Tableau Conference 2018
Sponsorship Prospectus
October 22, 2018 - October 25, 2018
CALLING ALL DATA LOVERS

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.

Tableau Conference 2017 by the numbers

- **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 span a variety of industries

- 14% Services
- 21% Communications, Media & Technology
- 18% Public Sector
- 13% Financial Services
- 13% Healthcare & Life Sciences
- 11% Retail & Consumer Goods
- 5% Manufacturing
- 3% Energy & Resources
- 4% Travel & Transportation

Attendees interact with decision makers in all lines of business

- IT
- Administrative (Management)
- Finance
- Engineering/R&D
- Analytics
- Support/Service
- Marketing
- Sales
- Product Management
- Human Resources
- Supply Chain & Distribution
- Purchasing
- Manufacturing
- Legal

Attendees company size by annual revenue

- 43% $1 Billion+
- 32% $0–50 Million
- 19% $50–500M
- 6% $500M–1B

- 18% Public Sector
- 13% Financial Services
- 13% Healthcare & Life Sciences
- 11% Retail & Consumer Goods
- 5% Manufacturing
- 3% Energy & Resources
- 4% Travel & Transportation

Attendees interact with decision makers in all lines of business

- Analyst
- Manager
- Developer/Engineer
- Director
- C-Level/VP
- Consultant/System Integrator
- Coordinator/Specialist
- Other
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 space
• 2 tables, 4 chairs, 2 electrical drops, wifi, carpet
• Option to rig hanging banner
• 6 lead retrieval devices
• Access to sponsor staff lounge in Expo Hall
• Dedicated meeting space in Exhibit Hall

CONFERENCE PASSES
• 16 Full conference passes
• 10 Expo-Only passes
• 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 passes
• Opportunity to provide one custom slide during breaks between leadership track

CONFERENCE ENGAGEMENT
• 60-Minute speaking session
• 60-Minute sponsor led Hands-on Training workshop

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 release

HOSPITALITY
• Space to hold 1 lunch or breakfast @ the Convention Center
• 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
Booth design must be reviewed and approved by Tableau.

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

For sponsor staff only

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.

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.

Copy must be reviewed and approved by Tableau.

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

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

CONFERENCE PASSES
- 14 Full conference passes
- 8 Expo-Only passes
- 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 passes

CONFERENCE ENGAGEMENT
- 60-Minute speaking session
- 60-Minute sponsor led Hands-on Training workshop

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 release

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)

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.

SPONSORSHIP LEVEL
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 Space
- 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 passes
- 4 Expo-Only passes
- 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 session

**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 release

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

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1 Booth design must be reviewed and approved by Tableau
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4 Copy must be reviewed and approved by Tableau
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 Space
• 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 passes
• 2 Expo-Only passes
• 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 session

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 release

KILOBYTE

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

EXHIBIT HALL
• 10X10 Booth Space
• 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 passes
• 1 Expo-Only passes
• 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

CONFERENCE ENGAGEMENT

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 release

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 Kiosk
• 1 electrical drops, wifi, carpet
• 1 lead retrieval devices
• Access to sponsor staff lounge in Expo Hall

CONFERENCE PASSES
• 2 Expo-Only passes
• 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 release

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
### Package overview

<table>
<thead>
<tr>
<th></th>
<th>Yottabyte</th>
<th>Terabyte</th>
<th>Gigabyte</th>
<th>Megabyte</th>
<th>Kilobyte</th>
<th>Byte</th>
</tr>
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<td>2</td>
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<td>8</td>
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**EARLY BIRD RATE**  
Prices Valid Through May 31, 2018

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<tr>
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<th>$225,000</th>
<th>$150,000</th>
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### EXHIBIT HALL

<table>
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<tr>
<th>Booth Space</th>
<th>30x30</th>
<th>20x20</th>
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<th>10x10</th>
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<tr>
<td>Booth Amenities</td>
<td>2 tables (6ft), 4 chairs, 2 electrical drops (Samps), Wi-Fi, standard carpet, waste basket</td>
<td>2 tables (6ft), 4 chairs, 2 electrical drops (Samps), Wi-Fi, standard carpet, waste basket</td>
<td>1 table (6ft), 2 chairs, 1 electrical drop (Samps), Wi-Fi, standard carpet, waste basket</td>
<td>1 table (6ft), 2 chairs, 1 electrical drop (Samps), Wi-Fi, standard carpet, waste basket</td>
<td>1 table (6ft), 2 chairs, 1 electrical drop (Samps), Wi-Fi, standard carpet, waste basket</td>
<td>Turnkey kiosk 1 electrical drop (Samps), Wi-Fi, standard carpet, waste basket</td>
</tr>
</tbody>
</table>

| 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

<table>
<thead>
<tr>
<th></th>
<th>16</th>
<th>14</th>
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<tr>
<td>Full Conference Registration</td>
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<tr>
<td>Expo-Only Registration</td>
<td>10</td>
<td>8</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>2</td>
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<tr>
<td>Customer Speaker Pass (Full Conference registration)</td>
<td>1</td>
<td>1</td>
<td>1</td>
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<table>
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<tr>
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<th>Limit 10</th>
<th>Limit 8</th>
<th>Limit 6</th>
<th>Limit 2</th>
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<tbody>
<tr>
<td>Option to Purchase Additional Expo-Only passes at the rate of $795</td>
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<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>

|                   | ✓ | ✓ |
| Reserved Seating for Keynote |      | |
## Package overview (continued)

<table>
<thead>
<tr>
<th>EXECUTIVE EXPERIENCE</th>
<th>Yottabyte</th>
<th>Terabyte</th>
<th>Gigabyte</th>
<th>Megabyte</th>
<th>Kilobyte</th>
<th>Byte</th>
</tr>
</thead>
<tbody>
<tr>
<td>C-Level Invitations to VIP Experience at Data Night Out</td>
<td>4</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Executive Track Passes</td>
<td>2</td>
<td>2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>One custom slide between leadership track</td>
<td></td>
<td></td>
<td>✓</td>
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<td></td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>CONFERENCE ENGAGEMENT</th>
<th>Yottabyte</th>
<th>Terabyte</th>
<th>Gigabyte</th>
<th>Megabyte</th>
<th>Kilobyte</th>
<th>Byte</th>
</tr>
</thead>
<tbody>
<tr>
<td>60-Minute Speaking Session (Customer Speaker Required)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<td></td>
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<tr>
<td>60-Minute Hands-on Training Workshop</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>30-Minute Session in Expo Hall</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
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</table>

<table>
<thead>
<tr>
<th>HOSPITALITY</th>
<th>Yottabyte</th>
<th>Terabyte</th>
<th>Gigabyte</th>
<th>Megabyte</th>
<th>Kilobyte</th>
<th>Byte</th>
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<tbody>
<tr>
<td>Host 1 Lunch or Breakfast at Convention Center</td>
<td>✓</td>
<td></td>
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<tr>
<td>Hotel Room Block ($270 a room + hotel fees &amp; tax)</td>
<td>Up to 35 Rooms</td>
<td>Up to 20 Rooms</td>
<td>Up to 15 Rooms</td>
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<tr>
<td>Suite Parlor at the Hotel Riverside</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
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</table>
## Package overview (continued)

<table>
<thead>
<tr>
<th>BRANDING &amp; COMMUNICATIONS</th>
<th>Yottabyte</th>
<th>Terabyte</th>
<th>Gigabyte</th>
<th>Megabyte</th>
<th>Kilobyte</th>
<th>Byte</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo and name inclusion on Expo Hall Map</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Access to Social Promotional Kit</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<tr>
<td>Conference Website Recognition on Homepage</td>
<td>Logo</td>
<td>Logo</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference Website Recognition on Expo Page</td>
<td>Logo, Link + 200-word description</td>
<td>Logo, Link + 100-word description</td>
<td>Logo, Link + 75-word description</td>
<td>Logo, Link + 50-word description</td>
<td>Logo + Link</td>
<td>Logo + Link</td>
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<tr>
<td>Mobile App Push Notification</td>
<td>1 Push Notification</td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Inclusion on Email Footer for Pre-Event Attendee Communications</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Inclusion on Email Footer for Post-Event Attendee Communications</td>
<td>✓</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference Digital Ad</td>
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<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Keynote Recognition (Logo Shown During Pre-Keynote Show)</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Keynote Verbal Recognition</td>
<td>✓</td>
<td></td>
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<td></td>
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<tr>
<td>Ability to Issue Press Release (Required to use Tableau PR Template)</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Social Media</td>
<td>2 Tweets</td>
<td>1 Tweet</td>
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</table>
**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 sponsor.

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.

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.

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.
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 ammenities (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.

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 beverages are 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 must be purchased through MCONO catering. Email content and send list subject to Tableau approval.
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.

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**PURCHASE ORDER**

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<tr>
<th>Field</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payment to</td>
<td>Tableau Software, Inc. P O Box 204021 Dallas, TX 75260-4021</td>
</tr>
<tr>
<td>Purchase Order #</td>
<td></td>
</tr>
<tr>
<td>Qty</td>
<td></td>
</tr>
<tr>
<td>Type of Event</td>
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</tr>
<tr>
<td>Itemized Description</td>
<td>Level of Sponsorship</td>
</tr>
<tr>
<td>Amount</td>
<td>Contract Amount</td>
</tr>
<tr>
<td></td>
<td>Submit approved PO with signed sponsorship form</td>
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**WIRE - ELECTRONIC PAYMENT INSTRUCTION**

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<td>Beneficiary Bank</td>
<td>Silicon Valley Bank 3003 Tasman Drive Santa Clara, CA 95054</td>
</tr>
<tr>
<td>Beneficiary Name</td>
<td>Tableau Software, Inc.</td>
</tr>
<tr>
<td>Account #</td>
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</tr>
<tr>
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<td>121140399</td>
</tr>
<tr>
<td>(International) SWIFT:</td>
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**CREDIT CARD**

Complete ‘Credit Card Information’ at bottom of Sponsorship

**CHECK**

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<tr>
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<th>Details</th>
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</thead>
<tbody>
<tr>
<td>Remittance Address</td>
<td>Tableau Software, Inc. P O Box 204021 Dallas, TX 75260-4021</td>
</tr>
<tr>
<td>Overnight Courier Address</td>
<td>Lockbox Services 204021 Tableau Software, Inc. 2975 Regent Blvd Irving, TX 75063</td>
</tr>
</tbody>
</table>
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: ____________________________

SPONSORSHIP LEVEL

<table>
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<tr>
<th>Select Sponsorship</th>
<th>Early Bird Rate</th>
<th>Regular Rate</th>
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<tr>
<td>Yottabyte</td>
<td>$225,000</td>
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<tr>
<td>Terabyte</td>
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<td>Kilobyte</td>
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<tr>
<td>Byte</td>
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MARKETING PROMOTIONAL OPPORTUNITIES

Speaking Sessions
- 60-minute Speaking Session: $20,000
- 60-minute Hands-on Training: $25,000
- 30-minute Speaking Session: $10,000

Branding
- Registration Lanyard: $40,000
- Rotating Session Ad: $3,000
- Mobile App Discover Tile: $7,500
- Mobile App Welcome Screen: $15,000
- Push Notification: $15,000
- Bus Wrap: $15,000
- Escalator Runners: $10,000
- Column Wraps: $5,500

Data Village
- 10’x10’ Add-on Booth Space: $20,000
- 10’x20’ Premium Meeting Room: $17,000
- 10’x10’ Meeting Room: $12,000
- Welcome Reception Shout Out: $2,500

Hospitality
- Fulton Alley (Tuesday Night): $40,000
- Rivergate Room (Tuesday Night): $6,500
- Sugar Mill (Breakfast): $8,000
- Rivergate Room (Breakfast/Lunch): $6,500

CONTRACT SIGNATURE (REQUIRED)

Sponsorship Package
Printed Name: ____________________________
Billing Address: ____________________________
City: ____________________________  State: ________  Zip Code: ____________________________
Country: ____________________________
Signature: ____________________________  Date: ____________________________

Total
$ ____________________________

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: ____________________________

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

Tableau reserves the right to refuse sponsorship by any company for any reason. Please see attached Sponsorship Terms & Conditions (Appendix C) for cancellation policy and all other rules and regulations regarding sponsorships. Sponsorships are not confirmed until payment is received.

Appendix B
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, if applicable, the Event’s 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.

Company hereby provides for the Event for Company to display its Products. Before and during the Event, Company grants to Tableau a non-exclusive, non-transferable, 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. All Tableau’s sole discretion, Tableau shall have the right to alter the Space or alter Event layout or venue at any time. The Space is for Company’s use only. Company may not sublet, assign, sublease, or charge admission to any portion of the Space (including to an affiliated company) without Tableau’s prior written consent. Company is fully responsible for all space displays, and must provide displays, and other necessary equipment unless Tableau specifies otherwise in writing.

Restrictions. All Product 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 bears 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, visitors, or materials used by Company in the 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 agrees to pay to Tableau all sponsorship fees within 30 days of the date these Sponsorship Terms and Conditions are signed 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 identities of speakers and attendees, content of speeches or session presentations, and names or companies 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 Conference Information available to anyone for any other purpose whatsoever. Company shall defend, indemnify and hold Tableau and their respective employees, officers, directors, and agents harmless from and against all third party claims, losses, or damages to persons or property, governmental charges or fines, and (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 regulations with respect to the disabled; the venue and any relevant labor union; email marketing and anti-spam; privacy; and the terms, conditions; and the Sponsorship Terms & Conditions, including the requirements set forth by Tableau from time to time in connection with the Event.

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

c. Third Party Proprietary Rights. Company hereby represents and warrants to Tableau that it will not violate any proprietary rights of others 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.

d. 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 imposed by the Event Provider.

7. INSURANCE. Company agrees to obtain, maintain in effect throughout the Event an insurance policy in a minimum amount equivalent to $35,000 multi. This insured amount shall be subject to the limits of liability and broad form property damage coverage, including broad form contractual liability, in which Tableau and any Event Provider are named as additional insureds. Company agrees to obtain and maintain in effect throughout the Event an insurance policy, which will fully occupy the Space, and must provide displays, and other necessary equipment unless Tableau specifies otherwise in writing.

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. 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 portion of the 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 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:

<table>
<thead>
<tr>
<th>Notice Given Prior to</th>
<th>Percentage Paid Fees</th>
<th>Eligible for Refund</th>
</tr>
</thead>
<tbody>
<tr>
<td>More than 6 months</td>
<td>40%</td>
<td>0%</td>
</tr>
<tr>
<td>Between 6 and 5 months</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Less than 5 months</td>
<td>40%</td>
<td>0%</td>
</tr>
</tbody>
</table>

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 at any time in the event of any termination are intended to be a reasonable estimate of the effective date of any termination by Company belonging 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 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 expenses, 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, void 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, special, exemplary, or consequential, special or exemplary damages for any of the following or otherwise, whether or not the Event Provider has been apprised of the possibility of such damages or lost profits. In no event shall Tableau’s or Event Provider’s liability be by reason of any negligence or misconduct of any of its employees, agents, employees, or other representatives, from 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 alarming 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, shareholders, officers, agents and employees, Company and any of its visitors, officers, agents, or employees, or any other party, 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 alarming 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.

10. RELEASE. Company acknowledges that the Event may be recorded and reproduced in any format (including but not limited to digital formats), and hereby authorizes, and so directs, 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 designees, or permitted use, in connection with such activity or to give effect to this provision. Company hereby releases Tableau and its designees from and waive any claim against any injuries, deaths, or damage caused to the Event providers and their respective affiliates and each of their respective affiliates and employees. Officers, agents, or invitees; or (D) Company’s breach of any representation, warranty or covenant set forth in the Sponsorship Terms and Conditions, including, without limitation, those set forth in paragraphs 5(b), 6(b), 9(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 and agreement with the Event Providers.

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 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 constitutes the entire agreement between the parties with respect to the subject matter hereof. There are no agreements, understandings, negotiations, covenants, commitments or undertakings other than those expressly set forth in this Agreement. This superseded all previous agreements, understandings, negotiations, commitments, 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.

Appendix C