



**SharkFest '20 US**  
Wireshark Developer and User Conference  
July 11-16, 2020 Marriott Kansas City Downtown, Kansas City, MO

## SharkFest'20 US Sponsorship Form



SharkFest'20 US will be held in Kansas City, MO for the 13<sup>th</sup> annual Wireshark® Developer and User Community educational conference in the states.

SharkFest™, launched in 2008, is a series of annual educational conferences staged in various parts of the globe and focused on sharing knowledge, experience and best practices among the Wireshark® developer and user communities.

SharkFest'20 US Sponsors have a unique opportunity to participate in an event that provides close interaction with the global community of IT professionals, Wireshark core developers, and packet-level analysis experts that gather to learn Wireshark best practices and discover technology that enhances the Wireshark user experience in an immersive setting.

This SharkFest'20 US sponsorship form describes the options available for sponsor candidates. If your company chooses to participate, please select your preferred sponsorship option(s), and return an initialed and signed copy (**put in page numbers once formatted properly**) to [sharkfest@wireshark.org](mailto:sharkfest@wireshark.org).

### Why Sponsor:

Sponsoring SharkFest has a significant impact on the Wireshark project and the community. Sponsors are a major draw for SharkFest attendees, and many people look forward to seeing what our sponsors will bring to the conference to show off and talk about each year.

### Sponsor Quote:

*"This is one of the most important conferences we go to every year, both in the US and EUROPE. We enjoy the interaction with attendees and sharing what new products we have coming out. It is great to be able to match our products and ideas with the people in these rooms... Attending a conference like this is very important for us, not only to show our products but to get ideas from people that actually use them." – Mike Shaw, Profitap*

### Sponsor Lightning Talks

New at SharkFest'20 US! Sponsor Lightning Talks provide an opportunity for sponsors to give a 5-minute brief about their products and how they interact with Wireshark. These should be fun, spirited sessions, with lots of energy and excitement. Sponsors running promotions during the conference can include information about these in their time slot as well.



### **GREAT WHITE SHARK SPONSOR**

**\$12,500 (2 available)**

Great White Shark Sponsors enjoy full conference access to core developers and attendees in the SharkFest Shoal Mentoring Lab and during all evening social events. Sponsors at this level will set up and staff the Lab with assistance from core developers and instructors on (put in dates). Beginning Monday, July 13, SharkFest attendees will have access to the Lab for hands-on access to sponsor technology, self-paced virtual learning stations, and 1:1 mentoring sessions.

#### **Great White Shark Sponsor Benefits:**

1. Participation in the SharkFest Shoal Mentoring Lab/Learning Environment
2. Lunch and Learn slot for technology demonstrations
3. Sponsor Lightning Talk
4. 6' draped table for product demonstrations, literature hand-outs, giveaways, leads collection and general SharkFest attendee engagement during all Vendor Technology Showcase events
5. Your company logo on Great White Shark signage for the Vendor Technology Showcase
6. Your company logo, website link, and bio on the SharkFest conference Sponsor page
7. Your sponsorship noted in all marketing materials and social media campaigns associated with the event
8. Two complimentary SharkFest conference registrations (\$2,990 value)
9. SharkFest'20 US Sponsor Banner for your company website



### **ANGEL SHARK SPONSOR**

**\$7,500 (6 available)**

Angel Shark Sponsors have the opportunity to engage and educate SharkFest attendees on their technology and its ability to enhance the Wireshark user experience during the Welcome Dinner on Monday (July 13), the Sponsor Technology Showcase & Treasure Hunt (July 14), the Sponsor Technology Showcase & Group Packet Competition (July 15), and during conference days (July 11-16).

#### **Angel Shark Sponsor Benefits:**

1. Sponsor Lightning Talk
2. Your company logo, website link, and bio on the SharkFest conference Sponsor page
3. Your sponsorship noted in all marketing materials and social media campaigns associated with the event
4. 6' draped table for product demonstrations, literature hand-outs, giveaways, leads collection and general SharkFest attendee engagement for all conference days
5. Your company logo on Angel Shark signage for the Vendor Technology Showcase
6. SharkFest'20 US Sponsor Banner for your company website



**TIGER SHARK GROUP COMPETITION SPONSOR**  
**\$5,000 (1 available)**

Group Packet Competitions test attendee packet analysis ability and are eagerly-anticipated conference activities. Awards will be presented to winners at evening's end by the funding sponsor.

**Tiger Shark Sponsor Benefits:**

1. Your company logo and link on the SharkFest conference Sponsor page.
2. Your sponsorship noted in all marketing materials and social media campaigns associated with the event
3. Table for engaging attendees at Technology Showcase & Group Packet Competition
4. Signage for sponsoring the Group Competition
5. Announcement before and after the event recognizing your company sponsorship
6. Award presentation to each Challenge winner by sponsor representative at evening's end
7. SharkFest'20 US Sponsor Banner for your company website



**COPPER SHARK WELCOME DINNER SPONSOR**  
**\$3,000 (1 available)**

The Welcome Dinner is a SharkFest tradition, bringing attendees together on the evening before SharkFest sessions begin for greetings by Gerald Combs and staff, and to connect with one another.

**Copper Shark Sponsor Benefits:**

1. Your company logo and link on the SharkFest conference Sponsor page
2. Your sponsorship noted in all marketing materials and social media campaigns associated with the event
3. Signage at the Reception area during all conference days
4. 6' draped table for engaging attendees during Welcome Dinner Evening
5. Welcome Dinner announcement/recognition of your company's sponsorship of the event



**SILKY SHARK WELCOME GIFT SPONSOR**  
**\$2,000 (2 available)**

Each year, attendees are greeted with Welcome Gifts that include t-shirts and other items branded for the specific SharkFest conference. The Silky Shark sponsorship provides the opportunity to underwrite the cost of items chosen by SharkFest conference management and receive recognition for your contribution to the creation and retained memory of SharkFest'20 US.

**Silky Shark Sponsor Benefits:**

1. Your company logo and link on the SharkFest conference Sponsor page.
2. Your sponsorship noted in all marketing materials and social media campaigns associated with the event
3. 1 piece of literature at the Registration Table
4. Signage at the Reception area during all conference days (July 13-16) thanking your company for sponsoring SharkFest'19 US Welcome gifts



**SPONSORSHIP APPLICATION FORM**

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Primary Event Contact \_\_\_\_\_

Primary Event Contact Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Sponsorship Choice (Please select one or more options)**

\_\_\_\_ Great White Shark Sponsor..... \$12,500

\_\_\_\_ Angel Shark Sponsor..... \$7,500

\_\_\_\_ Tiger Shark Group Competition Sponsor ..... \$5,000

\_\_\_\_ Copper Shark Welcome Dinner Sponsor.....\$3,000

\_\_\_\_ Silky Shark Welcome Gift Sponsor .....\$2,000

**\*PLEASE NOTE! Sponsorships are allotted on a first-come, first-served basis.**

**TOTAL AMOUNT DUE:** \$ \_\_\_\_\_

**Payment Terms**

**Full payment (by check or EFT) due within 30 days of sponsorship agreement signing.**

**Technology Showcase Exhibit Space Location**

Exhibit space location will be confirmed 30 days before the conference start date.

**Cancellation Policy**

Written cancellations received before May 1, 2020 will be entitled to a 50% refund. No refunds given for cancellations after May 1, 2020.

**Payment Details**

If paying by check, please make payable to **Riverbed Technology, Inc.** and send to the address listed below within 30 days of submission of this form.

**Riverbed Technology**  
**Attn: Sheri Najafi – SharkFest’20 US**  
**680 Folsom Street**  
**San Francisco, CA 94107**  
**[sheri@wirespark.org](mailto:sheri@wirespark.org)**  
**(415) 730-1717**

If paying by EFT, please follow these instructions:

**Wells Fargo Operating Account (#1002)**  
Routing Number/ ABA: **121000248** (Riverbed Technology Operating)  
Account Number: **4121680300**  
Swift Code: **WFBIUS6S**  
Bank Address: 400 Hamilton Avenue, 2<sup>nd</sup> Floor, Suite 210  
Palo Alto, CA 94301-1833

**PLEASE Reference SharkFest’20 US Sponsor Payment on Funds Transfer Form**



## SHARKFEST'20 US SPONSORSHIP AGREEMENT

Liability: Sponsor assumes full responsibility and liability for its acts and omissions and the acts and omissions of its agents, employees and independent contractors, whether acting within or outside of the scope of their authority and Sponsor shall indemnify, defend, and hold harmless Riverbed and the SHARKFEST event facilities from all claims, losses, liabilities, damages, expenses and costs resulting directly or indirectly from such acts or omissions. Sponsor shall maintain insurance policies with sufficient coverage to protect the financial interests of both Sponsor and Riverbed in the event of a claim arising out of this Agreement. Contractor will deliver to Riverbed insurance certificates showing such coverage upon request.

Use and Operation of Exhibitor Booth or Pod Properties: Subleasing of exhibit space is not allowed. Your exhibit must be staffed during exhibit hours. All demonstrations or other promotional activities must be confined to the limits of their space, except as defined in the sponsorship.

Security and Liability: Neither Riverbed, nor its agents or representatives, will be held responsible for any injury, loss or damage that may occur to the Sponsor, Sponsor employees or the Sponsor's property. Sponsors should insure their property from the time it arrives at the event until it leaves.

Care of Building and Equipment: Sponsor must not damage or deface the walls, floors, or equipment of any SHARKFEST event facility. If such damage occurs, the Sponsor shall be liable to the owner of the property damaged. All materials used in decoration must be flame-proofed. Electric wiring must conform to the National Electric Code Safety rules and all other applicable rules, regulations, fire laws, electrical codes and other applicable laws. Any hazardous, combustible, or explosive materials are not permitted in the any SHARKFEST event facility.

Choice of Law; Jurisdiction: This Agreement shall be governed and enforced in accordance with the laws of the state of California and its federal and state courts. In the event that it shall be necessary for Riverbed to bring suit to enforce any of its rights hereunder, Riverbed shall be entitled to recover all costs of such suits including reasonable attorney's fees.

Regulations: Exhibit areas at SHARKFEST event facilities are subject to change to comply with laws or the event facility regulations. Riverbed further reserves the right to reallocate space in the interest of a better showing of exhibits or for any reason. Sponsor must comply with all SHARKFEST policies, the policies of SHARKFEST event facilities, and with all laws, regulations, and ordinances.

This Sponsorship Agreement (this “Agreement”) is made between Riverbed Technology, Inc. (“Riverbed”) and the Sponsor signing below.

Sponsor Company: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**Please email your signed Agreement to: [sharkfest@wireshark.org](mailto:sharkfest@wireshark.org)**