



HANNOVER MESSE

APRIL 1-5, 2019

Sponsorship Prospectus



JOIN US

@ HANNOVER MESSE 2019

ABOUT

At the world's largest industrial trade fair, you will find the full range of technical innovations throughout the whole value chain – from automation to supplier solutions. It is the ideal place for networking and new business.

The **Digital Factory** is the platform for all software solutions needed along the entire industrial value chain and it explores concepts that enable the secure distribution of mass data in digital factories.

With us, you can be part of the Digital Factory.

WE ARE LOOKING FOR

Alliances and partners with a strong ability to demo IoT use cases.

OUR OFFERING

Join our MakerZone and present your tangible IoT integration, hardware and sensors.

or

Set up your own workstation at the Software AG booth and show your complete IoT solution.

Questions? Contact partner.info@softwareag.com

FACTS & FIGURES 2018

WHAT YOU CAN EXPECT

HANNOVER MESSE 2018

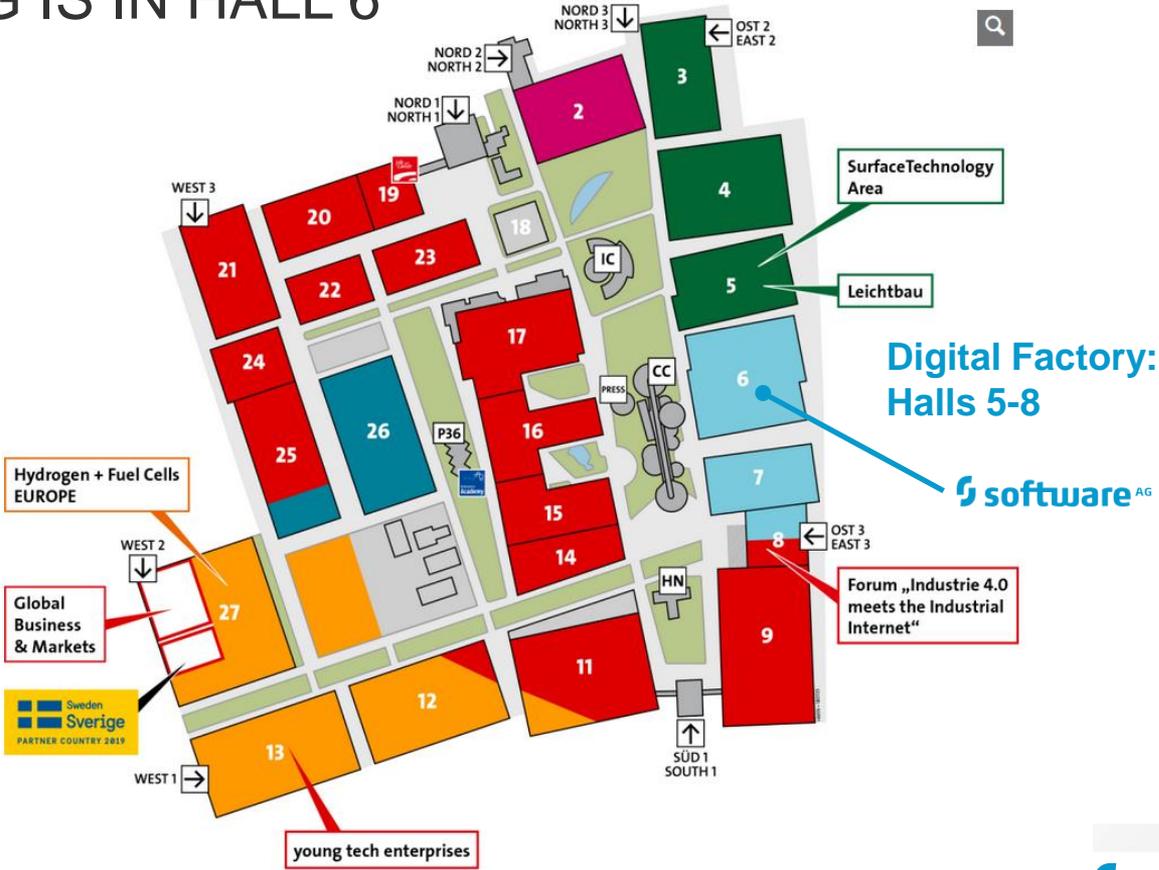


Digital Factory 2018
(Halls 5-8)



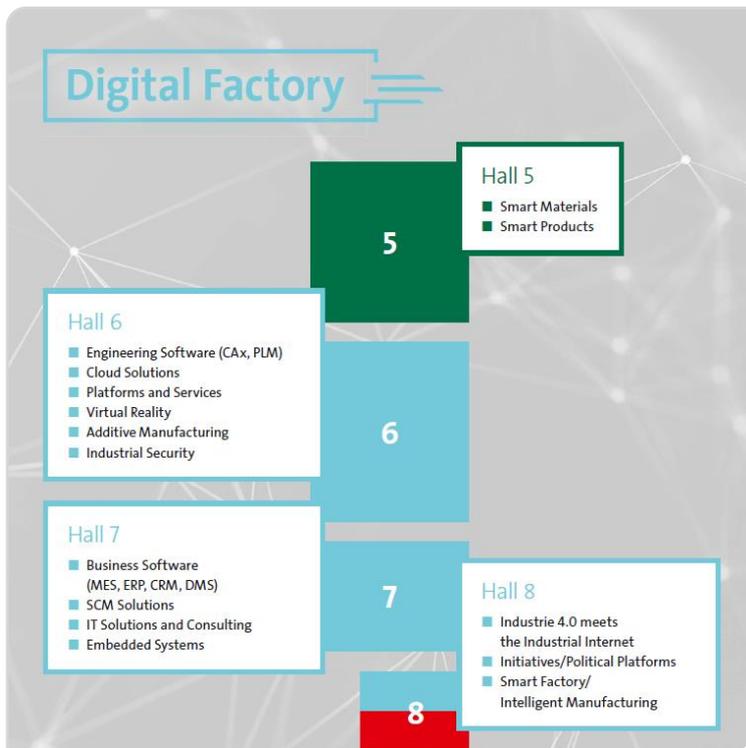
HALLS OVERVIEW AND LINE UP

SOFTWARE AG IS IN HALL 6



DIGITAL FACTORY

SOLUTIONS TO INDUSTRY'S IT NEEDS



Software AG Booth (Hall 6):

- Interactive showcases & demos
- Stage presentations & panel discussions
- Guided tours

In prominent neighborhood:

- Amazon Web Services
- Dell
- Deutsche Telekom

SPONSORSHIP OPPORTUNITIES FOR PARTNERS

	Platinum <i>(limited to 2)</i>	Gold
Integration on Software AG booth	Individual Workstation	Work place in MakerZone
Package description	Get an individual workstation at Software AG booth to showcase your tangible IoT solution.	Be part of our MakerZone workbench and present tangible IoT integration with your hardware and sensors.
Price	€12,000	€2,500
# of included passes	2	1
Branding	Prominent logo presence on Software AG event microsite, prominent onsite branding	Basic logo presence on Software AG event microsite, basic onsite branding
	20 minute speaking opportunity on Software AG stage	N/A
Listing in exhibitor index	Included	Optional, plus €1,500
Hospitality	Included for staff at Software AG booth	Included for staff at Software AG booth

APPLICATION & CONTRACT FOR SPONSORSHIP



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Choose your package:	Price:
<input type="checkbox"/> Platinum (individual workstation)	€12,000
<input type="checkbox"/> Gold (workplace in MakerZone)	€2,500
<input type="checkbox"/> Optional: Listing in exhibitor catalogue	€1,500

Total owed to Software AG: € _____

Please note: Package pricing is guaranteed! All prices exclude VAT.

**This agreement is made by and between Software AG and the Partner.
Application deadline is February 15, 2019.**



Company
Street, Postal Code, City, Country
Order number (if available)
Marketing Contact Person
Main Contact Person

Phone/Email
Billing address (if different from company address)
Address, Street, Postal Code, City, Country
Signature, Date
Name and Function of Signee

Complete all fields on this page, sign contract terms (page 9) and send back to: partner.info@softwareag.com

TERMS AND CONDITIONS

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1) RENTAL CONTRACT

The Co-Exhibitor shall conclude an agreement with Software AG as Co-Exhibitor on the Software AG booth space. The price for the sponsorship package shall include the rental fee for the exhibit space, the fee a Co-Exhibitor is required to pay to the trade show Organizers, a listing in the exhibitor index for Platinum sponsors, and the basic equipment and services specified in the partner package attached to this agreement.

2) ACCEPTANCE BY SOFTWARE AG

Co-Exhibitor's participation in the event is subject to Software AG's approval. Software AG may withdraw its acceptance at any time and for any reason by refunding the sponsorship fee paid. Event dates, hours, and venues may be modified by information provided to Co-Exhibitor in writing.

3) ASSIGNMENT, USE OF SPACE AND ADDITIONAL COSTS

a) Software AG will provide exhibit space (the "Space") at the event for Co-Exhibitor to display its products and services (the "Sponsorship") identified in the application. The sponsorship fee includes use of the space and any other benefits as specified in the sponsorship packages.

b) The location and amount of space provided to Co-Exhibitor will be determined by Software AG. Software AG may reassign the space or alter event layout or venue at any time. The space is for Co-Exhibitor's use only, and Co-Exhibitor may not assign or sublease any portion of the space or sponsorship (including to an affiliated company) without Software AG's prior written consent. Software AG may refuse permission to exhibit any material, products or services Software AG deems, in its sole discretion, objectionable or unsuitable for the event.

c) Co-Exhibitor has sole responsibility for any loss of its equipment or proprietary information, or any other loss, including any subrogation claims by its insurer.

d) Software AG shall be solely responsible for affixing all plaques, logos, graphics, etc. To this purpose, the Co-Exhibitor shall provide to Software AG all required detailed information on the items that he is exhibiting and a reproduction-quality copy of his company logo latest on announced due date. No right to specific placement of his logo shall be given to the Co-Exhibitor.

e) The Co-Exhibitor shall be responsible for, and bear the costs of, shipping his own exhibit materials (hardware, brochures, etc.) to the Software AG booth space, assembling them, and then disassembling and picking them up after the trade show closes.

f) The Co-Exhibitor shall bear all insurance costs for its exhibit on the booth space, telecommunication costs such as remote access via broadband service, and the costs for any other service not specified in the rental contract.

g) Catering and beverage services for the assigned number of Co-Exhibitor staff, booth space cleaning and security shall be included in the sponsorship package.

h) Services that exceed the basic offer shall be charged to the Co-Exhibitor separately.

4) CANCELLATION

a) Software AG, in its sole discretion and for any reason, may cancel all or any part of the event or Co-Exhibitor participation in the event. If this occurs, Software AG will refund to Co-Exhibitor any sponsorship fees already paid to Software AG under this agreement that have not yet been expended on behalf of Co-Exhibitor. This shall be Co-Exhibitor's sole remedy and Software AG's sole liability for cancellation.

b) Software AG may, in its sole discretion, re-take possession of the space and terminate Co-Exhibitor's participation in the event for any reason and at any time. If Software AG terminates Co-Exhibitor's participation in the event after the event commences then Co-Exhibitor shall only be entitled to a pro rata refund of the sponsorship fee, unless Co-Exhibitor fails to meet any obligations under the agreement, including but not limited to Co-Exhibitor's failure to: abide by these Terms and Conditions, pay for the space or related services, set up its exhibit, maintain all exhibited products in good working order, or staff the space fully, in a timely manner, or engage in violent, illegal, threatening, or discriminatory conduct, in which case Co-Exhibitor shall not be entitled to any refund whatsoever. The amounts due from Co-Exhibitor under this agreement as of the effective date of any termination belong to Software AG and represent an agreed measure of compensation, and are not to be deemed or construed as a forfeiture or penalty.

TERMS AND CONDITIONS

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c) In case the Co-Exhibitor cancels his attendance 30 days before the start date of the event, 50% of the sponsorship fee will still be payable to the Software AG. After this period, the Co-Exhibitor shall be required to pay the full contract amount even in the case of non-attendance.

In the event the Co-Exhibitor has already paid the sponsorship fee, 50% refund will be given if cancellation is received in writing 30 days prior to the event start date accordingly to the above. If participation is cancelled at shorter notice than 30 days before the event no refund will be given. If a contract is received later than 30 days before the event, the sponsorship fee is non-refundable.

5) SOFTWARE AG MATERIALS

All methodologies and planning materials distributed to Co-Exhibitor related to the planning or execution of the event ("Software AG Materials") are owned exclusively by and are confidential information of Software AG. Software AG grants to Co-Exhibitor a nontransferable, nonexclusive license, on an "AS IS" basis to use such Software AG Materials solely in connection with Co-Exhibitor's participation in the event. Co-Exhibitor is responsible for obtaining the Co-Exhibitor's Manual from Software AG. Upon completion of the event or earlier termination of this Agreement, Co-Exhibitor promptly must return the Software AG Materials to Software AG upon Software AG's written request.

6) RELEASE

Co-Exhibitor acknowledges that the event may be recorded or reproduced, and Co-Exhibitor authorizes Software AG and its designees to record, transcribe, modify, reproduce, perform, display, and distribute in any form and for any purposes any such recording of the event, and agrees to execute any additional release presented by Software AG, its licensees, or permittees, in connection with such activity.

7) TRADEMARKS

Software AG shall have the right to use Co-Exhibitor's trademark to promote Co-Exhibitor's participation in and sponsorship of the Event, and to fulfill its obligations under this agreement.

8) PAYMENT TERMS

Payment shall be due immediately upon receipt of invoice. Any additional costs incurred shall be charged after the end of the trade show.

9) CONFIDENTIALITY

The Co-Exhibitor agrees to keep all content and conditions („Confidential Information“) of the agreement strictly confidential and to restrict access to the Confidential Information to its personnel, agents, and/or consultants, who need to have access to such Confidential Information and who have been advised of and have agreed in writing to treat such Confidential Information in accordance with this Agreement.

10) LIMITATION OF LIABILITY

Each party shall be fully liable for intent and gross negligence as well as for damages resulting from injury to life, body or health or where liability cannot be excluded or limited by law. In no event shall Software AG's total cumulative liability for any damages to the Co-Exhibitor ever exceed the sums payable by Software AG to Co-Exhibitor pursuant to this agreement.

11) MISCELLANEOUS

When countersigned by Software AG, this agreement will constitute the entire agreement between Co-Exhibitor and Software AG concerning its subject matter, and supersedes all prior or contemporaneous agreements or representations, written or oral. This agreement may only be modified in a writing signed by Software AG.

Software AG's rights under this agreement are not deemed waived except as specifically stated in writing and signed by an authorized representative of Software AG. If any term of this agreement is declared invalid or unenforceable, the remainder continues in full force and effect in accordance with its terms as modified by such adjustment.

12) JURISDICTION

This agreement is governed by the law of Germany. Place of jurisdiction is Darmstadt.

13) SIGNATURE

The Co-Exhibitor agrees to the provisions set forth above.

 Please sign here.

City/Date, Co-Exhibitor Signature and Company Stamp

