



SharkFest '22 US

Wireshark Developer and User Conference

July 9-14, Kansas City Marriott Downtown, Kansas City, MO

SharkFest'22 US Sponsorship Form



SharkFest'22 US will be held at the Kansas City Marriott Downtown, and we're hoping you will join us for the 15th annual Wireshark® Developer and User Community educational conference in the states. This event fulfills a long-held wish of Gerald Combs to stage SharkFest in his hometown and share his love for the place with the Wireshark community attending in person.

SharkFest'22 US Sponsors have a unique opportunity for 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. As this will be a Hybrid event, sponsors can interact both in-person and virtually with the Wireshark community

This SharkFest'22 US sponsorship form describes the support 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 (pages 5-8) to sharkfest@wireshark.org.



ANGEL SHARK SPONSOR

\$8,500

Angel Shark Sponsors have the opportunity to engage and educate SharkFest in-person attendees on their technology and its ability to enhance the Wireshark user experience during the Welcome Dinner on Monday (July 11), the Sponsor Technology Showcase & Treasure Hunt (July 12), the esPCAPe Challenge (July 13), and during conference days (July 12-14). Sponsors will also have a presence in the virtual world, via a dedicated Discord channel, the virtual Treasure Hunt and a Virtual Booth.

Angel Shark Sponsor In-Person Benefits:

1. Your company logo, website link, and bio on the SharkFest conference Sponsor page
2. Your sponsorship noted in all marketing materials and social media campaigns associated with the event
3. 6' draped table for product demonstrations, literature hand-outs, giveaways, leads collection and general SharkFest attendee engagement for all conference days
4. Vendor Technology Showcase in the Treasure Hunt & Raffle participation and esPCAPe Challenge Reception
5. 2 complimentary SharkFest conference registrations (July 12-14), a \$2,590 value
6. Your company logo on Angel Shark signage for the Vendor Technology Showcase
7. SharkFest'22 US Sponsor Banner for your company website

Angel Shark Sponsor Virtual Benefits:

1. Participation in the virtual **Treasure Hunt**, one of the most popular activities at SharkFest conferences and a great way to capture leads and interact with attendees.
2. A dedicated **Discord channel** during the conference, to interact with attendees
3. **Sponsor Video:** 5-10 minute pre-recorded 'interviews'. A seasoned SharkFest attendee will moderate 3 questions and send them over to the sponsor - the questions will be specific to the sponsor's products, what problems they solve and how they interact with Wireshark. The sponsor will then record the video* - a ~30 second introduction of their company, followed by addressing the questions - which will be posted on the SharkFest website, as well as the SharkFest YouTube channel which has about 5k subscribers. (*The SharkFest team will review the video for any necessary editing before posting).
4. **"Virtual Booth"** on a new Interactive landing page on the SharkFest website. This can be a fully customizable, interactive space that sponsors will design, and could include a video with a discount, a survey, the Treasure Hunt Q&A, special offer or a prize... This is a great way to virtually interact with attendees and capture leads.
5. Your company logo, company description and website link on the SharkFest Sponsor page
6. Your sponsorship noted in monthly social media and email campaigns associated with the event
7. SharkFest'22 US Sponsor Banner for your company website



BULL SHARK esPCAPe CHALLENGE SPONSOR

\$5,500

The esPCAPe group competition tests attendee packet analysis ability and is one of our most eagerly-anticipated conference activities. SharkFest'22 US will introduce a new challenge during the Wednesday, July 13 reception with awards for winners presented at evening's end by the funding sponsor.

Bull 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. 6' draped table for product demonstrations, literature hand-outs, giveaways, leads collection and general SharkFest attendee engagement for all conference days
4. Signage for sponsoring the esPCAPe 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'22 US Sponsor Banner for your company website



COPPER SHARK WELCOME DINNER SPONSOR

\$3,000

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 while breaking bread.

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 thanking your company for sponsoring SharkFest'22 US Welcome Dinner
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

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'22 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 thanking your company for sponsoring SharkFest'22 US Welcome gifts



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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)

___ Angel Shark Sponsor..... \$8,500

___ Bull Shark esPCAPe Challenge Sponsor\$5,500

___ 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 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 31, 2022 will be entitled to a 50% refund. No refunds given for cancellations after May 31, 2022. Without limiting the foregoing, although the event is being planned as an in-person event with certain virtual benefits, Sysdig may determine that the ongoing COVID-19 pandemic necessitates a transition of the event to be a fully virtual event. If such circumstance arises, Sysdig will provide written notice to Sponsor of such transition (“Notice”) and provide details on revised sponsorship details and pricing. In such case, Sponsor may,

depending on Sponsorship level, opt to go completely virtual or cancel with full right of refund. If such transition takes place, Sysdig requires that Sponsor make its determination within fourteen (14) days of receipt of the Notice.

Payment Details

For ACH payments

Bank Routing Number: 322271627

Account Number: 581569669

Account Name: Sysdig, Inc.

For Wire Transfers

Bank Routing Number: 021000021

SWIFT Code: CHASUS33

General Bank Reference Address: JPMorgan Chase New York, NY 10017

Account Number: 581569669

Account Name: Sysdig, Inc.

PLEASE Reference SharkFest'22 US Sponsor Payment on Funds Transfer Forms



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SHARKFEST'22 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 Sysdig 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 Sysdig in the event of a claim arising out of this Agreement. Contractor will deliver to Sysdig 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 Sysdig, 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 shall 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 Sysdig to bring suit to enforce any of its rights hereunder, Sysdig 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. Sysdig 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, including applicable data privacy laws. Without limiting the foregoing, with respect to any leads or contacts that may be generated as a result of this event, Sponsor shall be solely responsible for obtaining relevant and sufficient consent to further contact such attendees/participants

This Sponsorship Agreement is made between Sysdig and the Sponsor signing below.

Sponsor Company: _____

Authorized Signature: _____

Printed Name: _____

Title: _____

Date: _____

Please email your signed Agreement to: sharkfest@wireshark.org