

Tableau Conference 2018 Sponsorship Prospectus

October 22, 2018 - October 25, 2018

**TABLEAU
CONFERENCE**

CALLING ALL DATA LOVERS

Tableau Conference 2017 by the numbers

Engage with your audience and increase brand visibility at Tableau Conference, our annual gathering for lovers of systems, analytics, data, stats, and facts. Join us in 2018 for our 11th extraordinary year, and utilize every opportunity to connect and collaborate with over 17,000 attendees in New Orleans.



132K

Tweets



14K+

Attendees



58

Countries Represented

521

Sessions

73

Sponsors

\$124K

Raised
(National Compassion Fund)

2.1K

Tableau Doctor
Appointments

41,600

Hotel Room Nights

45,000

TC Live Registrants

12,000

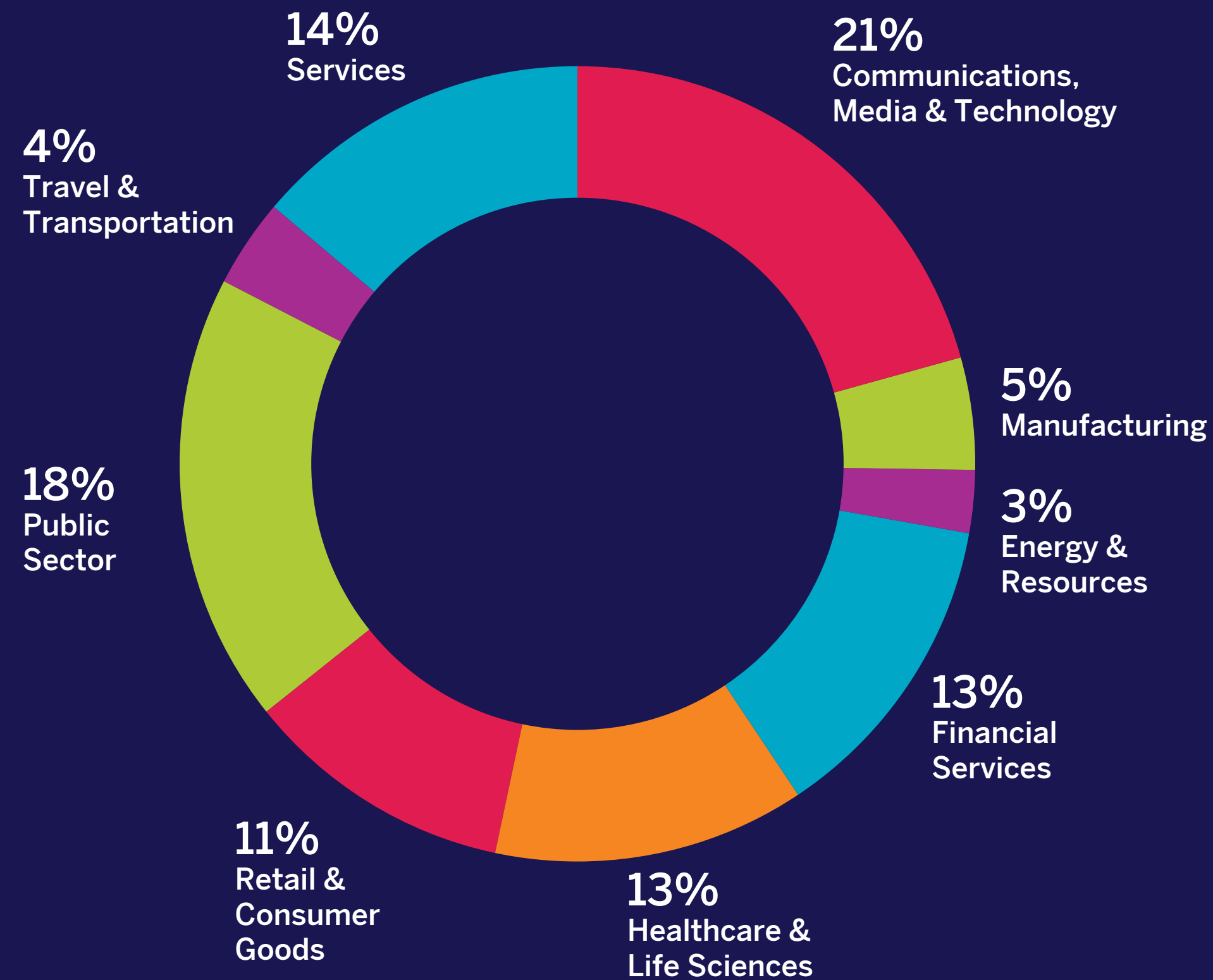
Mobile App Downloads

WE ARE DATA PEOPLE. SO LET'S TALK NUMBERS.

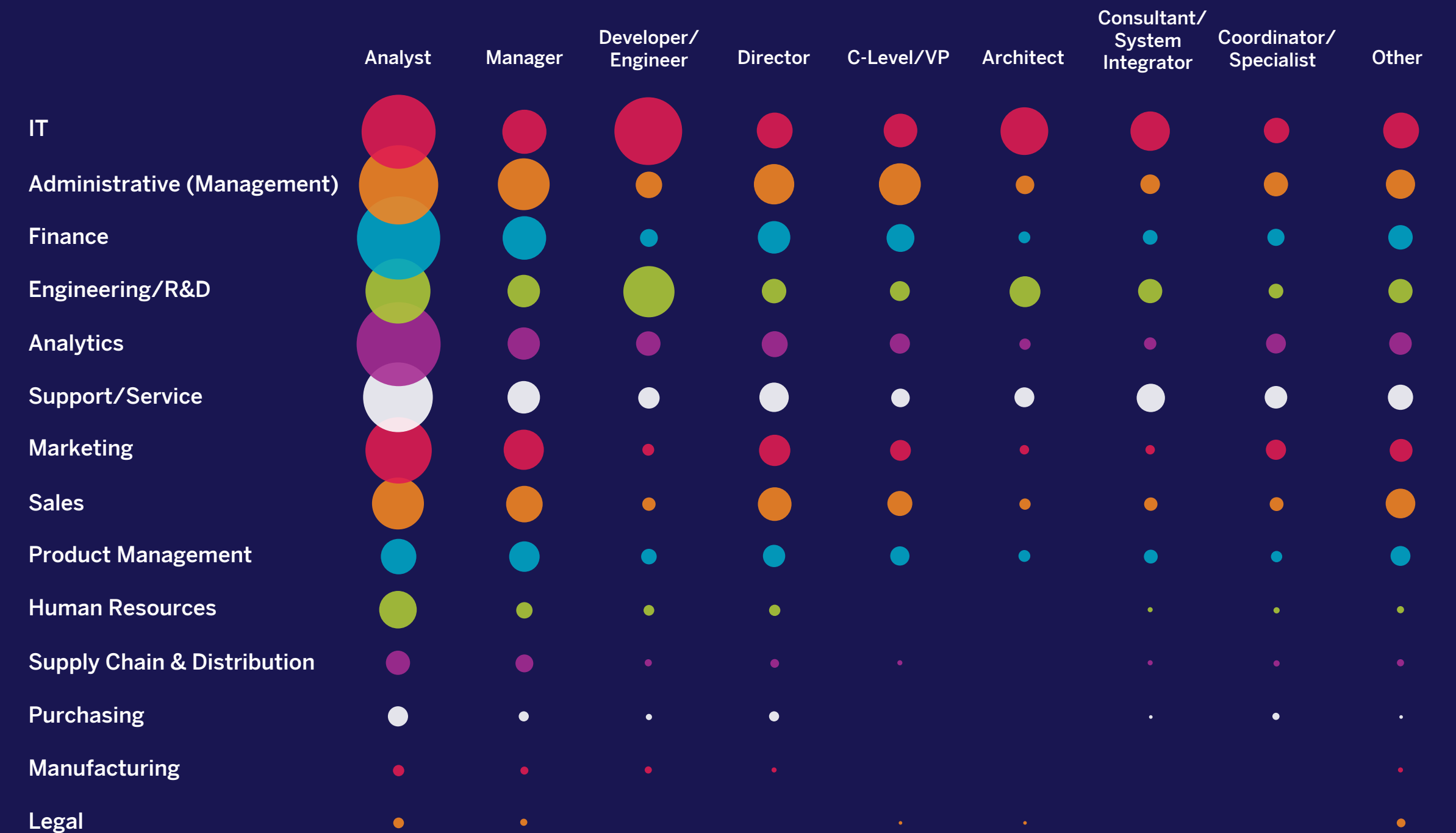
Attendees company size by annual revenue



Attendees span a variety of industries



Attendees interact with decision makers in all lines of business



SPONSORSHIP LEVEL

YOTTABYTE

Impress the TC masses with one mighty sponsorship package. Yottabyte ensures a superb, premier experience. Expect max brand awareness, plenty of pre-conference visibility, on-site promotion and more.

EXHIBIT HALL

- 30X30 booth space¹
- 2 tables, 4 chairs, 2 electrical drops, wifi, carpet
- Option to rig hanging banner²
- 6 lead retrieval devices
- Access to sponsor staff lounge in Expo Hall
- Dedicated meeting space in Exhibit Hall

CONFERENCE PASSES

- 16 Full conference passes³
- 10 Expo-Only passes³
- 1 Full Conference pass for session speaker
- Option to purchase full conference passes at the discount rate of \$1,095
- Option to purchase 16 Expo-Only passes at the rate of \$795
- Reserved seats at keynote

EXECUTIVE EXPERIENCE

- 4 C-level invitations to VIP experience at DNO
- 2 Executive track passes⁷
- Opportunity to provide one custom slide during breaks between leadership track

CONFERENCE ENGAGEMENT

- 60-Minute speaking session⁴
- 60-Minute sponsor led Hands-on Training workshop⁵

BRANDING AND COMMUNICATIONS

- Logo and name on Expo Hall map
- Keynote recognition to be displayed in keynote pre-show
- Digital ad displayed throughout TC18
- Premier placement of sponsor logo and link on TC18 website
- Sponsor logo and 200 word description in the TC18 Website Expo page
- Mobile App recognition in sponsor section
- 1 push notification to all conference attendees
- 2 Sponsor tweets from @tableau account
- Sponsor logo in the footer of pre-event conference communications
- Sponsor logo in the footer of post-event conference communications
- TC social promotional kit with social banners and bitly link
- Ability to issue a press release⁶

HOSPITALITY

- Space to hold 1 lunch or breakfast @ the Convention Center
*Food & beverage not included
- Suite Parlor at the Hilton Riverside (4 nights)
*Food & beverage, AV, etc. can be arranged for an additional fee
- Hotel room block at Hilton (35 rooms @ \$270+hotel fees & tax)

¹ Booth design must be reviewed and approved by Tableau

² Size, design, and placement must be reviewed and approved by Tableau

³ For sponsor staff only

⁴ Sponsor customer speaker will be required to participate in TC18 content review process and adhere to speaker deadlines. Session and speaker details will be promoted in the conference app and website. Tableau will select day, time, place, and room capacity for session and advise a minimum of 30 days prior to Conference.

⁵ Hands-on Training rooms will be set classroom style with power available. Attendees must bring their own computers. Sponsor customer and sponsor presenters will be required to participate in TC18 content review process and adhere to speaker deadlines. Session and speaker details will be promoted in the conference app and website. Tableau will select day, time, place, and room capacity for session and advise a minimum of 30 days prior to Conference.

⁶ Copy must be reviewed and approved by Tableau

⁷ Executive track passes can only be used by C-suite or VP level attendees

SPONSORSHIP LEVEL

TERABYTE

Land new fans and followers via this Terabyte sponsorship. In addition to pre-event visibility, amp up your branding through premium on-site presence.



EXHIBIT HALL

- 20X20 Booth Space¹
- 2 tables, 4 chairs, 2 electrical drops, wifi, carpet
- Option to rig hanging banner²
- 4 lead retrieval devices
- Access to sponsor staff lounge in Expo Hall
- Dedicated meeting space in Exhibit Hall

CONFERENCE PASSES

- 14 Full conference passes³
- 8 Expo-Only passes³
- 1 Full conference pass for session speaker
- Option to purchase full conference passes at the discount rate of \$1,095
- Option to purchase 10 Expo-Only passes at the rate of \$795
- Reserved seats at keynote

EXECUTIVE EXPERIENCE

- 2 C-Level invitations to VIP experience at DNO
- 2 Executive track passes⁷

CONFERENCE ENGAGEMENT

- 60-Minute speaking session⁴
- 60-Minute sponsor led Hands-on Training workshop⁵

BRANDING AND COMMUNICATIONS

- Logo and name on Expo Hall map
- Keynote recognition to be displayed in keynote pre-show
- Digital ad displayed throughout TC18
- Premier placement of sponsor logo and link on TC18 website
- Sponsor logo and 100 word description in the TC18 Website Expo page
- Mobile App recognition in sponsor section
- 1 Sponsor tweet from @tableau account
- Sponsor logo in the footer of pre-event conference communications
- TC social promotional kit with social banners and bitly link
- Ability to issue a press release⁶

HOSPITALITY

- Suite Parlor at the Hilton Riverside (4 nights)
*Food & beverage, AV, etc. can be arranged for an additional fee
- Hotel room block at Hilton (20 rooms @ \$270+hotel fees & tax)

¹ Booth design must be reviewed and approved by Tableau

² Size, design, and placement must be reviewed and approved by Tableau

³ For sponsor staff only

⁴ Sponsor customer speaker will be required to participate in TC18 content review process and adhere to speaker deadlines. Session and speaker details will be promoted in the conference app and website. Tableau will select day, time, place, and room capacity for session and advise a minimum of 30 days prior to Conference.

⁵ Hands on Training rooms will be set classroom style with power available. Attendees must bring their own computers. Sponsor customer and sponsor presenters will be required to participate in TC18 content review process and adhere to speaker deadlines. Session and speaker details will be promoted in the conference app and website. Tableau will select day, time, place, and room capacity for session and advise a minimum of 30 days prior to Conference.

⁶ Copy must be reviewed and approved by Tableau

⁷ Executive track passes can only be used by C-suite or VP level attendees

SPONSORSHIP LEVEL

GIGABYTE

Data lovers sound like your kind of audience? This here's for you. Access a stellar platform to broadcast your brand, as well as ample opportunities to network, engage fans through a 60 min speaking session, and impress the TC crowds with a quality Expo presence.

EXHIBIT HALL

- 10X20 Booth Space¹
- 1 table, 2 chairs, 1 electrical drop, wifi, carpet
- 3 lead retrieval devices
- Dedicated meeting space in Exhibit Hall
- Access to sponsor staff lounge in Expo Hall

CONFERENCE PASSES

- 10 Full conference passes²
- 4 Expo-Only passes²
- 1 Full Conference pass for session speaker
- Option to purchase full conference passes at the discount rate of \$1,095
- Option to purchase 8 Expo-Only passes at the rate of \$795

CONFERENCE ENGAGEMENT

- 60-Minute speaking session³

BRANDING AND COMMUNICATIONS

- Logo and name on Expo Hall map
- Digital ad displayed throughout TC18
- Sponsor logo and 75 word description in the TC18 Website Expo page
- Mobile App recognition in sponsor section
- TC social promotional kit with social banners and bitly link
- Ability to issue a press release⁴

HOSPITALITY

- Hotel room block at Hilton (15 rooms @ \$270+hotel fees & tax)

¹ Booth design must be reviewed and approved by Tableau

² For sponsor staff only

³ Sponsor customer speaker will be required to participate in TC18 content review process and adhere to speaker deadlines. Session and speaker details will be promoted in the conference app and website. Tableau will select day, time, place, and room capacity for session and advise a minimum of 30 days prior to Conference.

⁴ Copy must be reviewed and approved by Tableau

SPONSORSHIP LEVEL

MEGABYTE

Have prime pickings of choice Expo locations, and utilize plenty of opportunities to raise brand awareness and connect with new audiences.

EXHIBIT HALL

- 10X10 Booth Space¹
- 1 table, 2 chairs, 1 electrical drop, wifi, carpet
- 2 lead retrieval devices
- Access to sponsor staff lounge in Expo Hall

CONFERENCE PASSES

- 6 Full conference passes²
- 2 Expo-Only passes²
- Option to purchase full conference passes at the discount rate of \$1,095
- Option to purchase 6 Expo-Only passes at the rate of \$795

CONFERENCE ENGAGEMENT

- 30-Minute speaking session³

BRANDING AND COMMUNICATIONS

- Logo and name on Expo Hall map
- Digital ad displayed throughout TC18
- Sponsor logo & 50-word description in the TC18 Website Expo page
- Mobile App recognition in sponsor section
- TC social promotional Kit with social banners and bitly link
- Ability to issue a press release⁴

¹ Booth design must be reviewed and approved by Tableau

² For sponsor staff only

³ Sponsor speaker will be required to participate in TC18 content review process and adhere to speaker deadlines. Session and speaker details will be promoted in the conference app and website. Tableau will select day, time, place, and room capacity for session and advise a minimum of 30 days prior to Conference.

⁴ Copy must be reviewed and approved by Tableau

SPONSORSHIP LEVEL

KILOBYTE

Amplify your brand presence in one easy sponsorship. Expect a steller space in the Expo Hall, and plenty of opportunities to place your logo.

EXHIBIT HALL

- 10X10 Booth Space¹
- 1 tables, 2 chairs, 1 electrical drops, wifi, carpet
- 1 lead retrieval devices
- Access to sponsor staff lounge in Expo Hall

CONFERENCE PASSES

- 2 Full conference passes²
- 1 Expo-Only passes²
- Option to purchase full conference passes at the discount rate of \$1,095
- Option to purchase 2 Expo-Only passes at the rate of \$795

BRANDING AND COMMUNICATIONS

- Logo and name on Expo Hall map
- Sponsor logo and link in the TC18 Website Expo page
- Mobile App recognition in sponsor section
- TC social promotional Kit with social banners and bitly link
- Ability to issue a press release³

¹ Booth design must be reviewed and approved by Tableau

² For sponsor staff only

³ Copy must be reviewed and approved by Tableau

SPONSORSHIP LEVEL

BYTE

New to TC this year? Our Byte package might be for you! It's a great way for new partners to experience first-hand what Tableau Conference has to offer.

EXHIBIT HALL

- 5X5 Turnkey Kiosk¹
- 1 electrical drops, wifi, carpet
- 1 lead retrieval devices
- Access to sponsor staff lounge in Expo Hall

CONFERENCE PASSES

- 2 Expo-Only passes²
- Option to purchase full conference passes at the discount rate of \$1,095
- Option to purchase 2 Expo-Only passes at the rate of \$795

BRANDING AND COMMUNICATIONS

- Logo and name on Expo Hall map
- Sponsor logo and link on TC18 Website Expo page
- Mobile App recognition in sponsor section
- TC social promotional kit with social banners and bitly link
- Ability to issue a press release³

¹ Booth design must be reviewed and approved by Tableau

² For sponsor staff only

³ Copy must be reviewed and approved by Tableau

Package overview

	Yottabyte 2	Terabyte 2	Gigabyte 7	Megabyte 8	Kilobyte 28	Byte 9
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REGULAR RATE	\$235,000	\$157,500	\$80,000	\$31,500	\$15,750	\$10,000
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EXHIBIT HALL

Booth Space	30x30	20x20	10x20	10x10	10x10	5x5
Booth Amenities	2 tables (6ft), 4 chairs, 2 electrical drops (5amps), Wi-Fi, standard carpet, waste basket	2 tables (6ft), 4 chairs, 2 electrical drops (5amps), Wi-Fi, standard carpet, waste basket	1 table (6ft), 2 chairs, 1 electrical drop (5amps), Wi-Fi, standard carpet, waste basket	1 table (6ft), 2 chairs, 1 electrical drop (5amps), Wi-Fi, standard carpet, waste basket	1 table (6ft), 2 chairs, 1 electrical drop (5amps), Wi-Fi, standard carpet, waste basket	Turnkey kiosk 1 electrical drop (5amps), Wi-Fi, standard carpet, waste basket
Option to Rig Hanging Banner	✓	✓				
Lead Retrieval Devices	6	4	3	2	1	1
Private Meeting Space	Dedicated Room	Dedicated Room	Dedicated Room			
Access to Sponsor Staff Lounge in Expo Hall	✓	✓	✓	✓	✓	✓

CONFERENCE PASSES

Full Conference Registration	16	14	10	6	2	
Expo-Only Registration	10	8	4	2	1	2
Customer Speaker Pass (Full Conference registration)	1	1	1			
Option to Purchase Additional Full Conference Passes at the Discounted Rate of \$1,095	No Limit	No Limit	No Limit	No Limit	No Limit	No Limit
Option to Purchase Additional Expo-Only passes at the rate of \$795	Limit 16	Limit 10	Limit 8	Limit 6	Limit 2	Limit 2
Reserved Seating for Keynote	✓	✓				

Package overview (continued)

Yottabyte | Terabyte | Gigabyte | Megabyte | Kilobyte | Byte

EXECUTIVE EXPERIENCE

C-Level Invitations to VIP Experience at Data Night Out	4	2				
Executive Track Passes	2	2				
One custom slide between leadership track	✓					

CONFERENCE ENGAGEMENT

60-Minute Speaking Session (Customer Speaker Required)	✓	✓	✓			
60-Minute Hands-on Training Workshop	✓	✓				
30-Minute Session in Expo Hall				✓		

HOSPITALITY

Host 1 Lunch or Breakfast at Convention Center	✓					
Hotel Room Block (\$270 a room + hotel fees & tax)	Up to 35 Rooms	Up to 20 Rooms	Up to 15 Rooms			
Suite Parlor at the Hotel Riverside	✓	✓				

Package overview (continued)

Yottabyte | Terabyte | Gigabyte | Megabyte | Kilobyte | Byte

BRANDING & COMMUNICATIONS						
Logo and name inclusion on Expo Hall Map	✓	✓	✓	✓	✓	✓
Access to Social Promotional Kit	✓	✓	✓	✓	✓	✓
Conference Website Recognition on Homepage	Logo	Logo				
Conference Website Recognition on Expo Page	Logo, Link + 200-word description	Logo, Link + 100-word description	Logo, Link + 75-word description	Logo, Link + 50-word description	Logo + Link	Logo + Link
Mobile App Inclusion	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page	Sponsor Page
Mobile App Push Notification	1 Push Notification					
Inclusion on Email Footer for Pre-Event Attendee Communications	✓	✓				
Inclusion on Email Footer for Post-Event Attendee Communications	✓					
Conference Digital Ad	✓	✓	✓	✓		
Keynote Recognition (Logo Shown During Pre-Keynote Show)	✓	✓				
Keynote Verbal Recognition	✓					
Ability to Issue Press Release (Required to use Tableau PR Template)	✓	✓	✓	✓	✓	✓
Social Media	2 Tweets	1 Tweet				

MARKETING PROMOTIONAL OPPORTUNITIES

SPEAKING SESSIONS

Speaking Sessions

60-minute Speaking Session | 4 Available | \$20,000

From customer success stories, to case studies of your choosing—this 60-minute segment is all you! Connect with conference audiences, drive demand and position your brand. Tableau will further showcase your hour of honor as part of our overall breakout session track via the website and app. Must commit by August 31, 2018.

Includes:

- One 60-minute speaking session
- One full conference pass for session speaker
- Lead scans of session attendees

*** Available for Gigabyte packages and above. Customer speaker required and must participate in Tableau's content review process and meet Tableau content review deadlines. Limit 1 session per sponsor.*

30-minute Speaking Session | 6 Available | \$10,000

Ready, set...impress! This 30-minute speaking session is all you. From new products you're stoked to share about, to specific stories that truly highlight your brand—this is your chance to chat up an all-ears audience. Tableau will further showcase your half-hour of honor as part of our overall breakout session track via the website and app. Must commit by August 31, 2018.

Includes:

- One 30-minute speaking session
- Lead scans of session attendees

*** Available for Megabyte packages and above. Speaker must participate with Tableau's content review process and meet Tableau content review deadlines. Limit 1 session per sponsor.*

Hands-on Training

60-minute Hands-on Training | 2 Available | \$25,000

Walk attendees through your latest and greatest products via this 60-minute Hands-on Training session. Highlight the data that drives true excitement, and engage with an audience that's eager to learn more. Tableau will further showcase your hour of honor as part of our overall breakout session track via the website and app. Must commit by August 31, 2018.

Includes:

- One 60-minute hands on training session
- Lead scans of session attendees

*** Available for Gigabyte packages and above. Speaker must participate with Tableau's content review process. Attendees are required to bring their own laptops. Limit 1 session per sponsor.*

MARKETING PROMOTIONAL OPPORTUNITIES

BRANDING

Registration Lanyard | 1 Available | \$40,000

Showcase your brand to all 17,000+ conference goers by adding your logo to the conference lanyard. Each attendee will be required to wear their lanyards all week long, giving attendees four days of exposure to your brand. Must commit by June 1, 2018.

Includes:

- Sponsor logo on lanyard co-branded with Tableau logo

*** Logo must be one color. Sponsor to provide both white and black logo options.*

Rotating Session Ad | 8 Available | \$3,000

Snag the attention spans of TC data fans! Design your own digital ads to be rotated regularly before each breakout session, and raise brand awareness all week long. Must commit by August 31, 2018.

Includes:

- Sponsors Ad included in on screen rotation before each breakout session

*** Ads subject to Tableau approval. Limited to 1 per sponsor.*

Mobile App Discover Tile | 4 Available | \$7,500

Enhance brand awareness from our app's own launch screen. Discover tiles rotate throughout the event and link directly to your sponsor page, ensuring all attendee eyes are drawn to your business. TC17's app saw a total of 350,000 app visits (79% of attendees). Must commit by August 31, 2018.

Includes:

- Sponsors custom tile included in app for one day

*** Tableau to provide specs and reserves final approval on ad design. Selection of day subject to date of purchase. Limited 1 per sponsor.*

Mobile App Welcome Screen | 1 Available | \$15,000

They say you only get one chance to make a first impression—we're giving you four. Each day, mobile app users will be greeted by your ad when they enter the app. Must commit by August 31, 2018.

Includes:

- Sponsors pop up ad on will appear on the TC18 app welcome screen once per day

*** Tableau to provide specs and reserves final approval on ad design. Selection of day subject to date of purchase. Limited 1 per sponsor.*

Push Notification | 2 Available | \$15,000

Now this is an attention getter! Stop TC attendees in their tracks via an app-embedded, branded push notification that promotes your booth. Encourage conference goers to swing by and say hi, or simply drive awareness. Must commit by August 31, 2018.

Includes:

- One mobile app push notification

*** Tableau reserves final approval on push notification copy and timing of send. Limit 1 per sponsor.*

Bus Wrap | 4 Available | \$15,000

Raise brand awareness—to and from the conference! This opportunity ensures eager data attendees are exposed to your awesomeness en route—day after day. Wrap the bus in your unique logo and share collateral with passengers. Must commit by July 21, 2018.

Includes:

- Bus wrap for one Tableau Conference bus
- Option to provide collateral or giveaway to be handed out by bus staff on the morning route to conference Tuesday to Thursday

*** Sponsor to provide collateral or branded giveaway at own expense. Collateral or giveaway only passed out during morning routes Tuesday through Thursday and must be different collateral or giveaway each day. Graphics for wrap and collateral/giveaway subject to Tableau's approval. Bus routes are subject to change.*

Escalator Runners | 12 Available | \$10,000

Going up? With these branded escalator runners, your company's visibility is too. Showcase your logo to over 17,000 TC attendees, and catch their attention spans during some of the most heavily trafficked areas of the event. Must commit by August 1, 2018.

Includes:

- Escalator runner to one escalator

*** Graphics are subject to Tableau's approval.*

Column Wraps | 4 Available | \$5,500

What better way to show off your brand than via some epic column wraps? Grace the presence of conference goers with some bold, logo-embellished eye-candy. Must commit by August 1, 2018.

Includes:

- One round column wrap

*** Tableau reserves final approval on graphics.*

MARKETING PROMOTIONAL OPPORTUNITIES

DATA VILLAGE

10'x10' Add-on Booth Space | 4 Available | \$20,000

Need a big booth for The Big Easy? Tack on some extra square footage via this booth boost. An extra 10'x10' will stretch your existing footprint for that added oomph—ensuing expo hall guests are even more inclined to mosey on over. Must commit by June 30, 2018.

Includes:

- 10X10 addition to sponsors Expo Hall footprint

*** Only for Megabyte and Gigabyte packages. Space extension are location subject to Tableau approval. Does not include additional internet drop, tables or chairs. Limited to 1 per sponsors.*

10'x20' Premium Meeting Room | 2 Available | \$17,000

Some meetings were made for stretching out. Bypass the standard meeting space for a premium plot—ideal for executive meetings. Expect upgraded furniture, total privacy, and presentation equipment made for impressing attendees. Must commit by June 30, 2018.

Includes:

- 10'X20' dedicated meeting space
- Upgraded furniture and table
- Presentation ready screen
- One hardline internet drop

*** Limit 1 per sponsor. F&B is not included but may be purchased through Tableau's food and beverage team at an additional expense and paid by credit card.*

10'x10' Meeting Room | 4 Available | \$12,000

Check out our latest and greatest means of meeting! Dedicated Meeting Space sets the stage for stellar conversations. Consider this area all yours, all conference. Expect a private meeting space with standard furniture perfect for sales meetings. Must commit by June 30, 2018.

Includes:

- 10'X10' dedicated meeting space
- Standard table and chairs

*** Monitor not included but may be purchased at sponsor's expense. F&B is not included but may be purchased through Tableau's food and beverage team at an additional expense and paid by credit card Limit 1 per sponsor.*

Welcome Reception Shout Out | 4 Available | \$2,500

Gain attention with a voice from above! Write a customized, 15-second shout-out for your brand—set to be announced during the already-amped Welcome Reception. Must commit by August 31, 2018.

Includes:

- One Welcome Reception shout out

*** Tableau reserves final approval for message.*

MARKETING PROMOTIONAL OPPORTUNITIES

HOSPITALITY

VENUES

Networking Reception Night

Fulton Alley | Capacity 500 | 1 Available | \$40,000

Invite your favorite A-Team to Fulton Alley—NOLA’s finest gaming hall. Think tasty eats, refreshing drinks (two tickets per guest) and bowling—all within walking distance of the convention center. Network the night away via some casual comradery—or some friendly competition. Must commit by July 31, 2018.

Includes:

- Full venue buyout
- Venue amenities (bowling)
- F&B package with 2 drink tickets per guest
- One Tableau email sent to a select group of attendees

*** Additional food, beverage and branding opportunities can be ordered directly with the venue at the sponsor’s expense. Email content and send list are subject to Tableau approval.*

Want to share this venue with another sponsor?

Contact us at Sponsorship@tableau.com for more information.

Rivergate Room | Capacity 180 | 1 Available | \$6,500

Make yourselves comfortable within the heart of NOLA’s Convention Center. Host a Tuesday night networking meet up for your prospective customers, talented teams or revered executives in the Rivergate Room. We’ll amp up the awareness via a promotional email, sent to a select group of attendees on your behalf. Must commit by August 31, 2018.

Includes:

- Rivergate room rental
- One Tableau email to a select group of attendees

*** Food and beverages are not included and must be purchased through MCCNO catering. Email content and send list subject to Tableau approval.*

Breakfast or Lunch

Sugar Mill Breakfast | Capacity 350 | 2 Available | \$8,000

Start the day off right! Host breakfast at the Sugar Mill, a historic event space situated across the street from the convention center. Network with clients, customers, or team members with the option to add video options to present. We’ll amp up the awareness via a promotional email, sent to a select group of attendees on your behalf. Must commit by July 31, 2018.

Includes:

- Venue use and basic staffing
- Venue preset with furniture for 340, audio and mic
- One Tableau email to a select group of attendees on your behalf
- Available Tuesday 10/23 and Wednesday 10/24 from 7:00am to 8:00am

*** Food and beverage is not included and may be ordered at an additional cost through Tableau’s food and beverage team and paid by credit card. Additional AV available at a cost. Email content and send list subject to Tableau approval.*

**Rivergate Room Breakfast/Lunch | Capacity 180
2 Available | \$6,500**

What better way to engage and inspire event attendees than over a meal? Reserve the Rivergate Room—located within the Convention Center itself—and impress team members and executives, or woo new clients. Host a meal that inspires networking—we’ll even help spread the word via a promotion email to a select group of conference attendees. Must commit by August 31, 2018.

Includes:

- Venue rental
- Tables and chairs set up in rounds
- Basic AV set up (podium, screen, one mic)
- Available Tuesday 10/23, Wednesday 10/24 and Thursday 10/25

*** Food and beverages are not included and may be ordered at an additional charge through Tableau’s food and beverage team and paid by credit card. Email content and send list subject to Tableau approval.*

Sponsorship Contract

Thank you for your support and purchase of a Tableau Conference 2018 sponsorship. We accept the following payment types: wire transfer, check, credit card and purchase order. Complimentary registration codes, included in each sponsorship package, will be distributed upon receipt of payment.

Sponsorship payment instructions

Wire Transfers:

Please instruct your bank to include your Company Name and Invoice Number(s) with your transfer to ensure timely and accurate application of your payment. Please send remittance advice to ar@tableau.com. Payments must be made in USD. All transfer fees must be covered by the sender and should be specified upon initiation of the transfer.

Check Payments:

Payment must be made in USD.

Credit Cards:

We accept MasterCard, Visa and American Express. Must include signature for payment and contract to be valid.

PURCHASE ORDER	
Payment to:	Tableau Software, Inc. P O Box 204021 Dallas, TX 75320-4021
Purchase Order #:	
Qty:	
Type of Event:	Tableau Conference 2018
Itemized Description:	Level of Sponsorship
Amount:	Contract Amount
Submit approved PO with signed sponsorship form	

WIRE - ELECTRONIC PAYMENT INSTRUCTION	
Beneficiary Bank:	Silicon Valley Bank 3003 Tasman Drive Santa Clara, CA 95054
Beneficiary Name:	Tableau Software, Inc.
Account #:	3300681455
(Domestic) Routing # (ABA):	121140399
(International) SWIFT:	SVBKUS6S
IBAN:	None

CREDIT CARD	
Complete 'Credit Card Information' at bottom of Sponsorship	
CHECK	
Remittance Address	Overnight Courier Address
Tableau Software, Inc. P O Box 204021 Dallas, TX 75320-4021	Lockbox Services 204021 Tableau Software, Inc. 2975 Regent Blvd Irving, TX 75063

Sponsorship Contract

LOGISTICS CONTACT

Main Contact (Required):

First Name: _____
Last Name: _____
Company: _____
Title: _____
Email Address: _____
Phone: _____

Additional Contact

First Name: _____
Last Name: _____
Company: _____
Title: _____
Email Address: _____
Phone: _____

Additional Contact

First Name: _____
Last Name: _____
Company: _____
Title: _____
Email Address: _____
Phone: _____

SPONSORSHIP LEVEL

Select Sponsorship	Regular Rate <small>Valid after 5.31.18</small>
<input type="checkbox"/> Yottabyte	\$235,000
<input type="checkbox"/> Terabyte	\$157,500
<input type="checkbox"/> Gigabyte	\$80,000
<input type="checkbox"/> Megabyte	\$31,500
<input type="checkbox"/> Kilobyte	\$15,750
<input type="checkbox"/> Byte	\$10,000

MARKETING PROMOTIONAL OPPORTUNITIES

Speaking Sessions

<input type="checkbox"/> 60-minute Speaking Session	\$20,000
<input type="checkbox"/> 60-minute Hands-on Training	\$25,000
<input type="checkbox"/> 30-minute Speaking Session	\$10,000

Branding

<input type="checkbox"/> Registration Lanyard	\$40,000
<input type="checkbox"/> Rotating Session Ad	\$3,000
<input type="checkbox"/> Mobile App Discover Tile	\$7,500
<input type="checkbox"/> Mobile App Welcome Screen	\$15,000
<input type="checkbox"/> Push Notification	\$15,000
<input type="checkbox"/> Bus Wrap	\$15,000
<input type="checkbox"/> Escalator Runners	\$10,000
<input type="checkbox"/> Column Wraps	\$5,500

Data Village

<input type="checkbox"/> 10'x10' Add-on Booth Space	\$20,000
<input type="checkbox"/> 10'x20' Premium Meeting Room	\$17,000
<input type="checkbox"/> 10'x10' Meeting Room	\$12,000
<input type="checkbox"/> Welcome Reception Shout Out	\$2,500

Hospitality

<input type="checkbox"/> Fulton Alley (Tuesday Night)	\$40,000
<input type="checkbox"/> Rivergate Room (Tuesday Night)	\$6,500
<input type="checkbox"/> Sugar Mill (Breakfast)	\$8,000
<input type="checkbox"/> Rivergate Room (Breakfast/Lunch)	\$6,500

CONTRACT SIGNATURE (REQUIRED)

Sponsorship Package

\$ _____

MPO Total

\$ _____

Total

\$ _____

Printed Name: _____

Billing Address: _____

City: _____ State: _____ Zip Code: _____

Country: _____

Signature: _____ Date: _____

* Note: By signing above, Sponsor accepts and agrees to the Sponsorship Terms and Conditions as set forth on Appendix C of this Sponsorship Prospectus.

PAYMENT (REQUIRED)

Select Payment Type

Check Wire PO Credit Card

Credit Card Information (If applicable)

Type of Card: MC VISA AMEX

Credit Card Number:

Expiration Date:

Security Code:

Name on Card: _____

Card Billing Address: _____

City: _____ State: _____ Zip Code: _____

Country: _____

Printed Name: _____

Signature: _____ Date: _____

Sponsorship Terms & Conditions

1. DEFINITIONS.

As used herein, the following terms shall have the following meanings:

- a. "Company" means the company defined in the Sponsorship Form.
- b. "Event" means the event defined above in the Sponsorship Form.
- c. "Event Providers" means the venue at which the Event is held, and, if applicable, such entities' parent companies, affiliates, shareholders, employees, agents, officers, directors, successors and assigns.
- d. "Products" means those qualified products and/or services Company is displaying at the Event.
- e. "Space" means the exhibit space at the Event.

2. ASSIGNMENT AND USE OF EXHIBIT SPACE/ RESTRICTIONS.

a. Benefits and License Grant.

Tableau will provide the Space at the Event for Company to display its Products. Before and during the Event, Company grants to Tableau a non-exclusive, nontransferable, royalty-free, worldwide right to use Company's name and logo in connection with the promotion and production of the Event. Before and during the Event, Tableau grants to Company a nonexclusive, non-transferable, royalty-free (subject to payment of the applicable sponsorship fee) worldwide right to use the Event name solely to promote its participation in the Event. All goodwill arising out of any use of the names or logos furnished under this paragraph will inure solely to the benefit of the applicable owner or licensor.

b. Space Assignment, Use, Installation, Occupancy, and Dismantling.

Tableau will assign the Space to the Company. At Tableau's sole discretion, it may reassign the Space or alter Event layout or venue at any time. The Space is for Company's use only. Company may not share, sell, assign, sublease or charge admission for entry into any portion of the Space (including to an affiliated company) without Tableau's prior written consent. Company must fully occupy the Space, and must provide displays, and other necessary equipment unless Tableau specifies otherwise in writing.

c. Restrictions.

All Products must be installed before, and Space occupied during, and dismantled after the Event in accordance with Tableau's schedule. Company's activities must be confined to the Space, and must be in support of, and directly related to Company's normal business activities. Tableau may refuse permission to exhibit any Products Tableau deems objectionable or unsuitable or inconsistent with the goals of the Event. At the Event, Company may not exchange goods, services or money without Tableau's prior written consent, nor assist any other party in soliciting business without Tableau's prior written consent.

d. Own Risk.

Company has sole responsibility for any loss or damage of its equipment or proprietary information, or any other loss, including any subrogation claims by its insurer. Persons visiting, viewing, or otherwise participating in Company's Space are deemed to be the invitees or licensees of Company and not of Tableau or any Event Provider.

3. DEADLINES.

Company shall adhere to all reasonable deadlines set by Tableau in connection with the Event, including but not limited to deadlines for submission of Company information for use in promotion and production of the Event. By way of example, such Company information may include, but is not limited to Company logo, description, digital advertisements, and Customer speaker information. If Company does not submit any element of Company information by the deadline, then Tableau reserves the right to exclude that element from the Event.

4. PAYMENT TERMS.

Company will pay to Tableau all sponsorship fees within 30 days from the date these Sponsorship Terms and Conditions are signed below and at least 30 days prior to the start of the Event. Tableau will provide registration codes and sponsorship packets upon receipt of a verified method of payment, such as check, wire transfer, authorized credit card, or verified purchase order.

5. ATTENDEE INFORMATION.

Company represents and warrants to Tableau that it will contact only those Event attendees who have voluntarily provided their contact information and agreed to be contacted by Company for purposes of learning about Company's Products. All information learned or observed by Company in relation to the Event, including but not limited to the identity of speakers and attendees, content of speeches or session presentations, and names or company names of other sponsors or attendees ("Conference Information"), is for Company's internal business purposes only, and Company may not use, publish, distribute, sell, or otherwise make available any Conference Information for any other purpose whatsoever. Company shall defend, indemnify and hold Tableau and their respective employees, officers, directors, and agents against all third-party claims, losses, or damages to persons or property, governmental charges or fines, and costs (including reasonable attorney's fees) arising out of or connected to Company's breach of this Section 5.

6. COMPLIANCE WITH LAWS AND RULES/WARRANTY.

a. Laws and Rules.

Company represents and warrants that it will comply with all applicable country and local laws and regulations in connection with its participation in the Event, including but not limited to laws and rules regarding access for the disabled; the venue and any relevant labor union; email marketing and anti-spam; privacy; and the terms, conditions; and the Sponsor Rules of Etiquette and any other rules issued by Tableau from time to time in connection with the Event.

b. Warranty.

i. Safety. Company warrants and represents that its Products and, if applicable, the Space, will be constructed safely, using sound engineering practices.

ii. Third Party Proprietary Rights. Company hereby represents and warrants to Tableau that it will not violate any proprietary rights of any third party in connection with its participation in the Event, including but not limited to the performance, distribution, or posting of copyrighted material without a license, assignment, or other legally effective permission.

c. Taxes and Licenses.

Company is solely responsible for obtaining any licenses and permits, and payment of all taxes (including sales and use taxes), license fees, or other charges applicable to its participation in the Event, including, if applicable, taxes collected by Tableau.

7. INSURANCE.

Company agrees to obtain, maintain in effect throughout the Event an insurance policy in a minimum amount equivalent to US\$1 million. This insurance must have a combined single limit bodily injury and broad form property damage coverage, including broad form contractual liability, in which Tableau and the Event Providers are named as an additional insured. Company agrees to obtain and maintain in effect throughout the Event workers' compensation and employer's liability insurance in such minimum amounts as are required by law or such higher amounts as are otherwise consistent with prudent business practice. Company agrees to waive the right of subrogation of its insurance carrier against the Event Providers to recover losses sustained for real and personal property. Company shall provide to Tableau at least thirty (30) days prior to the Event a certificate of insurance showing that these coverages are in effect.

8. CANCELLATION OR TERMINATION.

a. Cancellation.

Tableau may cancel all or any part of the Event for any reason by providing prior written notice to Company and Company's sole recourse shall be to obtain a full refund of the monies paid to Tableau. Tableau may also cancel all or any part of the Event for any reason beyond its reasonable control, including but not limited to, natural or public disaster, act of God, epidemic, acts of terrorism, venue construction, insufficient participation, market fluctuation, government regulation, or similar reasons, in which case Tableau will refund to Company a pro rata portion of any Space fees already paid to Tableau, after which Company will have no further recourse against Tableau. A change in the name, dates, hours or venue of the Event does not constitute a cancellation by Tableau.

b. Termination by Company.

Company may terminate its participation in the Event at any time by providing written notice to Tableau. Any such termination by Company must be in writing and will be effective upon receipt by Tableau, Attn: Legal. In the event of any termination, Company will be entitled to a refund of any sponsorship fees already paid to Tableau in accordance with the following:

Notice Given Prior to October 22, 2018	Percentage Paid Fees Eligible for Refund
More than 6 months	100%
Between 6 and 5 months	40%
Less than 5 months	0%

Company acknowledges the difficulty in determining a precise value for services rendered and expenses incurred by Tableau for the Event, and of ascertaining damages incurred by Tableau if Company terminates Company's participation in the Event. The amounts due from Company or retained by Tableau under this Agreement as of the effective date of any termination by Company belong to Tableau and represent an agreed measure of compensation, and are not to be deemed or construed as a forfeiture or penalty.

c. Termination by Tableau.

Tableau may take possession of the Space and terminate Company's participation in the Event upon Company's failure to meet any obligations under the Agreement, including but not limited to Company's failure to: pay for the Space or related services; comply with the payment terms specified in the Sponsorship Form; maintain all exhibited Products in good working order; staff the Space fully and in a timely manner; or, violate Tableau's standards of conduct. Tableau may refuse sponsorship by any Company, for any reason, and at any time prior to the Event.

9. LIMITATION OF LIABILITY; INDEMNITY.

a. Limitation of Liability.

i. Under no circumstances is Tableau or the Event Providers liable for lost profits or other indirect, incidental, consequential, special or other exemplary damages for any of their acts or omissions in connection with the Event, whether or not Tableau or the Event Provider has been apprised of the possibility of such damages or lost profits. In no event will Tableau's liability hereunder, or otherwise in connection with the Event, exceed the amount actually paid to it by Company for the Space. Tableau is not liable for any errors in any listing or descriptions or for omitting Company from the Event show materials.

ii. The Event Providers are not liable to Company for any damage, loss, harm, or injury to the person, property, or business of Company, or any of its visitors, officers, agents, employees, or other representatives, resulting from theft, fire, earthquake, water, unavailability of the venue or intermediate staging facilities, insufficient participation, accident, or any other reason in connection with the Event or any planning meetings, demonstrations, or stagings, except to the extent such liability arises directly from the willful misconduct of the Event Provider against whom liability is sought to be assessed.

b. Indemnity.

Company shall defend, indemnify, and hold harmless Tableau, the Event Providers, their respective affiliates and each of their respective directors, officers, employees and agents from and against any claim, loss, liability, or damage suffered arising out of (A) Any Company Product demonstrated, used, distributed or otherwise made available at the Event; (B) Company's construction, use or maintenance of the Space; (C) the negligence or misconduct of Company or any of its employees, agents or invitees; or (D) Company's breach of any representation, warranty or commitment made in these Sponsorship Terms and Conditions, including, without limitation, those set forth in paragraph 6(b). Company will not settle any claim subject to this section without the prior written consent of Tableau. Company must maintain proper insurance coverage for its property and liability, and represents and warrants that it has obtained adequate insurance per Section 5 above to cover its potential liability hereunder. Company acknowledges and agrees that the terms and conditions of this Agreement are subject and subordinate to the terms and conditions of Tableau's agreement with the Event Providers.

10. RELEASE.

Company acknowledges that the Event may be recorded and reproduced in any form (including but not limited to digital formats), and hereby authorizes Tableau and its designees to record, transcribe, modify, reproduce, publicly perform, display, distribute, redistribute, and transmit in any form and for any purpose any such recording of the Event, and agrees to execute without any additional compensation any additional release presented by Tableau, its licensees, or permittees, in connection with such activity or to give effect to this provision. Company hereby releases Tableau and its designees from and waives all claims it or its employees or agents may possess, now or in the future, in connection with such activities, and specifically waives any statutory restriction on waivers of future claims or moral rights.

11. MISCELLANEOUS.

a. Amendment.

No amendment, modification, change, waiver, or discharge hereof shall be valid unless in writing and signed by an authorized representative of the party against which such amendment, modification, change, waiver, or discharge is sought to be enforced.

b. Governing Law.

This Agreement shall be governed by and construed in accordance with the laws of the State of Washington, without regard to its conflict of law rules, and the parties agree to accept the exclusive jurisdiction of the state and federal courts located in King County, Washington.

c. Entire Agreement.

This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof. There are no agreements, representations, warranties, promises, covenants, commitments or undertakings other than those expressly set forth herein. This Agreement supersedes all prior agreements, representations, warranties, promises, covenants, commitments or undertakings, whether written or oral, with respect to the subject matter contained in this Agreement.

In Witness whereof, the Company has executed this Agreement effective as of the last date written on Appendix B.