

skillsoft

sumtotal
A Skillsoft Company

percipio.

perspectives 2019

Sponsorship Prospectus



Table of Contents

About Perspectives	3
Sponsorship Opportunities	8
Additional Sponsorship Opportunities	9
Sponsorship Agreement	10
Sponsorship Agreement Terms & Conditions	11

About Perspectives

Skillsoft's user conference, Perspectives, is celebrating a very special 20th birthday in April 2019. Every year this event brings together over 1,100 customers, prospects, partners, press, analysts as well as key Skillsoft and SumTotal leaders. Perspectives attendees come to learn and hear about ways to grow their business, manage projects more effectively, improve performance, and get more from their investment.

At Perspectives 2019 you will:

- Get in front of decision makers and influencers
- Gather leads
- Meet key experts and executives
- Have direct access to Skillsoft and SumTotal's customers, prospects and partners
- Build awareness and brand equity
- Network, network, network!

20 YEARS AND COUNTING

1,100+
ATTENDEES 

 **160+** 
SPEAKERS

**OVER 30 COUNTRIES
REPRESENTED** 

12 
**INNOVATION
AWARDS**

 **60+ HOURS
OF CONTENT**

 **10+ HOURS
OF NETWORKING**

EIGHT
PARALLEL TRACKS

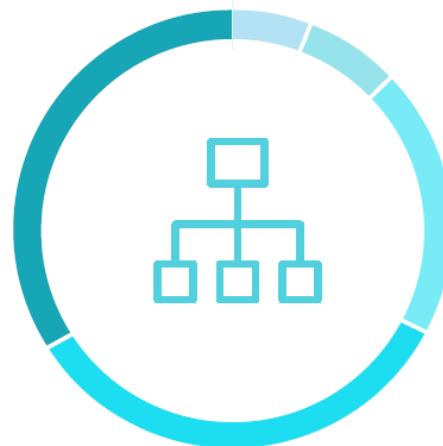


 **OVER EIGHTY
TRACK SESSIONS**



ATTENDEES BY INDUSTRY

- 4% Energy & Material
- 4% Transportation & Automobiles
- 6% Commercial & Professional Services
- 7% Retailing
- 9% Other
- 10% Software & Services
- 10% Healthcare Equipment & Services
- 14% Capital Goods
- 16% Finance and Real Estate
- 21% Commercial & Professional Services



ATTENDEE JOB LEVEL

- 6% Vice President
- 7% C-Level
- 20% Director
- 33% Manager
- 34% Individual Contributor



ATTENDEE DEPARTMENT

- 4% Finance
- 9% Information Technology
- 11% Marketing/Sales
- 16% Other
- 22% Human Resources
- 38% Learning Development



COMPANY SIZE

- 9% 1 - 250
- 13% 251 - 1,000
- 18% 1,001 - 5,000
- 23% 5,001 - 10,000
- 37% 10,001+

9 OUT OF 10 ATTENDEES



Come back year after year.



Said there was ample opportunities for networking.



Would recommend Perspectives.



Felt Perspectives provided insights, practices and tools that will help them deliver stronger results in their job.

COMPANIES ATTENDING



Sponsorship Opportunities

	Platinum	Gold	Silver
Price	\$20,000	\$12,000	\$7,500
Benefits			
Tabletop exhibit in Solutions Showcase with lead scanner	*	*	*
Logo placement on pre-event marketing emails	*	*	*
Logo on conference homepage	*	*	*
Full-color logo in the Skillsoft Events App	*	*	*
Deluxe signage with full-color logo placed in strategic conference locations	*	*	*
Prime recognition on large video screens in advance of General Session	*	*	*
Pre or Post event webinar	*	*	
Passes for your employees and customers	*	*	
Pre-conference email to all registered attendees with your HTML message	*		
Breakout session with client on Perspectives agenda	*		

Additional Sponsorship Opportunities

Reserved Lunch Table	Coffee Break
<p>Ensure your staff, invited key customers and prospective customers can easily find a place to sit for lunch. Have one reserved breakfast or lunch table each day of the event. Table-tent signage will be provided to show your table as reserved.</p> <p>\$500</p>	
<p>Place your logo and message directly on the coffee cup sleeves during a specific beverage break.</p> <p>\$3,000 3 available</p>	
Perspectives Party Beverage Stop	Lunch in Expo Hall
<p>Host a beverage stop during the Perspectives Party. Sponsorship includes signage and bartenders to pour beverages.</p> <p>\$4,000 5 available</p>	
<p>Sponsor lunch for all attendees – your logo on signage at the event as well as recognition on conference website and in the event app.</p> <p>\$6,000 1 available</p>	
Welcome Gift	Welcome Reception
<p>Sponsor a bound notebook with the Perspectives logo and your company logo that attendees will receive at check-in.</p> <p>\$7,000</p>	
<p>Be the sponsor of our 20th birthday Welcome Reception. Your logo will be on signage at the event, on the conference website and in the event app.</p> <p>\$8,000 1 available</p>	

Sponsorship Agreement

Full payment must be received within two (2) weeks of this completed Sponsorship Agreement. Payment must be made online via the Skillssoft registration portal.

Select the desired sponsorship opportunities for Perspectives 2019 by checking the corresponding boxes below, then enter the total amount of the opportunities below.

- | | | |
|----------------------------------|--------------------------|----------|
| Platinum Sponsorship Package | <input type="checkbox"/> | \$20,000 |
| Gold Sponsorship Package | <input type="checkbox"/> | \$12,000 |
| Silver Sponsorship Package | <input type="checkbox"/> | \$7,500 |
| Welcome Reception | <input type="checkbox"/> | \$8,000 |
| Welcome Gift | <input type="checkbox"/> | \$7,000 |
| Lunch in Expo Hall | <input type="checkbox"/> | \$6,000 |
| Perspectives Party Beverage Stop | <input type="checkbox"/> | \$4,000 |
| Coffee Break | <input type="checkbox"/> | \$3,000 |
| Reserved Lunch Table | <input type="checkbox"/> | \$500 |

Total due to Skillssoft Corporation: \$ _____

Company Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Contact Name*: _____ Title: _____

Contact Phone: _____ Contact Fax: _____

Contact Email: _____

*All event communication will be sent to the contact person(s) listed above.

Sponsorship Agreement Terms & Conditions

In these Terms and Conditions the word 'SPONSOR' means the person, company, firm or other organization to whom space at the EXHIBITION has been allocated by the ORGANIZER and shall include employees, contractors, sub-contractors, servants, agents, licensees or invitee of the SPONSOR. The word 'EXHIBITION' means Perspectives 2019. The word 'ORGANIZER(S)' means Skillsoft Corporation.

1. Assignment of Exhibit Space – Exhibit space is allocated to SPONSOR in a fair and equitable manner on a first-come-first-served basis determined by the date and time at which the signed application and payment is received. ORGANIZER reserves the right to make such modifications as may be necessary to adjust the floor plan to meet the needs of the ORGANIZER and SPONSOR. Exhibit Space for Perspectives 2019 consists of a table top display with 2 chairs. You are permitted to bring a standing backdrop that is no more than 10 feet wide.
2. Payment – Once SPONSOR has completed this Exhibit Agreement, SPONSOR will receive an email from ORGANIZER with instructions on how SPONSOR can submit their payment online. Payment must be made online via ORGANIZER'S registration portal. SPONSOR shall pay the total cost of the booth(s) allocated with their Exhibit Agreement. Must be received within 2 weeks of this completed Exhibit Agreement or the ORGANIZER may re-allocate the table top space to another Company without any further liability to the SPONSOR and SPONSOR shall forfeit all deposits paid to ORGANIZER. ORGANIZER shall have the right to refuse to permit SPONSOR to occupy or use the allocated table top(s) until all sums due to ORGANIZER from SPONSOR pursuant to this Exhibit Agreement have been paid.
3. Cancellation – SPONSOR is liable for 50% of the contracted amount if this Exhibit Agreement is cancelled by SPONSOR on or before March 1, 2019. SPONSOR is liable for 100% of total contracted amount if cancellation is received from SPONSOR after March 1, 2019 or if SPONSOR fails to show for the EXHIBITION. All cancellations must be sent in writing to Skillsoft Corporation.
4. Advertising Content & Media – SPONSOR promotional content and/or media (i.e. company logos and descriptions) must be delivered on or before deadlines specified by ORGANIZER. No refunds will be offered due to delinquent or omitted promotional deliverables resulting from the delinquent receipt of aforementioned promotional content and/or media.
5. Display Standards – SPONSOR agrees to conform to standards set forward by ORGANIZER as to the definition of an exhibit display as outlined below. ORGANIZER reserves the right to prohibit the display of any article that, in its opinion, is not in keeping with the nature and character of the EXHIBITION.
6. Installation of Exhibits – SPONSOR will be notified of the hours of installation of exhibits (table top display only), hours of removal of exhibits (table top displays), and the official opening hours of the EXHIBITION. All table top displays must be complete and ready for inspection one hour prior to the official opening time. All table top displays must be open for viewing and staffed during the official opening hours. Removal of exhibits and dismantling of table top displays may not commence until the

official closing time of the EXHIBITION. SPONSOR shall remove by the time stated by ORGANIZER, all exhibits, displays, booth fittings, materials and other items brought into the Exhibition Hall by the SPONSOR.

7. Table Top Construction and Arrangement –All structures and materials, including signs, shall conform to the requirements of the ORGANIZER as laid down by the regulations of the venue and of the EXHIBITION. Under no circumstances can displays extend beyond the width or depth of the exhibit space – nor shall displays inhibit exhibit activities of adjoining display(s). No table top display shall exceed the height of six feet, without the prior consent of the ORGANIZER. Computers may be used to display programs and applications. Organizer and the venue reserve the right to examine and exclude any exhibit. No SPONSOR will be permitted to install display materials or exhibits which contravene safety or security regulations. All displays and materials are subject to approval by the US Fire Marshall.
8. Materials Storage – No storage for packing cases or packing materials is provided within the Exhibition Hall. All such cases and materials must be removed from the premises before the EXHIBITION opens and not brought back before the official closing time. Items can be stored underneath the table top display as long as they are out of sight.
9. Compliance – SPONSOR and its designated representatives are responsible for familiarization with these Terms and Conditions. Failure to comply with these Terms and Conditions may result in removal of exhibit and/or SPONSOR and may hinder future participation. SPONSOR agrees that they and their employees will abide by these Terms and Conditions and any additions and/or amendments which ORGANIZER may put into effect. ORGANIZER shall have the final authority to interpret and enforce these rules. All matters not covered by these Terms and Conditions are subject to the decision of ORGANIZER. All decisions so made shall be as binding on all parties as the original Terms and Conditions.
10. Conduct of Exhibitors – Upon being required to do so by the ORGANIZER, SPONSOR shall cease to allow attendance at the EXHIBITION of any employee or agent of the SPONSOR who shall be guilty of any conduct, which in the opinion of the ORGANIZER, is prejudicial to the proper management of the EXHIBITION.
11. Canvassing – No SPONSOR shall place signs or distribute promotional material in any area not designated for such purposes by the ORGANIZER. Any such materials placed in non-designated areas shall be removed. No SPONSOR may conduct surveys or distribute print items, promotional samples or other materials in the pre-function space of the EXHIBITION facility or the exhibit hall unless it is within the parameters of his own table top space.
12. Copyright – SPONSOR agrees to pay, when due, all royalties, license fees, other charges accruing or becoming due to any firm, person or corporation by reason of any music, either live or recorded, or other entertainment of any kind or nature, played, staged, or produced by the SPONSOR, its owners, agents, employees, or subtenants within the exhibit covered by this Exhibit Agreement. SPONSOR

agrees to hold harmless Skillsoft Corporation, its owners, agents and employees against any and all such claims and charges, and to defend, at its own expense, any and all such claims and charges.

13. Security – ORGANIZER does not accept responsibility for any theft, loss or damage from any cause whatsoever, in respect of any property brought to the EXHIBITION premises by the SPONSOR. SPONSOR accepts sole responsibility for security of their property. The SPONSOR hereby releases from and indemnifies the ORGANIZER against any liabilities in respect of any loss or damage to the exhibits or any other property brought to the venue.
14. Indemnification – ORGANIZER shall not be liable for any claims arising from death or bodily injury arising in connection with actions taken by the SPONSOR including but not limited to actions with the erection, occupancy, use, and dismantling of SPONSOR booth and anything permitted, omitted or done there-on or there-from during the period of the EXHIBITION or during the construction and dismantling periods established by ORGANIZER or by any designated contractor or sub-contractor. Anyone visiting, viewing, or otherwise participating in activities of the SPONSOR is deemed to be the invitee of the SPONSOR, rather than the invitee of ORGANIZER. SPONSOR agrees to obtain and bear the expense of adequate personal and property damage liability and workers compensation insurance to cover any such occurrences. SPONSOR agrees to indemnify and hold harmless ORGANIZER, its Subsidiaries, Affiliates, its ultimate parent and its ultimate parent's subsidiaries (all directors and officers), its partners, agents, its invitees and representatives from any claim, loss, liability or damage suffered as a result of the execution of their exhibit. SPONSOR hereby agrees to indemnify and hold harmless ORGANIZER, its partners, agents, and representatives from any claim, loss, liability or damage suffered as a result of the attendance or signing of this Exhibit Agreement by the SPONSOR.
Nothing in these Terms and Conditions shall exclude ORGANIZER liability for death or personal injury caused by the direct gross negligence of the ORGANIZER.
15. Impossibility – The performance of this Exhibit Agreement is subject to termination without liability upon the occurrence of any circumstance beyond the control of the ORGANIZER, and ORGANIZER shall not be liable for failure to perform their obligations under this Exhibit Agreement as a result of strikes, riots, acts of nature including but not limited to inclement weather, Government intervention, acts of war or terrorism, or any other causes that shall make it impossible or inadvisable to hold the EXPOSITION, or any portion thereof, at the time and place herein provided. Then and thereupon at the discretion of the ORGANIZER this Exhibit Agreement shall terminate, ORGANIZER shall return fees paid but not used, and SPONSOR shall and does hereby waive any claim for property or other damages or compensation associated with the termination of this Exhibit Agreement.
16. Governing Law – Although ORGANIZER and SPONSOR do business in various state jurisdictions, this Exhibit Agreement shall be governed, constructed, and enforced in accordance with the laws of the state of New Hampshire and its courts. In the event that it shall be necessary for either party to bring suit to enforce any of its rights hereunder, the parties shall be entitled to recover all costs of such suits including reasonable attorney's fees.

17. Insurance – SPONSOR agrees to maintain adequate insurance to fully protect ORGANIZER, hosting location and their affiliates, co-sponsors, service contractors and the Venue and Venue Management from any and all claims, arising from SPONSOR’S activities including, but not limited to, the installation, operation and dismantling of SPONSOR’S display. The foregoing insurance requirement includes claims under the Worker’s Compensation Act or for personal injury, death, or for damage to property. SPONSOR understands that neither ORGANIZER nor the venue maintains insurance covering the SPONSOR’S property and it is the sole responsibility of the SPONSOR to obtain such insurance. SPONSORS in the EXHIBITION must carry:

- Statutory limits for workers’ compensation coverage; and
- Commercial general liability including products and completed operations, independent contractor’s personal injury and blanket contractual liability insurance limits of at least \$1,000,000 per occurrence, \$2,000,000 aggregate. These coverages must be evidenced by a Certificate of Insurance with a 30-day notice of cancellation provision to the holder. The certificate must name Skillsoft Corporation as additional insured and be provided to ORGANIZER at least 30 days before the proposed exhibit date.

ORGANIZER will require that any Third Party vendor will meet the above insurance and additional insured requirements and will obtain the appropriate Insurance Certificates, which may be reviewed by ORGANIZER, at its request.

18. Lead Retrieval – ORGANIZER provides to SPONSOR, as a service and at no additional cost, the ability to scan EXHIBITION guest badges and retrieve the business contact details of the individual. SPONSOR agrees to scan guest badges only within a reasonable proximity of the SPONSOR’S EXHIBITION stand. Upon scanning the guest badge, the EXHIBITION guest to whom the badge belongs should be informed that his/her details are being retrieved for business contact purposes by the SPONSOR. SPONSOR shall ensure not to misinform the EXHIBITION guest with regard to use and applicability of scanning his/her guest badge. SPONSOR agrees to return the badge scanner(s) to the designated ORGANIZER desk within one (1) hour of the close of the EXHIBITION. ORGANIZER will provide the business contact details of the individuals of whose guest badges are scanned during the EXHIBITION: Name, Company, Title, Address, Email Address and Business Telephone Number, as provided by the individual. Data will be provided by e-mail within seven (7) working days after the end of the EXHIBITION in an Excel friendly format. When personal data is received, each of SPONSOR and ORGANIZER represent and warrant it shall comply with all applicable laws, with particular regard to those laws and regulations governing the use of personal data.

19. Intellectual Property – All intellectual property rights existing prior to the date of this Exhibit Agreement will belong to the party that owned such rights immediately prior to that date. Any rights granted herein are solely for the limited purposes as described. SPONSOR shall not stand to gain by virtue of this Exhibit Agreement any rights in or ownership of copyrights, patents, trade secrets, trademarks or

any other intellectual property rights owned by ORGANIZER, including but not limited to the rights in the materials ORGANIZER provides or to the content provided/discussed by the ORGANIZER.

20. Code Of Conduct – SPONSOR warrants that they shall at all times comply with Skillsoft Corporation’s Code of Conduct at <http://www.skillsoft.com/conduct.asp>

21. Entire Agreement – This Exhibit Agreement and all exhibits hereto, constitute the entire agreement between the parties with respect to the subject matter hereof and will supersede all prior or simultaneous proposals, negotiations, representations, commitments, writings, agreements and other communications, both oral and written, between the parties. This Exhibit Agreement may not be released, discharged, changed or modified except by an instrument in writing signed by a duly authorized representative of each of the parties.

IN WITNESS WHEREOF, this Exhibit Agreement has been duly executed by the authorized representatives of the parties hereto, as of the last signature below.

SPONSOR

SKILLSOFT CORPORATION

Signature: _____

Signature: _____

Name: _____

Name: _____

Title: _____

Title: _____

Date: _____

Date: _____