



mediakit
2019

trajectory

SHOWDAILY

*trajectory
on Location*

GEOINT Symposium Advertising

ALL USGIF ORGANIZATIONAL MEMBERS AND/OR SMALL BUSINESSES RECEIVE AN ADDITIONAL 15% DISCOUNT.
USGIF PRIORITY POINTS: ALL ADVERTISERS RECEIVE 1/2 POINT PER \$1,000 SPENT.

The award-winning *GEOINT Symposium Show Daily* is a must-read resource for all Symposium attendees and exhibitors. Published June 2-6, the Show Daily includes exhibitor highlights from the show floor, conference news and updates, keynote speaker and panel discussion recaps, photo galleries, an at-a-glance agenda, and more. The Show Daily is the first thing many attendees see each morning. It will be made available in multiple locations throughout the event, on trajectorymagazine.com, and will be emailed to USGIF's 20,000-person distribution list.



Show Daily *(also includes online PDF)*

Rates (per day)

Front Cover Premium Ad	\$6,000
Full Page (Premium Position)	\$5,000
Full Page (Regular Position)	\$4,275
1/2 Page Horizontal	\$2,900

PLEASE NOTE: The June 6 Show Daily is PDF ONLY.

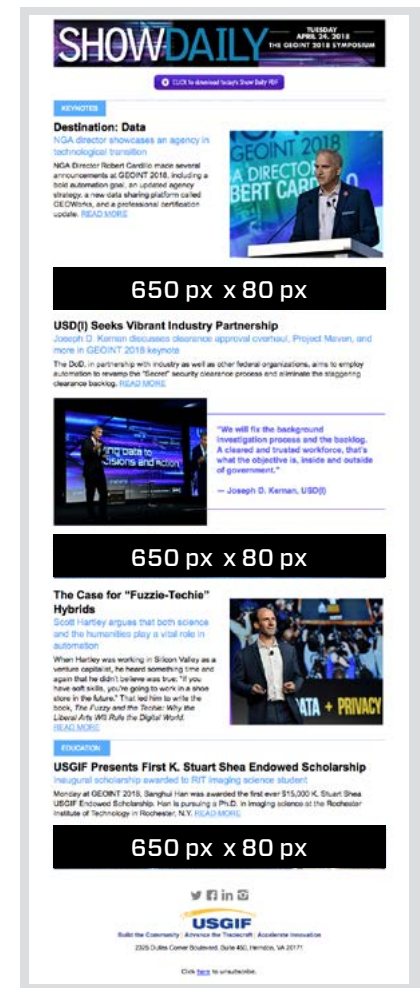
E-Newsletter

Rates (per day)

Show Daily E-News Banner Ad	\$5,500
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Show Daily Sponsor Package

- "Brought to you by [your company name]" added to cover masthead
 - Front Cover Premium Ad
 - Inside Front Cover Full Page Ad
- \$10,000**



To advertise and request print specs, contact Don Cooksey at don.cooksey@usgif.org or **703-793-0109 x 111**.

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trajectory on Location

Trajectory on Location is video programming produced on-site at the GEOINT Symposium composed of features, interviews, and highlights from general sessions, the exhibit hall, and networking activities. Programs will play in convention center lounge areas, will be posted online throughout the week, and will be used for event marketing purposes in the year ahead.

	Rates
<p>Gold Level Sponsorship (Includes both offerings below)</p> <ul style="list-style-type: none"> • Up to a 4-minute interview with a company executive in one program • Highlight of your company booth and interview conducted in the booth for one program 	\$11,500
<p>Silver Level Sponsorship (Includes choice of one offering below)</p> <ul style="list-style-type: none"> • Up to a 4-minute interview with a company executive in one program • Highlight of your company booth and interview conducted in the booth for one program 	\$8,625
<p>Keynote Presentation Each keynote presentation from the GEOINT Symposium (10-12 presentations total) will be posted online in its entirety within 24 hours. We will create a graphic bumper at the beginning of each video with your logo, indicating your sponsorship. "This GEOINT 2019 keynote highlight is sponsored by [YOUR LOGO]." These keynote clips are some of the most widely viewed highlights from the Symposium.</p>	\$11,500
<p>The Buzz "The Buzz" will be a 2-3 minute, fast-paced recap of what happens at the GEOINT 2019 Symposium on a day-to-day basis. Modeled after SportsCenter and anchored by the <i>trajectory on Location</i> host, "The Buzz" will be posted online daily. Each episode of "The Buzz" will be preceded by a logo animation identifying your company as the sponsor.</p>	\$5,750
<p>Bumpers Be part of the conversation via social media and our website. Throughout the Symposium, we will share highlights and clips via social media and <i>trajectorymagazine.com</i>. We will create a short graphic bumper to precede each clip with <i>trajectory</i> branding and your logo. "<i>trajectory on Location</i> brought to you by [YOUR LOGO]."</p> <ul style="list-style-type: none"> • Sponsorship entitles you to 10 clips with your branding 	\$5,750



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Show Daily						Rates	Total
Front Cover Premium Ad	<input type="checkbox"/> Sunday	<input type="checkbox"/> Monday	<input type="checkbox"/> Tuesday	<input type="checkbox"/> Wednesday	<input type="checkbox"/> Thursday	\$6,000	\$
Full Page (Prime Position)	<input type="checkbox"/> Sunday	<input type="checkbox"/> Monday	<input type="checkbox"/> Tuesday	<input type="checkbox"/> Wednesday	<input type="checkbox"/> Thursday	\$5,000	\$
Full Page (Regular Position)	<input type="checkbox"/> Sunday	<input type="checkbox"/> Monday	<input type="checkbox"/> Tuesday	<input type="checkbox"/> Wednesday	<input type="checkbox"/> Thursday	\$4,275	\$
1/2 Page Horizontal	<input type="checkbox"/> Sunday	<input type="checkbox"/> Monday	<input type="checkbox"/> Tuesday	<input type="checkbox"/> Wednesday	<input type="checkbox"/> Thursday	\$2,900	\$
<i>*All issues to be printed with the exception of Thursday, which will be electronic only.</i>							
eNEWSLETTER						Rates	Total
Show Daily eNews Banner Ad	<input type="checkbox"/> Sunday	<input type="checkbox"/> Monday	<input type="checkbox"/> Tuesday	<input type="checkbox"/> Wednesday	<input type="checkbox"/> Thursday	\$5,500	\$
trajectory on Location						Rates	Total
Gold Level						\$11,500	\$
Silver Level						\$8,625	\$
Keynote Presentations						\$11,500	\$
The Buzz						\$5,750	\$
ToL Bumpers						\$5,750	\$
						Subtotal	\$
						15% member discount	\$
						Total	\$

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CONTACT INFORMATION

Organization

Primary Point of Contact (This is the person who will receive updates and planning information regarding GEOINT 2019)

Job Title

Address

City

State

ZIP

Phone

Email

Date

Authorized Signature

The individual signing this Application represents and warrants that he/she is duly authorized to execute binding contracts on behalf of the above listed Applicant and such organization agrees to be bound by this Application and the attached Terms and Conditions.

TERMS AND CONDITIONS

FOR EXHIBIT SPACE, MEDIA, MEETING ROOMS AND SPONSORSHIPS

During June 2-5, 2019, GEOINT Symposium
at the Henry B. Gonzalez Convention Center, San Antonio, Texas. (Trade Show is June 3-5)

1. Definitions. Capitalized terms not defined herein shall have the meanings set forth in the Application. “Application” means the application for the Event that has been signed by the Applicant; “Applicant” means the organization listed on the first page of the Application; “Event” means the Trade Show and Symposium and other events scheduled, such as receptions, networking opportunities, and outings, to be held on the dates listed on the top of the Application; “Trade Show” means the exhibit hall trade show to be held during the Event; “Symposium” means the speeches, panel discussions, and breakout sessions held outside of the exhibit hall during the Event; and “Location” means the hotel, resort or conference center listed on the top of the Application where the Trade Show will be held.

2. Permitted Use. The Applicant may only use the exhibit spaces, media opportunities, sponsorships, and meeting rooms listed and described in the Application and chosen and paid for by the Applicant (the “Opportunities”) to inform and educate Event attendees regarding the Applicant’s products or services. The Applicant may not sublet, assign, or apportion any part of such Opportunities. The Applicant may not represent, advertise, or distribute literature for the products or services of any other organization or individual without the prior express written approval of USGIF. All of the Applicant’s activities must be confined to the space assigned by USGIF. The Applicant acknowledges and agrees that its representatives are admitted to, and will remain at, the Event solely in strict compliance with the Contract.

3. Protection of Facilities and the Public. Applicant shall not use the Location or permit it to be used by any employee, patron, contractor, or invitee: (a) for any illegal purpose; (b) in conflict with any applicable Law (as defined below); (c) in any manner that could violate the insurance or increase the rate of insurance on the Location; (d) in any manner that constitutes any waste or nuisance; (e) in any manner that causes any injury to the Location; or (f) in violation of any applicable rule or regulation issued by management of the Location.

4. Floor Load. Under no circumstances shall the weight of any equipment or exhibit material exceed the Location’s floor load specifications set forth in the Exhibitor Service Manual or as otherwise specified by USGIF or the Location.

5. Lotteries; Contests. No drawings or sweepstakes that require the purchase of raffle or lottery tickets are

permitted without USGIF’s advance written authorization and must be operated in accordance with applicable Law. Approved drawings must be available to all Event attendees (except persons under 18 years of age, exhibitors and USGIF staff). Registration for drawings must be done within the confines of the rented exhibit space(s) and may not distract from other exhibitor displays. A description of the drawing process (including, without limitation, time of drawing and where winner names will be posted or announced) should be clearly visible to all Event attendees. USGIF reserves the right to endorse or be affiliated with Applicant drawings, or make announcements on behalf of Applicant as it sees fit.

6. USGIF’s Right of Control. USGIF, in its sole discretion and at any time, has the right to, at the Applicant’s sole cost and expense and without any obligation for USGIF to compensate or reimburse the Applicant, (a) move the Applicant’s location in the exhibit hall for any reason, (b) prohibit or remove any material that in USGIF’s opinion is objectionable in design, operation, or otherwise, (c) request changes to or remove any materials that in USGIF’s opinion is contrary to the best interests of the Event or out of keeping with the character of the Event, (d) upon any breach of the Contract, immediately remove the Applicant’s materials or the Applicant (or its representative) from the Event, (e) prohibit or remove any materials that differ substantially from the information stated in the Application or provided to USGIF, (f) shut-down, halt, or remove any demonstration

of services or equipment, audio or visual activities, interviews, or other activities that in USGIF’s opinion inconveniences or interferes with other exhibitors’ or attendees’ enjoyment of the Event, (g) control Event admission prices and policies, and (h) limit the number of “EXHIBITOR” badges issued to the Applicant. In the event of the removal of the Applicant’s materials, in whole or part, or the removal of the Applicant or any of its representatives from the Event in accordance with (b) or (c) above, USGIF’s sole liability for such removal will be to refund the fee paid by the Applicant as specified on the Application on a pro-rata basis for the period of the Event remaining at the time of removal; in all other cases, the Applicant will not be entitled to any refund of fees paid.

7. Installation and Removal. Exhibit spaces must remain intact and staffed during all Event hours. The Applicant shall remove all materials from the Location by the time set forth in the Exhibitor Service Manual. The Applicant

shall reimburse USGIF for any expenses, including, without limitation, cleaning, repair, storage, disposal, or handling charges, incurred with respect to the Applicant’s materials remaining after such date or any other violation of the Exhibitor Service Manual.

8. Representatives. The Applicant’s representatives must be employees of the Applicant. At all times during Trade Show hours, the Applicant’s booth representatives must (a) wear the “EXHIBITOR” badge identification furnished by USGIF, (b) actually work in the exhibit space assigned to the Applicant, and (c) have an manner, appearance, and dress that is appropriate, conservative, and professional.

9. Copyrighted Materials. If the Applicant intends to use, display, or distribute any music or other copyrighted materials or third-party trademarks during the Event, the Applicant must have permission to do the same and must provide USGIF with a copy of license or other agreement prior to the opening of the Event.

10. Americans with Disabilities Act. All exhibits at the Trade Show must be accessible to handicapped persons in accordance with the Americans with Disabilities Act.

11. Laws and Regulations. The Applicant shall fully comply with all federal, state, and local laws and regulations and all rules and regulations prescribed by the management of the Location (collectively, “Laws”). The Applicant shall meet the requirements of all local authorities and obtain, at their own expense, any necessary permits, licenses, or equipment should any be required for the particular individual displays or the particular exhibit of the Applicant. Potentially combustible or explosive materials and substances must be flameproof. Packing containers, excelsior, wrappings, and similar materials must be removed from the Trade Show and must not be stored under tables, behind displays or in the aisles. Alcoholic beverages are prohibited in the Trade Show except with USGIF’s prior express written authorization. Hazardous or dangerous materials or equipment are prohibited from the Event.

12. Obstruction of Aisles or Booths. The Applicant’s materials, representatives, or exhibit demonstrations or activities must not obstruct any aisles or prevent easy access to other exhibitors.

13. Security. The provision of any security service during the Event must not be construed as USGIF’s assumption of an obligation or duty to the Applicant with respect to

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the Applicant's property or safety. The Applicant and its representatives and attendees participate in the Event at their own risk.

14. Advertising, Meetings and Social Activities. In the interest of the success of the Event as a whole, the Applicant agrees not to extend invitations, hold meetings, receptions, outings, social events or otherwise encourage the absence from the Event or Location during Event hours. Sponsorships, advertisements, displays, demonstrations, conferences, entertainment, symposium registration, or hospitality rooms, may be permitted only with the express advance written authorization of USGIF and the payment of additional fees.

15. Admittance During Non-Trade Show Hours. The Applicant's representatives will be permitted to enter the Trade Show one half (1/2) hour before the scheduled opening of the exhibit hall (except for purposes of set-up or dismantling, which time is specified in the Exhibitor Service Manual), unless otherwise agreed by USGIF prior to the start of the Event. Temporary badges will be required for the Applicant's representatives during set-up and dismantling.

16. Failure to Hold Event. If the Event (or any part thereof) is cancelled for any reason, including, without limitation, acts of God (including fire, tornado, hurricane, flood, earthquake, or other elements of nature including weather events), wars, riots, civil disorders, rebellions or revolutions, acts of terrorism, strikes, lockouts or labor disputes, direct government action/inaction or order, or catastrophic failures of telecommunication service, the Contract will automatically terminate, and the Applicant waives any claim for damages or compensation. Upon such termination, USGIF will refund to the Applicant the fees paid and specified in the Application, less a pro rata share of USGIF's actual expenses incurred in connection with the Event. Except as provided in the previous sentence, upon such termination, neither party will have any further obligation to the other.

17. No Warranty. USGIF PROVIDES THE OPPORTUNITIES AND THE ITEMS SPECIFIED IN THE EXHIBITOR SERVICE MANUAL "AS IS WHERE IS," WITHOUT WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED, AND SPECIFICALLY WITHOUT WARRANTIES OF FITNESS FOR A PARTICULAR PURPOSE.

18. Release and Limitation of Liability. THE APPLICANT RELEASES USGIF, THE LOCATION AND ALL EVENT CONTRACTORS AND THEIR RESPECTIVE AGENTS, PARENTS, AFFILIATES, EMPLOYEES, DIRECTORS,

OFFICERS, SPONSORS, MEMBERS, MORTGAGORS, AND CONTRACTORS (COLLECTIVELY, THE "INDEMNITEES") FROM ANY AND ALL ACTIONS, SUITS, CLAIMS OR DEMANDS (COLLECTIVELY, "CLAIMS") AND ANY AND ALL LIABILITIES, LOSSES, DAMAGES, SETTLEMENTS, FINES, PENALTIES, EXPENSES OR COSTS (INCLUDING, WITHOUT LIMITATION, REASONABLE ATTORNEYS' FEES) (COLLECTIVELY, "LOSSES") THAT MAY ARISE FROM OR BE ASSERTED AS A RESULT OF THE CONTRACT OR THE EVENT. IN NO CIRCUMSTANCE WILL USGIF BE LIABLE TO THE APPLICANT FOR ANY CONSEQUENTIAL, INCIDENTAL, SPECIAL, PUNITIVE, OR INDIRECT LOSSES OR DAMAGES, WHETHER SUCH LOSSES, DAMAGES, OR CLAIMS ARISE IN CONTRACT, TORT (INCLUDING NEGLIGENCE), STRICT LIABILITY, WARRANTY, STATUTE OR OTHERWISE, INCLUDING, WITHOUT LIMITATION, LOSS OF GOOD WILL, USE, OR PROFIT. THE APPLICANT MUST NOT TAKE ANY ACTION OR CONDUCT ITSELF IN SUCH A MANNER AS TO BRING PUBLIC RIDICULE, CONTEMPT, CENSURE, OR DISPARAGEMENT UPON ANY OTHER EVENT PARTICIPANT, THE EVENT, OR USGIF. USGIF'S TOTAL LIABILITY TO THE APPLICANT HEREUNDER FOR ALL CLAIMS IS STRICTLY LIMITED TO THE TOTAL AMOUNT PAID BY THE APPLICANT TO USGIF AS SPECIFIED IN THE APPLICATION.

19. Indemnification. The Applicant shall indemnify and hold harmless the Indemnitees from any and all Losses, and defend the Indemnitees against any and all Claims, arising out of, related to or resulting from (a) the Applicant's, or its agents', contractors', licensees', invitees', employees' or representatives' participation or presence at the Event (b) the Contract, including, without limitation, those Claims arising out of, relating to or resulting from any labor dispute, any alleged or actual infringement or misappropriation, any breach of the Contract, any failure by Applicant, or its agents, contractors, licensees, invitees, or employees to comply with any Law or with USGIF's instructions, fraud, theft, or intentional misconduct, or any loss, damage, theft, or destruction of the Applicant's property or that of any other Event participant, or (c) the injury or death of any person (including, without limitation, Applicant's employees), damage to personal or real property, and damages (except as expressly provided otherwise in the Contract) to Applicant's business, whether or not resulting in whole or in part by the negligence of any person (except when solely caused by the gross negligence of USGIF).

20. Insurance and Liability. The Applicant must obtain and maintain in full force and effect throughout the performance of the Contract, at its sole cost and expense,

general liability and fire insurance coverage with a limit of at least \$1,000,000 (combined single limit). Prior to the start of the Event, the Applicant will furnish to USGIF a certificate of insurance evidencing that the above insurance is in effect and naming the Indemnitees as additional insureds.

21. Interpretation and Enforcement. The Contract is governed by the laws of the Commonwealth of Virginia excluding any choice-of-law provision or rule (whether of Virginia or any other jurisdiction) that would cause the application of the laws of any other jurisdiction. The Applicant consents to the exclusive jurisdiction of any state or federal court empowered to enforce the Contract located in the County of Fairfax or City of Alexandria in Virginia and waives any objection thereto.

22. Union Restrictions. The Applicant must observe the provisions of all union contracts in effect, as communicated to the Applicant. USGIF will not be not responsible for any interferences with the Event caused by disputes involving union personnel and the Applicant.

23. Use of the USGIF Logo. The Applicant acknowledges and agrees that the "United States Geospatial Intelligence Foundation" and "USGIF" names, and the logos, and trademarks of USGIF are the exclusive property of USGIF and cannot be used by the Applicant, except to the extent expressly provided for in a separate written agreement with USGIF. Nothing contained in the Contract grants the Applicant any right to use USGIF's name, logos or trademarks including, without limitation, in connection with the Applicant's participation in the Event. USGIF reserves all rights not expressly granted herein.

24. Violations. If Applicant defaults in the performance of any term of the Contract (including, without limitation, the payment of fees, maintenance of insurance, and compliance with any and all rules and requirements concerning the use of the Location), USGIF, at its option, may immediately terminate the Contract. Upon such termination, Applicant's rights and privileges under the Contract shall terminate, and USGIF shall have the right to take possession of the Opportunity(ies) or space occupied by the Applicant and to remove all persons and goods, without any liability whatsoever to the Applicant.

25. Remedies. The remedies under the Contract shall be cumulative and are not exclusive. Election of one remedy shall not preclude pursuit of other remedies.