mobile App/Website promotion</td>
<td>✓</td>
</tr>
<tr>
<td>Communications</td>
<td>Communications Pack: eDM, Banner, SoME</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibition/Demo Stand</td>
<td>Stand in Partner Solutions Zone</td>
<td>Extended</td>
</tr>
<tr>
<td>Event Access Passes</td>
<td>Full Access Event Passes</td>
<td>8</td>
</tr>
<tr>
<td>Speaking Opportunity*</td>
<td>Main Session</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Breakout session/Industry Track</td>
<td></td>
</tr>
<tr>
<td>Networking/hospitality</td>
<td>Access to event networking activities (lunch, cocktail reception, depending on location)</td>
<td>✓</td>
</tr>
<tr>
<td></td>
<td>Exclusive sponsorship of our Networking Drinks Reception</td>
<td>✓</td>
</tr>
<tr>
<td>Meeting Rooms</td>
<td>Access to and use of onsite meeting rooms upon request</td>
<td>✓</td>
</tr>
<tr>
<td>Attendee List</td>
<td>Attendees Opt In List</td>
<td>All Opt-Ins</td>
</tr>
</tbody>
</table>

* Speaking slot dependant on securing Informatica approved customer to co-present

© Informatica. Proprietary and Confidential.
Next Steps

There are a limited number of sponsorship opportunities available on a first-come, first-served basis. As an added incentive, sponsors who sign up for 3 or more events will receive a 10% discount on the overall sponsorship costs.

If you want to hear more information on any of these events, please contact Aisling Mahony, amahony@Informatica.com.

We look forward to welcoming you to the Informatica World Tour and Data Disruption Summit 2017 EMEA!
# Sponsorship Agreement

Select the Gold or Silver Sponsorship Level that you would like to purchase for the Informatica World Tour/Data Disruption Summit ("Event"). If you would like to be considered for the Platinum Level, please indicate by checking the Platinum box.

## London, UK: 12th September, 2017
- Platinum (Invitation Only) - £ 12,000
- Gold - £ 6,000
- Silver - £ 3,000
- A La Carte ____________

## Zurich, Switzerland: 19th September, 2017
- Platinum (Invitation Only) - CHF 8,000
- Gold - CHF 5,000
- A La Carte ____________

## Milan, Italy: 11th October, 2017
- Platinum (Invitation Only) - € 8,000
- Gold - € 5,000
- Silver - € 2,000
- Bronze - €800
- A La Carte ____________

## Stockholm, Sweden: 17th October, 2017
- Platinum (Invitation Only) - € 7,000
- Gold - € 4,500
- Silver - € 2,500
- A La Carte ____________

## Amsterdam, Netherlands, 31st October, 2017
- Platinum (Invitation Only) - €16,500
- Gold - €10,000
- Silver - €5,000
- A La Carte ____________

## Dubai, UAE: 7th November
- Platinum (Invitation Only) - €15,000
- Gold - €10,000
- Silver - €5,000
- A La Carte ____________

## Madrid, Spain: 14th November, 2017
- Platinum (Invitation Only) - € 7,000
- Gold - € 4,500
- Silver - € 2,000
- A La Carte ____________

## Frankfurt, Germany: 27th November, 2017
- Platinum (Invitation Only) - € 10,000
- Gold - € 7,500
- Silver - € 5,000
- A La Carte ____________

I have read and agree with the Terms & Conditions

**Total Sponsorship Fee:** ____________

**PLEASE NOTE:** If you sign up for 3 or more cities you will receive 10% off the total Sponsorship Fee.

**A La Carte options vary depending on location – more details will be shared once available for each country.**

© Informatica. Proprietary and Confidential.
1. Availability of Space. No sponsorship or space will be held or assigned without payment. Informatica may accept or refuse, in its sole discretion, any application for sponsorship. Sponsorship is limited to the purchase of one sponsorship exhibit package per company. Informatica does not guarantee that a sponsorship will be available to an applicant. If space is not available, a waiting list will be maintained in the order of the date of receipt of each completed application, agreement and payment. Informatica will return or refund all payment received to any applicant for whom sponsorship is not granted.

2. Assignment of Space. Exhibit assignments will be made on a first-paid basis. Informatica reserves the absolute right to refuse space, reassign space, rearrange the floor plan, and/or relocate any exhibit at any time before or during the Event.

3. Use of Space and Sponsor Benefits. Only exhibit display units provided by Informatica are permitted. Sponsors will not be permitted to bring their own exhibit structures of any kind unless an explicit, written addendum accompanies this Agreement. If such addendum exists, any Exhibit supplied by Sponsor must be safe and constructed in a quality manner with sound engineering practices and operated in good working order. All demonstrations or other promotional activities (distribution of literature and/or giveaways/promotional materials, etc.) must first gain written approval by Informatica and must be confined to the limits of the space allocated to Sponsor. Distribution of promotional materials by Sponsor is non-assigned and is strictly prohibited without the express written consent of Informatica. Only companies' assigned exhibit space will be permitted to exhibit and sell products and services at the Event. Sponsor's space is forfeited without refund. All exhibits must be continually staffed during exhibit hours. Sponsors must keep their presentation area intact and staffed until the official close of the exhibit area. Informatica is not responsible for Sponsor's exhibit materials that are not removed within the designated exhibit dismantle hours.

4. Decoration. Informatica has absolute discretion and authority in the placement, arrangement, and appearance of all items displayed by Sponsor, and Informatica may require Sponsor to replace, rearrange or reconfigure any item. An identification header of each sponsor will be produced by Informatica and included in each sponsorship package. All additional signage or identification is the responsibility of Sponsor and is limited to the confines of the demonstration area. Informatica reserves the right to remove any signage deemed excessive or inappropriate.

5. Property. Sponsor shall be solely responsible for the security of its exhibit materials and products, and for insuring its property from all loss or damage. All property of Sponsor shall remain in its sole care, custody, and control. Informatica is not responsible for any theft of, damage to or destruction of any Sponsor property or materials, or injury to Sponsor's employees, agents or representatives. Sponsor will be liable for any damage caused by its employees, agents or representatives, which are told, displayed or shown by Sponsor at the Event (collectively, the "Sponsor's agents or representatives") to any other company or any property belonging to the Event site or to other sponsors or Event attendees.

6. Exhibit and Staff. Sponsor explicitly agrees that, in the event Sponsor fails to occupy the exhibit property one hour before the start of the Event, Informatica shall have the right to take possession of Sponsor's designated exhibit property and lease same in its sole discretion. If Sponsor's exhibit property is not fully ready for use one hour prior to the opening of the Sponsor's space is forfeited without refund. All exhibits must be continually staffed during exhibit hours. Sponsors must keep their presentation area intact and staffed until the official close of the exhibit area. Informatica is not responsible for Sponsor's exhibit materials that are not removed within the designated exhibit dismantle hours.

7. Badges. All Sponsor booth personnel must be identified with an Event badge. Badges must be worn at all times. Altering, trading or sharing of badges is strictly prohibited.

8. Sales within the Exhibit Area. By signing this Agreement, Sponsor agrees to the following conditions for selling only within the exhibit area. Sponsor shall be permitted to sell goods at the Event; provided that such goods are manufactured and dealt by Sponsor in the regular course of its business. Sponsor shall sell products only in the space assigned to it. Sponsor is responsible for acquiring any and all permits, and registrations and credentials required by the relevant jurisdiction and any other entities or agencies for the sale of such goods. Sponsor complies with all applicable laws and regulations, and Sponsor is responsible for and any and all taxes (including, without limitation, sales and excise taxes), refunds, adjustments, voided sales, and any other charges or fees related to the sale of such goods. In the event Sponsor does not abide by these conditions, the Sponsor is subject to termination of sponsorship and shall be denied access to the exhibit area, with no refunds or compensation of any kind.

9. Functions. Sponsor may not conduct functions or host general onsite or offsite gatherings in any way conflict with the Event general sessions, tracks, meals, or special Event functions.

10. Payment. Unless otherwise stated on terms mutually agreed upon in writing by the parties, payment is due in full within 30 days of submitting Sponsor's Application and signed Agreement. Payment is due in full immediately upon submitting Sponsor's Application and signed Agreement, if Agreement is submitted within 30 days of the Event start date. Payments may be made in the form of check or wire transfer. Sponsorships are not confirmed until payment is received and Sponsor receives written confirmation from Informatica.

11. Usage of Sponsor Trademarks. Solely to the extent necessary to fulfill its obligations under this Agreement shall be governed by and construed under the laws of the country where the Event is located. Payment terms are as set out in the Sponsorship Commitment Contract and shall be made payable to the Informatica Entity in the country where the Event is located. Informatica reserves the right to interpret, amend, and enforce these Sponsorship Terms and Conditions, as it deems proper.

12. Consent and Release. Sponsor irrevocably grants to Informatica and its affiliates, resellers and distributors (collectively, the "Informatica Entities") the non-exclusive right to use any of Sponsor's story and/or any related imagery, videos, slides, or other items, including Sponsor's name, logos, quotations, and product descriptions and uses, and/or the names and likenesses of Sponsor employees, which are told, displayed or shown by Sponsor at the Event (collectively, the "Items"). The Items may be used in connection with any or all of the Informatica Entities' internal or external advertising, marketing, packaging, promotional, or sales materials (collectively, the "Materials") and on the terms described herein. Collectively, the "Rights" granted above agree that Sponsor's exclusive remedy (if any) for any claim arising out of exercise of any Rights shall be limited to an action at law for damages; Sponsor shall not be entitled to any injunction or other equitable remedy. Sponsor hereby irrevocably waives all moral, public, and other rights whatsoever. Sponsor understands that Sponsor will not receive any royalty or reimbursement in exchange for the Rights. Sponsor represents and warrants that (a) Sponsor has the full right and authority, including all public and intellectual property rights, needed to grant the Rights, and no third party's consent is required; (b) exercise of the Rights will not infringe upon, violate, or conflict with any legal or contractual rights of any third party; and (c) all statements in the Items are true and not misleading and have been not been provided for compensation.

13. Cancellation. Cancellation of sponsorship by Sponsor must be submitted in writing to the local Informatica marketing department with the following statement presented herein for providing notice. In the event of such termination, Informatica assumes no responsibility for including or for removing, if Event materials are already in production at the time of the termination, the name of the canceled sponsor or description of its products in the Sponsor Directory or any other Event related materials. Refund, if any, of Sponsor fees will be as follows: If notice is received at least 60 days before the first day of the Event, Informatica shall credit 50% of the Sponsor's fee if payment has been received by Informatica or re-invoice for 50% of original fees due if no payment has yet been received by Informatica. If notice is received less than 60 days prior to the first day of the Event, Sponsor is responsible for full payment of committed sponsorship fee. If Informatica cancels (and does not reschedule) the Event, Informatica's sole responsibility to Sponsor will be to (a) notify Sponsor of such cancellation and (b) refund any Event fee deposits already paid by Informatica to Sponsor for the canceled Event.

14. Transfers. Sponsor agrees that its rights and obligations under this Agreement may not be transferred or assigned directly or indirectly without the prior written consent of Informatica.

15. No Warranties. Informatica makes no warranties or representations whatsoever to Sponsor or to any third party with respect to the Event and Sponsor's participation therein, including the number of individuals participating or attending the Event or whether the Event is an effective method of marketing for Sponsor, and Informatica will not provide any attendee list to Sponsor. Informatica makes no representations or warranties hereunder, either express or implied, and Informatica hereby expressly disclaims any and all warranties representations, promises or guarantees, express or implied, statutory or otherwise, including but not limited to any warranty of non-infringement, merchantability or fitness for a particular purpose.

16. Amendment to Terms and Conditions. Informatica reserves the right to interpret, amend, and enforce these Sponsorship Terms and Conditions, as it deems proper.

17. Governing Law. This agreement shall be governed by and construed under the laws of England and Wales. The English Courts shall have exclusive jurisdiction over the matters pertaining to this agreement in any action or suit to enforce any right or remedy under this agreement or to interpret any provision of this agreement. The prevailing party shall be entitled to recover its costs, including reasonable attorney's fees.

18. Payment. Payment terms are as set out in the Sponsorship Commitment Contract and cheques should be made payable to the Informatica Entity in the country where the Event is taking place.

© Informatica. Proprietary and Confidential.