



SHAKACON

SUN, SURF, & C SHELLS™

**SHAKACON X CONFERENCE
SPONSORSHIP DETAILS**

HONOLULU, HAWAII

JULY 11-12, 2018

www.shakacon.org

SHAKACON X CONFERENCE SPONSORSHIP

ABOUT SHAKACON

Shakacon is a Call for Paper based IT Security Conference held in Honolulu, Hawaii. Shakacon is recognized as a premier information security centric conference with speakers and attendees from around the globe. Shakacon attracts top security professionals and executives, and our audience consists of CIOs, CISOs, CTOs, IT Managers, Network Engineers, Security Managers, IT Auditors, and various security professionals. Shakacon is a unique and intimate security conference where industry, government, academia, and independent experts gather together to share knowledge and experiences in one of the most beautiful places on Earth. Shakacon will offer local, national, and international participants a casual and social learning environment designed to present a “holistic” security view, as well as the opportunity to network with peers and fellow enthusiasts in a relaxed setting.

Shakacon is a great venue for recruiting talent or showcasing security solutions, products, and services to organizations, influential buyers, and IT security professionals. Shakacon provides excellent exposure for a very reasonable investment.

KEY DATES

Please note the following key dates:

Submit sponsorship reservation form	April 30, 2018
Submit payment for sponsorship	May 31, 2018
Table Selection & Turbo Talk time selection (based on sponsorship)	June 15, 2018
Deadline for all marketing material and shwag for Welcome Bags	June 15, 2018
Shakacon X Sponsor Check-In/Booth set-up	July 11, 2018 (6AM-7AM)
Shakacon X 2-Day Conference	July 11-12, 2018 (8AM-5PM)

SPONSORSHIP

The terms and details of sponsorship are outlined in the attached *Additional Proposals Terms and Conditions*. Should you choose to accept this sponsorship opportunity, please complete and return a signed copy of the ***Additional Proposals Terms and Conditions and the Sponsorship form*** to info@shakacon.org. Please note that sponsorship levels are on a first come first serve basis and based on our experience in previous years, they are expected to fill up quickly.

Sponsorship does not include a speaking slot. All interested speakers must go through our Call for Papers (CFP) selection process. Please visit <https://www.shakacon.org/cfp/> for more details. Deadline for all CFP submissions is **March 31, 2018**.

SPONSORSHIP LEVELS

	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
6' TABLE, POWER, WI-FI, 2 CHAIRS	X	X	X	X	X
COMPANY LOGO ON ALL SHAKACON MARKETING COLLATERAL	X	X	X	X	X
ADMISSION FOR 2 ATTENDEES	X	X	X	X	X
MARKETING COLLATERAL/SHWAG IN WELCOME BAG	X	X	X	X	
15-MINUTE TURBO TALK ON 1 CONFERENCE DAY	X	X	X	X	
RECOGNITION FOR SPONSORSHIP SELECTED	X	X	X	X	
ADMISSION FOR 2 CUSTOMERS/PROSPECTS	X	X	X		
CONFERENCE ATTENDEE CONTACT LIST	X	X	X		
POST ADDITIONAL COMPANY SIGNAGE IN CONFERENCE ROOM	X	X			
ADMISSION FOR 2 ADDITIONAL ATTENDEES	X				
RECOGNITION FOR 1 ADDITIONAL SPONSORSHIP SELECTION	X				
HEADLINE SPONSOR PLACEMENT ON ALL CONFERENCE MATERIALS (SHIRT, BANNERS, PRINTED MATERIALS, ELECTRONIC MATERIALS, ETC.)	X				
TOTAL SPONSORSHIP COST	\$50,000	\$20,000	\$10,000	\$7,500	\$2,500

TURBO TALK

A 15-minute “Turbo Talk” is included in all sponsorship packages except for the Bronze level. These talks will take place during the lunch break on both conference days. Sponsors may use this time to introduce themselves, their company, and products to the conference attendees. All eligible sponsors will be contacted by **June 15, 2018**, in order of sponsorship level and submission date, to select the Turbo Talk time slot.

VENUE LOGISTICS

CONFERENCE LOCATION

Prince Waikiki
100 Holomoana Street
Honolulu, Hawaii 96815

HOTEL RESERVATIONS

Prince Waikiki is offering all Shakacon X conference participants discounted room rates during the period of **July 8-13, 2018**.

Rooms must be booked no later than June 8, 2018. Any additional requests for room reservations after the cut-off date will be subject to availability at the time of booking.

To book a hotel reservation, request for the **SHAKACON** special group rate by using one of the following methods:

- Call toll free reservations line at 1-800-321-6248
- Call directly to the hotel at 1-808-956-1111
- Fax at 1-808-944-4491
- Email reservations@princehawaii.com

Group rates are as follows:

Room	Single/Double Rate
Run of Ocean	\$225.00
Ocean View, 1-Bedroom Suite	\$375.00
Ocean Front, 1 Bedroom Suite	\$575.00

**Rates quoted above are subject to applicable occupancy and sales tax which is currently 14.962% (subject to change).*

***Resort charge of \$31.41 inclusive of tax per room, per night (daily resort charge and included amenities subject to change).*

PARKING (NON-GUESTS)

Hotel valet and self-parking available.

CONFERENCE MATERIALS

Arrangements for delivery of conference exhibit material should be made through the hotel Catering Department. All conference exhibit material shipped to the hotel within a week of the conference will be stored free of charge. Storage charges will be assessed if exhibit material is shipped more than a week of the scheduled conference.

All shipments to the hotel must be addressed to the attention of the Catering Department.

Handling charges to move material from storage area to the function rooms will be charged as follows:

- \$5.00 per box for boxes 2-20 lbs.
- \$15.00 per box for boxes 21-60 lbs.
- \$30.00 for boxes and crates 60-100 lbs.
- Additional charges may be assessed for oversized, heavy boxes and crates.
- Due to safety standards, the hotel cannot move items over 100 lbs.
- The Prince Waikiki will not be responsible for moving any mechanical devices or technical equipment.
- Payment of handling charges must be arranged in advance and prior to boxes and/or crates being sent to the Hotel.

Due to Federal laws regarding shipment of packages and material shipped out from the hotel, an authorized representative must be in attendance at time of pick-up to sign shipment forms. Shipping and transit companies are requiring this be done for security purposes.

CONFERENCE SET-UP

All Sponsors will be allowed to set up on **Wednesday, July 11 between 6AM-7AM**. We kindly request that all Sponsor tables are set up by 7AM as that is when Registration will open and attendees are expected to arrive.

EXHIBITOR DISPLAY PACKAGES

Large Exhibitor Display Package - \$250/day

Including:

- 47" TV Monitor on Black Skirted AV Cart
- *Connection for your laptop to display Logo, presentation or media at your booth
- All Cords, Power and Cabling
Set-up and Strike down

Small Exhibitor Display Package - \$125/day

Including:

- 19" or 20" Monitor to place on Exhibitor Table
- *Connection for your laptop to display Logo, presentation or media at your booth
- All Cords, Power and Cabling
Setup and Strike down

ADDITIONAL CONFERENCE INFORMATION

For the most up-to-date conference information, including conference schedule, visit our website at www.shakacon.org.

The final conference packet and schedule will also be emailed to the sponsor attendees by June 30, 2018.

ADDITIONAL PROPOSAL TERMS AND CONDITIONS

These Additional Proposal Terms and Conditions (the "Terms") are entered into as of _____, 2018 (the "Effective Date") by and between Shakacon, LLC, located in Honolulu, Hawaii ("Organizer"), and _____ ("Company") (hereinafter collectively referred to as the "Parties") to amend the Proposal by and between the Parties on the Effective Date (the "Agreement"). These Terms form a part of, and are hereby incorporated into, the Agreement.

- 1. TRADEMARKS AND SERVICE MARKS.** Each Party hereby acknowledges the other Party's ownership of its respective trademarks, service marks, trade names, logos and other commercial or product/service designations ("Marks"). The Parties each further acknowledge that neither Party shall acquire any interest in the other Party's Marks by virtue of this Agreement. Notwithstanding the foregoing, Company hereby grants to Organizer a worldwide, non-exclusive, non-transferable, personal right to use the Company Marks, solely in connection with Organizer's performance of its obligations under this Agreement. Organizer is granted no other right, title or license to the Company Marks, or any other Company trademarks or intellectual property.
- 2. EVENT INFORMATION.** To the extent that Organizer shares any sales lead or contact information with Company, Organizer represents and warrants that it has obtained the opt-in consent of providers of such information to: (i) collect, store, use and distribute such information to Company; and (b) allow Company to receive, store and use such information to contact the persons identified for the purposes of sales and marketing efforts and discussion of current and future business opportunities. Organizer represents and warrants that it complies with all applicable laws in regard to collection, storage, use and distribution of such sales lead information; however, Organizer does not provide any warranty or guarantee of completeness or accuracy with regard to information.
- 3. CANCELLATION OR CHANGE.** In the event Organizer cancels or changes the event, Organizer shall notify Company of such change or cancellation in writing and Company shall have the right, upon notice to Organizer, in case of cancellation, to terminate its participation in the project and receive a complete refund of any fees paid toward the project.
- 4. CONFIDENTIAL INFORMATION.** For the purposes of this Agreement, "Confidential Information" shall mean any information disclosed to a Party, its employees, contractors, agents or representatives, regardless of format or medium, that is: (i) marked or identified as confidential or proprietary; or (ii) should be reasonably understood to be confidential or proprietary. Confidential Information shall not include any information which (i) is or becomes available to the public other than as a consequence of a breach of any obligation of confidentiality; (ii) is rightfully received from a third party who is under no obligation of confidentiality; or (iii) is independently developed by the receiving Party without access to the Confidential Information. The receiving Party shall hold in strict confidence and trust all Confidential Information and shall not disclose any Confidential Information to any person or entity without the advance written consent of an authorized representative of the disclosing Party. Notwithstanding the foregoing, the receiving Party shall be permitted to disclose Confidential Information pursuant to a court order, government order or any other legally requirement of disclosure if no suitable protective order or equivalent remedy is available, provided that the receiving Party provides prompt written notice of the disclosure requirement to the disclosing Party and allows the disclosing Party a reasonable opportunity to seek to obtain a protective order or other appropriate remedy prior to such disclosure to the extent permitted by law, and further provided that the receiving Party shall furnish only that portion of Confidential Information which it is advised by a written opinion of legal counsel is legally required to be disclosed.
- 5. LIABILITY.** NEITHER PARTY SHALL BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL OR CONSEQUENTIAL DAMAGES, INCLUDING LOSS OF PROFITS INCURRED BY THE OTHER PARTY, WHETHER IN AN ACTION IN CONTRACT, TORT OR ANY OTHER THEORY OF LAW IN ANY WAY ARISING FROM EITHER PARTY'S PERFORMANCE OR NONPERFORMANCE OF THIS AGREEMENT, EVEN IF THE OTHER PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES. EXCEPT FOR BREACH OF ANY OBLIGATIONS SET FORTH IN SECTION 2 OR SECTION 4 OF THIS AGREEMENT, EACH PARTY'S LIABILITY UNDER OR ARISING OUT OF THIS AGREEMENT SHALL BE LIMITED TO THE AMOUNTS PAID AND PAYABLE BY COMPANY TO ORGANIZER PURSUANT TO THIS AGREEMENT.
- 6. SURVIVAL.** The following sections of these Terms shall survive termination of this Agreement: Section 2, Section 4, Section 5 and Section 7.
- 7. GENERAL.** Neither Party shall be responsible for any failure to perform or delay in performance attributable in whole or in part to any cause beyond its reasonable control, including but not limited to Acts of God, government actions, war, civil disturbance, insurrection, sabotage, labor shortages or disputes, failure or delay in delivery by

suppliers or subcontractors, transportation difficulties, shortage of energy, raw materials or equipment, or the other Party's fault or negligence. Neither Party shall assign this Agreement or any of its rights or obligations hereunder without the prior written consent of the other Party. Each party shall comply with all applicable laws and regulations in performing its duties and obligations pursuant to this Agreement. Any breach of Section 4 will cause irreparable harm to the disclosing Party for which damages would not be an adequate remedy, and therefore, the disclosing Party will be entitled to injunctive relief with respect thereto in addition to any other remedies. This Agreement will be governed by and construed under the laws of the State of California without giving effect to its conflict of law principles. Any legal action or proceeding relating to this Agreement shall be instituted in a court of competent jurisdiction. In all matters relating to this Agreement, each Party will act as an independent contractor, not as partners. Neither Party will represent that it has any authority to assume or create any obligation, express or implied, on behalf of the other Party, nor to represent the other Party as its agent, employee or legal entity partner. The Agreement, as amended by these Terms, sets forth the entire agreement between the Parties and supersedes prior proposals, agreements and representations between them, whether written or oral relating to the subject matter contained herein. These Terms may not be modified or amended except in a writing signed by a duly authorized representative of each Party; no other act, document, usage or custom shall be deemed to amend or modify these Terms. The failure of either Party to enforce its rights under these Terms at any time for any period shall not be construed as a waiver of such rights. In the event that any provision of these Terms shall be determined to be illegal or unenforceable, that provision will be limited or eliminated to the minimum extent necessary so that these Terms shall otherwise remain in full force and effect and enforceable. In the event of a conflict between these Terms and the terms of the Agreement, these Terms shall control. These Terms may be executed in one or more counterparts and/or by facsimile, each of which shall be deemed an original and all of which signed counterparts, taken together, shall constitute one instrument.

The undersigned represent and warrant that they are authorized representatives of either party on whose behalf they are signing to execute these Terms and to bind their respective party thereto.

SHAKACON, LLC. (“ORGANIZER”)

“COMPANY”

Authorized Representative

Authorized Representative

Name

Name

Title

Title

Date

Date



SHAKACON X SPONSORSHIP RESERVATION FORM

Company/Organization Name: _____

DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Please select <i>two</i> .	Please select <i>one</i> .	Please select <i>one</i> .	Please select <i>one</i> .	N/A
<input type="checkbox"/> Official Conference T-shirts <input type="checkbox"/> Raffle Prize Giveaways <input type="checkbox"/> Conference Welcome Bag <input type="checkbox"/> Post Conference Reception	<input type="checkbox"/> Hosted bar <input type="checkbox"/> Speaker Dinner <input type="checkbox"/> Conference ID Badges & Lanyards	<input type="checkbox"/> Continental Breakfast (Day 1 & 2) <input type="checkbox"/> Lunch (Day 1) <input type="checkbox"/> Lunch (Day 2)	<input type="checkbox"/> Speaker Gifts <input type="checkbox"/> Afternoon Refreshments (Day 1) <input type="checkbox"/> Afternoon Refreshments (Day 2)	N/A
Total: \$50,000	Total: \$20,000	Total: \$10,000	Total: \$7,500	Total: \$2,500

Sub-total (Bronze, Silver, Gold, Platinum or Diamond Sponsorship amount): \$ _____

Additional Sponsor Attendees: Qty: ___ x \$350 = \$ _____

**Additional Sponsor Tables: Qty: ___ x \$500 = \$ _____

****NOTE:** Additional Sponsor Tables may only be purchased by Silver Sponsors and above.

Total Shakacon X Sponsorship Cost: \$ _____

Please make all checks payable to **Shakacon, LLC** and mail it with a copy of the completed Sponsorship Reservation Form. Our new mailing address will be provided upon electronic receipt of the completed Sponsorship Reservation form.



**ALOHA & MAHALO FROM
THE SHAKACON CREW!**

Shakacon Admin Use Only	
Date received:	
Date payment received:	
Received by:	