

McLeod Software UC26 Sponsorship Agreement

Company Name _____ URL _____

(Print as it is to appear on all conference materials)

Show Contact Information *(person managing details leading up to the event)*

Name _____ Title _____

Email _____ Phone _____

Secondary Contact _____ Title _____

Email _____ Phone _____

Bill to Company Name *(if different than above)* _____

Bill to Address _____

City _____ St _____ Zip _____

Country *(if outside the U.S.A.)* _____ Province _____

☐ By submitting this form, I agree to the policies laid out in the terms and conditions of this sponsorship agreement, and have authorization to bind my organization to said terms.

First/Last Name _____ Business Title _____

Additional Comments or Notes: _____

Booth Location Choice

View map at McLeodSoftware.com/uc26-expo

1st _____, 2nd _____, 3rd _____

Competitors to avoid _____

Sponsorship Level (Headline - Silver, select options on pg. 2)

☐ Headline \$75,000 (Exclusive)

☐ Diamond \$60,000 ☐ Platinum \$42,000 ☐ Gold \$30,000 ☐ Silver \$14,500 ☐ Bronze \$9,000
Only two available

☐ Exhibitor \$6,200 ☐ Kiosk \$6,200 \$ _____

Add-On Sponsorship (select optional add-on items on pg. 3)

_____ \$ _____

Optional Added Value Item (complimentary)

PRIZE DRAWING PARTICIPATION

☐ Yes, we would like to hold a prize drawing at our booth

TOTAL AMOUNT \$ _____

Questions? Contact Events@McLeodSoftware.com



	Headline \$75,000 <i>Exclusive</i>	Diamond \$60,000 <i>Two Available</i>	Platinum \$42,000	Gold \$30,000	Silver \$14,500	Bronze \$9,000	Exhibitor \$6,200 <i>\$6,700 after August 3</i>	Turnkey Kiosk \$6,200 <i>\$6,700 after August 3</i>
Exhibitor Space	Negotiable	10 x 20'	10 x 20'	10 x 10'	10 x 10'	10 x 10'	10 x 10'	Kiosk*
Complimentary Registrations <i>(additional regs \$1,554 per person)</i>	Negotiable	6	4	3	2	2	2	1
Listing in UC App & Signage	✓	✓	✓	✓	✓	✓	✓	✓
NEW - Lead Capture Included!	✓	✓	✓	✓	✓	✓	✓	✓
Recognition at Opening General Session	✓	✓	✓	✓	✓	✓		
Logo/Link from UC Website & App	✓	✓	✓	✓	✓	✓		
Logo/Link included in McLeod customer facing e-newsletter (pre/post show)	✓	✓	✓	✓				
INCLUDES								

NEW - LEAD CAPTURE INCLUDED!

Easy-to-use lead capture offered by Accelevents is included in your sponsorship via the UC app! Capture leads by scanning an attendee QR code (conference badge or UC attendee profile on their mobile device) or via manual entry.

How It Works:

- Scan badges to gather lead information
- Score leads and take notes
- Export leads to csv file on demand

	One Item Group A	One Item Group A	One Item Group A	One Item Group A	One Item Group A	<i>*includes electrical connection</i>		
	Two Items Group B	Two Items Group B	Two Items Group B	Two Items Group B				
	Two Items Group C	Three Items Group C	Three Items Group C					
	UC Mobile App Splash pg and Banner Ad & Link	UC Mobile App Banner Ad & Link						
	Private Meeting Room	Private Meeting Room						
	Three Exclusive McLeod Customer E-Newsletters	Two Exclusive McLeod Customer E-Newsletters						
	The Dispatch magazine Full-page Ad, Three Issues, plus a Two-page Advertorial in One Issue	The Dispatch magazine Full-page Ad, Three Issues						
	:45 sec Video Promo during Monday Lunch Session							





GROUP A

Only Select One

Headline, Diamond, Or Platinum

- Lanyards **SOLD**
- Conference Gift **SOLD**
- Registration Lounge **SOLD**
- Booth Upgrade*

Headline, Diamond, Platinum, or Gold

- Expo Hall Welcome Reception **SOLD**
- Hotel Key Cards **SOLD**
- Conference Note Pads
- Conference Tote Bags
- Conference Wi-Fi **SOLD**
- Booth Upgrade*

Gold or Silver

- Two (2) Registrations
- Tote Bag Insert***
- 7-minute Product Showcase
- Beverage Stations
- Monday A.M. Break Networking & Expo**
- Tuesday A.M. Break Networking & Expo**
- Monday P.M. Break Networking & Expo**
- Tuesday P.M. Break Networking & Expo**
- Booth Upgrade*

* Booth upgrade adds a 10 x 10' to your existing booth space per sponsor level, includes two (2) registrations

** Sponsor can send swag for distribution to attendees

*** Sponsor provides

See "Additional Descriptions" in full prospectus for more details

GROUP B

Headline, Diamond, Platinum, or Gold

Select Two

- Expo Hall Welcome Reception **SOLD**
- Training Lab Area **SOLD**
- Booth Upgrade*
- Monday or **SOLD** Tuesday Breakfast Networking & Expo**
- Monday or Tuesday Lunch Networking & Expo**
- Tote Bag Insert***
- 25-minute Breakout Session
- 7-minute Product Showcase
- Full-page Ad, Two Issues, in The *Dispatch* magazine
- Your Exclusive Content in Two (2) **SOLD** McLeod Customer E-newsletter
- Two (2) Registrations

GROUP C

Headline

Select Two

Diamond or Platinum

Select Three

- Evening Event
- Monday - Select One
 - ☐ Sports Bar Area **SOLD**
 - ☐ Speakeasy Bar Area
 - ☐ Rooftop Bar Area **SOLD**
- OR**
- Tuesday - Select One **SOLD**
 - ☐ Rooftop Bar 1
 - ☐ Rooftop Bar 2
- Customer Case Study
- Tote Bag Insert***
- Private Meeting Room
- 25-minute Breakout Session
- 7-minute Product Showcase
- Full-page Ad, Three Issues, in The *Dispatch* magazine
- Two (2) Registrations



Discounted Add-On Sponsorship Opportunities

Feature your products and services through a-la-carte sponsorship opportunities to extend your reach within the McLeod customer base. Select the options best suited for your needs and budget.

\$1,800

- ~~Your exclusive content in One McLeod Customer E-newsletter~~

Customer Type: **SOLD**

☐ Carriers ☐ Brokers ☐ Both

\$2,500

- Full-page Ad, One Issue, in *The Dispatch* magazine

\$3,500

- Private Meeting Room

\$6,000

- Booth Upgrade*
- Tote Bag Insert***

\$7,500

- ~~Training Lab Area~~ **SOLD**

\$9,500

- 7-minute Product Showcase
- Beverage Stations

\$10,000

- Sunday Evening Hotel Room Drop***
- Monday Afternoon Hotel Room Drop***
- Monday A.M. Break Networking & Expo**
- Tuesday A.M. Break Networking & Expo**
- Monday P.M. Break Networking & Expo**
- Tuesday P.M. Break Networking & Expo**

\$12,000

- Monday Breakfast Networking & Expo**
- Tuesday Breakfast Networking & Expo**
- 25-minute Breakout Session
- 55-minute Panel Session

\$15,000

- ~~Expo Hall Welcome Reception~~ **SOLD**
- ~~Monday Lunch Networking & Expo**~~ **SOLD**

- Tuesday Lunch Networking & Expo**

- ~~Registration Lounge~~ **SOLD**

- Monday Evening Event

Select One:

☐ Sports Bar Area **SOLD**

☐ Speakeasy Bar Area

☐ Rooftop Bar Area **SOLD**

- ~~Tuesday Evening Event~~ **SOLD**

Select One:

☐ Rooftop Bar 1

☐ Rooftop Bar 2

* Booth upgrade adds a 10 x 10' to your existing booth space per sponsor level, includes two (2) registrations

** Sponsor can send swag for distribution to attendees

*** Sponsor provides

See "Additional Descriptions" in full prospectus for more details



MCLEOD SOFTWARE UC26 SPONSOR EXPO TERMS & CONDITIONS

Sponsor agrees to comply with these Expo Rules and Regulations, including all amendments, and adhere to: (a) applicable fire, safety, utility, and building codes; (b) facility rules; (c) terms of all leases and agreements between McLeod Software ("McLeod") and third parties relating to the Expo.

PAYMENT - Sponsorship is confirmed upon registration and requires full payment within 30 days of invoice unless otherwise agreed in writing.

EXPO HALL / BOOTH - McLeod may reassign booth locations at its discretion. Space will not be assigned until registration and payment are accepted.

CANCELLATION - Cancellations must be in writing. Refunds equal to 50% of sponsorship payments made will be issued if request is received by 5:00 PM CT on June 30, 2026. No refunds after this date. Excursion fees are non-refundable. McLeod may reassign canceled space.

DEFAULT OCCUPANCY - Booths not set up two hours before opening may be reassigned without relieving Sponsor's payment obligation. Set-up and breakdown must occur during designated times. Unauthorized late set-up or breakdown may result in a \$1,000 fine and future suspension. Exhibits must fit within assigned space (10' or 20' width, max 8' height). McLeod may remove exhibits deemed inappropriate.

PRIZE DRAWINGS - Sponsors are responsible for prize distribution and shipping costs.

BOOTH PERSONNEL - All personnel must be registered attendees. No "booth-only" or partial registrations. Substitutions are allowed until show day. No refunds for cancellations after midnight CT, September 11, 2026.

HANDLING & INSTALLATION - Sponsor must arrange shipment, delivery, and storage through Freeman Expo Services. Booths must be ready by

official inspection or two hours before opening. McLeod may hire labor at Sponsor's expense if deadlines are missed.

EXPO ACCESS - The McLeod Expo is closed to the public. McLeod controls all admissions. Attendance levels are not guaranteed.

USE OF SPACE - All activities must remain within Sponsor's booth or paid sponsorship. Subletting or sharing space without written consent is prohibited.

MUSIC - Sponsors are responsible for any copyright licensing fees for music use.

PHOTOGRAPHY & VIDEO RELEASE - Sponsor grants McLeod rights to use Sponsor's image, likeness, and recordings from the event without compensation or approval. Sponsor waives rights to royalties or review.

OTHER ACTIVITIES - Any Sponsor activity involving McLeod customers, inside or outside the venue, one day before, during, or immediately after the User Conference (UC) must receive prior written approval from McLeod.

CONFERENCE PARTICIPATION - Sponsors and their attendees are encouraged to attend meals, entertainment, and sessions as observers only. Sponsors should not engage in dialogue or Q&A unless invited. McLeod may restrict attendance at certain sessions for Sponsors or partners offering competitive products. Competitor Sponsors should not attend each other's sessions without prior consent.

LIABILITY - McLeod and Sponsor are independent contractors; this Agreement does not create a partnership, joint venture, or agency. McLeod, its employees, agents, and contractors are not liable for Sponsor's safety or property loss/damage from theft, fire, accident, or other causes. Any security measures provided are gratuitous and do not create liability. McLeod is not responsible for non-delivery of space due to fire, acts of God, strikes, war, terrorism, legal authority, or other causes beyond its control. If the Expo cannot be completed for these

reasons, McLeod will refund rental fees at its sole discretion.

INDEMNIFICATION - Sponsor agrees to indemnify, defend, and hold harmless McLeod, its officers, employees, agents, and assigns from any liability, loss, cost, or expense (including attorney fees) arising from Sponsor's activities. Sponsor also agrees to indemnify and hold harmless the Nashville Music City Center ("MCC") and its affiliates from any claims or damages resulting from Sponsor's use or occupancy of the Expo Hall.

CANCELLATION OR RELOCATION - If the Expo is postponed or canceled due to events beyond the control of McLeod or Sponsor (including acts of God, war, civil unrest, terrorism, or similar occurrences), performance under this Agreement is excused for the duration of the event. If canceled, all rental payments will be refunded less a pro rata share of expenses incurred by McLeod.

RESERVED RIGHTS - McLeod and MCC retain exclusive rights to sell or serve food, beverages, and merchandise within the Expo Hall. Sponsors may not distribute food or beverages without prior written consent. McLeod and MCC reserve the right to remove any objectionable persons from the Expo Hall without liability.

GOVERNING LAW - The laws of Alabama shall govern this contract, rules, and regulations. Any mutual agreement by the parties not to enforce any provision of these rules and regulations shall not void the entire agreement. Any controversy or claim arising out of or relating to this contract, or breach thereof, shall be submitted to arbitration in Jefferson County, Alabama before a single arbitrator mutually agreed upon by the parties. Any judgment and/or awards rendered by the arbitrator shall be final and binding.

We appreciate your participation in the McLeod Software User Conference & Expo and hope it provides many opportunities for new and repeat business.