



# A BRANDING AND BOOTH TRAFFIC OPTIMIZATION TOOL SPONSORED WEBSITE RETARGETING

**Are you seeking new ways to gain access to the conference audience? Have you been looking for more ways to interact digitally with potential prospects?**

Sponsored retargeting campaigns let you get your message in front of TechNet Indo-Pacific website visitors with ads across the web. This brand new opportunity is only available to current TechNet Indo-Pacific exhibitors, with exclusive access to the digital audience visiting the event website leading up to the conference in November 2019.

**In the months leading up to TechNet Indo-Pacific almost 15,000 visitors are expected to view the event website!**

**35,000+ SESSIONS PER YEAR  
18,000+ USERS PER YEAR**

**Retargeting ad campaigns will run:  
Oct 21st - Nov. 21st!**

## How it works

Select your package and submit your graphics, and you're on your way! Sponsored retargeting happens when the website/audience owner allows a sponsor to show ads to recent visitors of the event website. Visitors to the TechNet Indo-Pacific website are cookie'd and our team is able to then serve those who have entered our audience segment your graphics and messaging!

Your ads will show on nearly any website that our audience visits. We have access to 95% of the consumer web so when our event website audience (that your ads are targeting) visits cnn.com, espn.com, weather.com, or thousands of other websites, your ads will be served encouraging them to act on your messaging!

## PACKAGES

**50,000 Impressions**  
\$3,500 per campaign

**100,000 Impressions**  
\$6,000 per campaign

**BUY NOW!**

# You've secured your retargeting package... now what?

Submit your graphics to our digital marketing implementation team.

## Banner Ad Formats

Acceptable file types are .png, .jpeg, and .gif for your artwork.

The recommended file size is < 30MB. A maximum file size of **200MB** is permitted per file.

## Banner Ad Sizes

(in pixels, width x height)

### Required:

300 x 250  
160 x 600  
728 x 90  
180 x 150

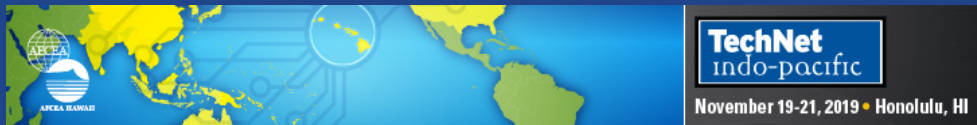
### Optional:

970 x 250    970 x 90  
300 x 600    320 x 100  
300 x 1050    320 x 50

## Design your ads to:

- Drive attendee traffic to your booth
- View a featured product you'll be showcasing at the conference
- Highlight an event at TechNet Indo-Pacific you're sponsoring or participating at

## Example Banner Ad Graphics:



Deadline to  
secure  
Oct. 11th!

## QUESTIONS?

TechNet Indo-Pacific Exhibits & Sponsorship Sales Team c/o SPARGO, Inc.  
AFCEAexhibits@spargo.com | 888-215-2241 / 703-995-2567



# Sponsored Retargeting Advertising

## TechNet Indo-Pacific 2019

Hilton Hawaiian Village  
Honolulu, HI  
November 19-21, 2019

Sponsored Retargeting Advertising		Fee
	<b>50,000 Impressions</b>	<b>\$3,500</b>
	<b>100,000 Impressions</b>	<b>\$6,000</b>

### Contact Information

Company Name.....  
 Contact.....  
 Tel..... Fax..... Email.....  
 Address.....  
 City..... State..... Zip..... Country.....

### Payment Information

Initials	Due with application.....100%*
	<small>Sponsored Retargeting Advertising will not be held or confirmed without deposit. Failure to make payments does not release the contracted or financial obligation of Sponsor.</small>

\*Cancellations will receive no refund

**Make checks payable to: SPARGO, Inc.**

#### Email application to:

Email: [directlead@spargoinc.com](mailto:directlead@spargoinc.com)  
 Fax: 703-563-2691

#### Mail payments to: SPARGO, Inc.

11208 Waples Mill Road, Suite 112 ♦ Fairfax, VA 22030

#### Need Help? Contact:

[afceaexhibits@spargoinc.com](mailto:afceaexhibits@spargoinc.com)  
 571-267-2404

#### Credit Card Payments:

A representative will reach out to you within 1 business day with instructions on how to submit credit card payment'

I, the undersigned, hereby make Application for Sponsored Retargeting Advertising, at TechNet Indo-Pacific 2019. I am an authorized representative of the company/organization with the full power and authority to sign and deliver this application. The company/organization listed on this application agrees to comply with the TechNet Indo-Pacific 2019 Rules and Regulations and all policies, adopted by the Armed Forces Communications & Electronics Association (AFCEA) hereafter. Sponsor agrees to receive all written and electronic correspondence from AFCEA, SPARGO, Inc. and official event contractors in reference to TechNet Indo-Pacific 2019 and future AFCEA events. This application will become a contract upon Sponsor's authorized signature and AFCEA's acceptance and approval.

Authorized Signature..... Title.....  
 Printed Name..... Date.....

#### Show Management Use

Authorized Signature.....  
 Date.....

# TechNet Indo-Pacific 2019 Sponsorship Rules

THIS SPONSORSHIP AGREEMENT (the "Agreement"), is entered into by and between the Armed Forces Communications and Electronics Association International (AFCEA), and Sponsoring Company (Sponsor), and shall become a contract upon execution. This Agreement shall confirm the details of Sponsor's sponsorship of AFCEA TECHNET INDO-PACIFIC (Event) being held November 19-21, 2019

The individual executing this Contract represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the Company.

IN CONSIDERATION of the mutual undertakings and promises of the parties as set forth below, the parties agree as follows:

## 1. SPONSORSHIP

1. AFCEA and Sponsor will develop and execute the sponsorship in accordance with the terms and conditions set forth in this Agreement and as set forth in any Attachments and/or Exhibits to the Agreement. AFCEA and Sponsor agree they will perform their duties and responsibilities in a professional manner consistent, at all times, with industry standards and in accordance with applicable laws and regulations.

1.1. In consideration of the rights granted in the Agreement, Sponsor agrees to pay AFCEA a Sponsorship Fee as defined on page one of this Agreement and a 50% deposit is to be included with this Agreement. For the Sponsorship Fee, AFCEA agrees to provide Sponsor services as outlined in the Official Sponsorship Prospectus. Remaining balance of Sponsorship Fee is to be paid 60 days prior to start of event.

## 2. INTELLECTUAL PROPERTY

2.1 Each party is granted a nontransferable, non-exclusive license to use the other party's materials, marks and logos (collectively "Intellectual Property") solely for the promotion and execution of the Sponsorship at the Event as set forth herein and only during the agreed upon period.

2.2 Upon expiration or termination of the Sponsorship, each party will cease using the other party's Intellectual Property and to the extent possible will, at the request of the other party, either destroy or return such Intellectual Property to the other party.

## 3. EFFECTIVE DATE, TERM, AND TERMINATION

3.1 Effective Date and Term: Unless the Agreement is terminated earlier in accordance with its terms and conditions, the term of this Agreement shall commence on the Effective Date and terminate at the conclusion of the parties obligations pertaining to the Event.

3.2 In the event either party commits a material breach of any provision contained within the Agreement, and such breach remains uncured after thirty (30) days written notice specifying the breach, the non-breaching party may terminate the Agreement. Upon expiration or termination of this Agreement each party agrees to timely comply with the terms of Section 2.2 above. In the event this Agreement is terminated for material breach of a party following the commencement of the Event and/or Sponsorship activities, the parties agree nonetheless to cooperate to the extent necessary to avoid interruption of the Event. Such cooperation shall not be construed to waive any claim or defense a party may have.

3.3 In the event of cancellation by Sponsor, AFCEA shall determine an assessment covering the resale of sponsorship, prior services performed, and other damages related to cancellation, according to the following schedule:

January 12, 2019 – July 19, 2019, 50%

After July 19, 2019, 100% of total sponsorship fee.

AFCEA must receive written notification of the cancellation by registered or certified mail. Date cancellation notice is received by AFCEA will determine above assessment charges. In the event of either a full or partial cancellation of space by a sponsor, AFCEA reserves the right to resell canceled sponsorship, regardless of the cancellation assessment. Subsequent resale of canceled sponsorship does not relieve the canceling sponsor of the obligation to pay the cancellation assessment.

Appropriate payment must be received within 15 days of cancellation.

3.4 Should the Event in this Agreement be canceled or postponed by AFCEA, either prior to the start of the Event or after the Event has officially commenced (determined by the earliest date and time listed in the Event program itinerary), AFCEA will provide a credit equal to the Sponsor Fee paid under the terms of this Agreement for use at a future TECHNET INDO-PACIFIC Conference within a period of two (2) years from the start date of the cancelled Event. These credits may not be applied to other AFCEA or USNI events.

## 4. LIMITATION OF LIABILITY

In no event shall either party be liable to the other party for any indirect, incidental, consequential, special, or exemplary damages (even if that party has been advised of the possibility of such damages), arising from breach of this Agreement, or any provision of this Agreement, such as, but not limited to loss of revenue or anticipated profits or lost business.

## 5. FORCE MAJEURE

Neither party shall be liable to the other in the event its failure to perform its obligations under the terms of the Agreement results from: (i) compliance with any law, ruling, order, regulation or order of any court or government decision or action of competent jurisdiction; (ii) acts of God or other circumstances beyond the reasonable control of the parties; (iii) acts or omissions of the other party; (iv) fires, strikes, embargoes, war, acts of domestic terrorism, civil insurrection or riot, (v) a weather event or curtailment of transportation facilities preventing or unreasonably delaying [at least 25% of attendees and guests from attending the Event, or (vi) or other emergency beyond the party's control making it inadvisable, illegal or impossible to hold the Event or which materially affects a party's ability to perform its obligations here under. Any delay resulting from any of said causes shall extend performance accordingly or excuse performance, in whole or part, as may be reasonable under the circumstances. The terminating party shall endeavor to give notice of termination to the other party as soon as reasonably practicable in an effort to minimize the impact of termination.

In the event of a termination as a result of a Force Majeure event as defined above, neither party will have any liability to the other party hereunder.

## 6. PAYMENT

A 50% deposit for the sponsorship is due at signing of the Agreement as stipulated in Section 1.2, unless other arrangements are made with and approved by AFCEA. Any such arrangements must be made in writing and included with this Agreement. Remaining balance of Sponsorship Fee is to be paid 60 days prior to start of event. Any late payment will be subject to a late payment penalty calculated at eighteen (18) percent annually on the outstanding balance for the period the payment is late.