

Sponsorship Opportunities

RSA™ Conference 2000
E U R O P E

*10-13 April, 2000
Munich, Germany*

Put your company in the spotlight at the first **European RSA Security Conference** by becoming a charter sponsor!

A limited number of sponsorships are available for this prestigious industry event. RSA Conference 2000, Europe, is being held 10-13 April 2000 at the Hilton München Park, Munich, Germany. Sponsorships are available at several levels, and offer your organization maximum visibility with IT security decision-makers, industry pundits, press, academia, and other purchasing influencers that will attend the Conference.

Each sponsorship level is specially designed to increase your visibility, and includes:

- Your company logo on printed Conference marketing materials.
- Your company logo prominently featured on signage at the event itself.
- Your company logo featured on the RSA Conference 2000, Europe Web site, and linked back to your site.

RSA Conference 2000, Europe is made possible by the generous sponsorships of:



Sponsorship Packages

RSA™ Conference 2000
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10-13 April, 2000
Munich, Germany

☐ **Platinum Sponsor** *(Only 3 available!)*

€ 75,000 Includes:

- A morning Keynote speaking slot at the Conference.
- A premium 6 x 2 meter exhibit space on the Conference expo floor (*stands not included*).
- Your logo displayed on the big-screen during the Conference General Sessions.
- Your logo prominently featured on the official Conference totebag, distributed to all attendees.
- Your banner prominently displayed at the conference hotel headquarters.
- Co-sponsorship of the Cryptographers' Gala taking place on Wednesday, 12 April, 2000.

In addition, the Platinum Sponsorship includes:

- Five complimentary conference passes to General Sessions, Track Sessions, Coffee Breaks, Lunches and Evening Receptions.
- Your envelope of corporate literature or other promotional items inserted into every conference tote bag.
- Two invitations for your key company executives to attend the exclusive RSA President's Dinner.
- Inclusion of company logo or name in all direct mail and email invitations and promotional materials announcing the RSA Conference 2000, Europe, provided your sponsorship is secured by 3 December, 1999.
- Inclusion of company logo and name in all print and/or web advertisements promoting the RSA Conference 2000, Europe, provided your sponsorship is secured by 3 December, 1999.
- Inclusion in press releases relating to the RSA Conference 2000, Europe.
- Your company logo and 50-word profile listed in the Conference Program (distributed at the show).
- Free one-time list rental of the full attendee list following the conference.

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☐ **Gold Sponsor**

€ 50,000 Includes:

- A premium speaking slot at the Conference, in the track of your choice (*topic & speaker subject to approval by RSA*).
- A 3 x 2 square-meter exhibit space on the Expo floor (*stands not included*).
- Your logo featured on the attendee gift of your choice, distributed during the Conference. Gifts currently available: pen, spiral notebook, badge-holder, travel alarm clock (*Gift-choice is subject to availability and is first-come, first-served*).
- Co-sponsorship of the Exhibit Reception on Tuesday evening, 11 April, 2000.
- Your logo displayed on the big-screen during the Conference General Sessions.
- Your banner displayed at the conference hotel headquarters.

In addition, the Gold Sponsorship includes:

- Three complimentary conference passes to General Sessions, Track Sessions, Coffee Breaks, Lunches and Evening Receptions.
- One invitation for a company executive to attend the exclusive RSA President's Dinner.
- Inclusion of company logo or name in all direct mail and email invitations and promotional materials announcing the RSA Conference 2000, Europe, provided your sponsorship is secured by 3 December, 1999.
- Inclusion of company logo and name in printed or web advertisements announcing the RSA Conference 2000, Europe.
- Inclusion in press releases relating to the RSA Conference 2000, Europe.
- Your company logo and 50-word profile listed in the Conference Program (distributed at the show).
- Free one-time list rental of the full attendee list following the conference.

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☐ **Bronze Sponsor**

€ 25,000 Includes:

- A speaking slot on an expert panel during the class tracks (*speaker and topic subject to approval by RSA*).
- Prominent display of your logo during lunches.
- Prominent display of your logo at attendee coffee breaks throughout the conference.
- Inclusion of company logo and name in all direct mail and email invitations and promotional materials announcing the RSA Conference 2000, Europe, provided your sponsorship is secured by 3 December, 1999.
- Inclusion of company logo and name in printed or web advertisements announcing the RSA Conference 2000, Europe.

In addition, the Bronze Sponsorship includes:

- One complimentary conference pass to General Sessions, Track Sessions, Coffee Breaks, Lunches and Evening Receptions.
- Inclusion in press releases relating to the RSA Conference 2000, Europe.
- Your company logo and 50-word profile listed in the Conference Program (distributed at the show).
- Free one-time list rental of the full attendee list following the conference.

Sponsorship Contract

RSATM Conference 2000 EUROPE

10-13 April, 2000
Munich, Germany

Most of our European Conference marketing materials go to press the first week of December, 1999. We must receive your signed sponsorship contract by 3 December, 1999 in order to include your logo on outgoing Conference marketing materials and advertisements.

Sponsorships are confirmed when a signed contract is received with payment. As a sponsor, you will need to provide your company's logo as well as a link from your website to the RSA Conference 2000, Europe website at www.rsasecurity.com/rsa2000/europe. RSA Conference 2000, Europe logo/conference artwork will accompany your logo on banners, signage and items produced by or for the Conference.

This Agreement for the Sponsorship is made by and between RSA Security Inc. and:

COMPANY: _____ CONTACT: _____
ADDRESS: _____
ADDRESS2: _____ COUNTRY: _____
TELEPHONE: _____ FAX: _____ EMAIL (required): _____

Please indicate the sponsorships in which you are interested, referencing the "Sponsorship Opportunities" pages. Please understand that your first choice may not be available.

Desired Sponsorship:	Price:
Desired Sponsorship:	Price:
Sub Total	
16% VAT	
Total Amount	

Payment Method: ☐ Check ☐ Visa ☐ MC ☐ AMEX ☐ Diners Club ☐ PO # _____

Credit Card # _____ Exp. Date _____ Name on Card: _____

Make checks payable to "RSA Security GmbH"

COMPANY BACKGROUNDER (Please provide a 50 word company description, for inclusion in conference materials);

To ensure your inclusion in Conference publicity, please remember to email your logo (in vector-based EPS format) as soon as possible to pavida@codacreative.com

By signing this contract you are ensuring your sponsorship of this event, and agree to be bound by the sponsorship terms and conditions attached. Fees are nonrefundable and are payable to RSA Security GmbH. Sponsorships are accepted by RSA on a first-come, first-served basis. RSA reserves the right to cancel your sponsorship if payment is not received within 60 days of signing this contract, or before the first day of the conference, which ever comes first. If paying by credit card or corporate P.O. you may fax this contract to 415-544-9306; otherwise please mail this contract and payment to:

RSA Conference 2000, EUROPE, c/o LKE Productions, 1620 Montgomery Street, Suite 120, San Francisco, California 94111, USA

Signature

Signature

Printed Name

Printed Name

Sponsoring Company

RSA Security Inc.

RSA Security Inc.

Date

Date

Exhibitor Contract

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The RSA Conference 2000, Europe will take place at the Hilton München Park, in Munich, Germany on April 10th – 13th, 2000. Participants are responsible for their own computer equipment, collateral, technical resources, and trade show booths. Booth Lease Fees are nonrefundable and are payable to RSA Security, GmbH. Payment must be received with this contract in order to confirm booth space.

This Agreement for the Exhibits is made by and between RSA Security Inc. and:

COMPANY: _____ CONTACT: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

TELEPHONE: _____ FAX: _____ EMAIL (required): _____

COMPANY BACKGROUNDER (Please provide a 50 word company description, for inclusion in conference materials):

WEBSITE: _____

Booth Size: ☐ 3 x 2 meters

Booth Lease Fee: € 5,800 (inclusive of 16% VAT tax)

Payment Method: ☐ Check ☐ Visa ☐ MC ☐ AMEX ☐ Diners Club ☐ PO # _____

Credit Card # _____ Exp. Date: _____ Name on Card: _____

By signing this document you agree to be bound by the terms of the attached exhibitor contract. Booth placement will not be confirmed until payment is received. If paying by credit card or corporate P.O. you may fax this contract to 415-544-9306; otherwise please mail this contract and payment to:

**RSA Conference 2000, Europe, c/o LKE Productions
1620 Montgomery Street, Suite 120, San Francisco, California 94111**

Signature

Signature

Printed Name

Printed Name

Exhibitor

RSA Security Inc.

RSA Security Inc.

Date

Date

THE RSA CONFERENCE 2000, EUROPE EXHIBITOR CONTRACT

THIS EXHIBITOR CONTRACT (the "Agreement") is entered into on _____, 1999, by and between RSA Security Inc., a Delaware Corporation, located at 2955 Campus Drive, San Mateo, CA ("RSA"), and _____, a _____ Corporation, located at _____ ("Exhibitor").

RECITAL

1. The RSA Conference 2000, Europe, including the Exhibition portion of the Conference, is currently scheduled to take place at the Hilton München City, in Munich, Germany on April 10th – 13th, 2000 (the "Exhibition").

2. Exhibitor hereby agrees to lease exhibit space during the Exhibition according to Conference Rules, as well as the following terms and conditions.

TERMS AND CONDITIONS

1. RSA reserves the right to make changes in the Exhibition, including dates, times and location thereof. RSA will make reasonable efforts to inform Exhibitor of any such changes on a timely basis. RSA shall not assume any liability for damages in the event Exhibitor does not timely receive such information despite RSA's reasonable efforts to do so.

2. Exhibitor shall indicate no more than three booth locations in order of preference. The individuals managing the Exhibition (collectively, "Conference management") will make reasonable efforts to assign space as requested. RSA shall not assume any liability for damages in the event Exhibitor does not obtain its preferences despite RSA's reasonable efforts to so assign them. Before or after assignment of spaces, space allocations may be modified if the Conference management, in its sole and absolute discretion, deems it desirable and/or necessary.

3. Exhibitor may not assign, share or sublet any portion of the space allotted without prior written permission from the Conference management.

4. During the months of March 2000 and April 2000, Exhibitor hereby agrees to display the "RSA 2000" conference logo on the Exhibitor's home page on the Internet, linked back to the RSA 2000 conference website.

5. Exhibitor shall not maintain any exhibit which, because of noise, method of operation, or any other reason, becomes in RSA's reasonable judgment objectionable or detracts from the Exhibition as a whole. Exhibitor shall not display nor offer for sale at the Exhibition any products, services or promotional materials which (i) infringe the intellectual property or other rights of RSA and/or its affiliated companies; or (ii) disparage or depict RSA or its affiliates in an objectionable manner. RSA reserves the right to remove any such exhibits. RSA is not liable for any refund of rental or other expenses incurred by Exhibitor in such an event.

6. RSA has designated official Conference Contractors to provide the following products and services: drayage, machine moving, garbage, machinery erection, furniture, booth and floor decorations, signs, photos, telephone and Internet services, and electricians. RSA assumes no responsibility or liability for any of the services or materials so delivered by these vendors. Other labor may be available and charged at the then-prevailing rates charged by an available vendor, who is separate from and shall not be considered a Conference Contractor. Arrangements for these services are made between the Exhibitor and the vendor, and RSA assumes no responsibility or liability for any of the services or materials so delivered by such vendor.

7. Exhibitor is required to observe all union contracts in effect between RSA, the official Contractors, the Hilton München Park and various labor organizations during the Exhibition.

8. RSA will provide regular guard service at the extreme perimeters of the exhibit area during the Exhibition. However, RSA will not be liable for damage or loss of Exhibitor's properties through theft, fire, accident, natural or other causes, whether the result of negligence or otherwise. Exhibitor shall indemnify RSA against any claim resulting from the negligence of the Exhibitor. Exhibitor shall insure their exhibits and display materials.

9. Exhibitor may not independently reserve space within five miles of the Exhibition for the purpose of holding a hospitality suite, seminar or any other promotional activity without the prior written consent of RSA.

10. Applicable taxes will be added to the amounts listed on Exhibitor Letter of Intent ("Booth Lease Fees"). One Hundred Percent (100%) of the total invoiced amount is due within sixty (60) days of signing the Agreement, or the day before the first day of the conference, whichever comes first. The Booth Lease Fees are non-refundable and non-transferable in the event Exhibitor seeks to terminate this Agreement. Failure to submit payment does not release the applicant from liability. Booth Lease Fees include booth space, company identification sign, perimeter security and general illumination.

Exhibitor Signature

RSA Security, Inc.