2020 CORE-IT
Virtual Conference
Partner Packet

VIRTUAL CONFERENCE EVENTS

In 2020, we are expanding our highly successful online events to connect a large global audience of existing and future IT professionals to top-level training, trainers, mentors, and key products in the industry.

Our events will be open to **our existing customer base as well as thousands of college students studying IT/cyber security courses**. These are the IT professionals of tomorrow – the future customer base.

These events will be free to attendees to ensure nothing precludes someone from joining us.

Laura Chappell
events@chappellU.com

OUR EVENT CUSTOMERS

As hosts of the event, we have three customers to serve: attendees, speakers, and sponsors.

Attendees	Speakers	Exhibitors/Sponsors
1. Free access to top-level training 2. Introduction to key products and solutions in our industry 3. Learn about career opportunities with top companies in our industry 4. Mentor access through social integration	1. Visibility and branding to a large audience 2. Take a mentor role for next generation 3. No travel required	1. Method to globally engage, educate, and sell technology, products, and services to a large audience 2. Introduce technology solutions and branding to the next generation 3. Lead generation that is cost-effective, green, global, and accessible

STUDENT OUTREACH: EMBRACING THE NEXT GENERATION

With the support of our business and educational partners, we will reach out to hundreds, if not thousands, of schools with an invitation to join us for these events. We hope to offer students education, mentoring, contacts, and exposure to the key exhibitors in our industry.
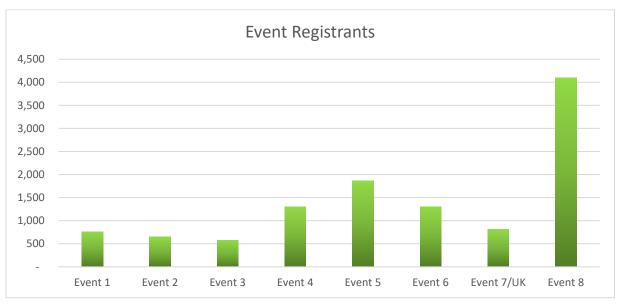
Laura Chappell is the Student Outreach Chairperson for the High Technology Crime Investigation Association (HTCIA). Currently, she is working with the incoming 2020 HTCIA President to expand the student membership offerings.

We hope to have an initial student attendee count estimate in January. Our first goal will be host over 3,000 students in the virtual conference. The virtual conference engine can be expanded to allow more than 13,000 attendees as needed.
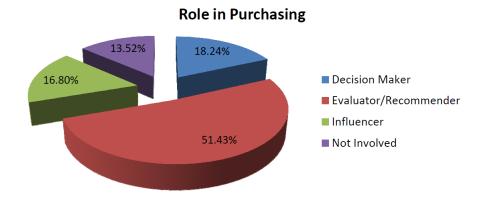
ABOUT OUR AUDIENCE

We currently average about 1,500 registrants per event and, in the past, we have been limited by a 1,000 limit on attendee count. The graph below illustrates the registration level of the simple 1-hour webinars offered by Chappell University.

The 2020 virtual conference engine supports 13,000 attendees. The attendee limit can be increased in lots of 10,000, as needed.
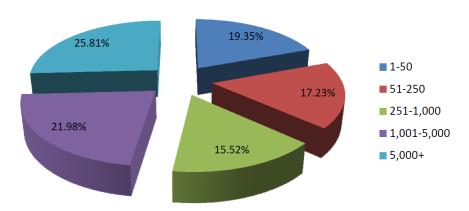

Role in Purchasing

Over eighty-six (86%) of attendees are involved in purchasing decisions as the evaluator/recommender, influencer or the decision maker.

Company Size

Sponsorship enables you to reach a variety of company sizes with a strong exposure to companies with 5,000+ employees.
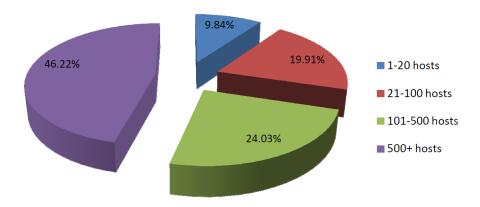
Company Size (in employees)

- 1-50 — 19.35%
- 51-250 — 17.23%
- 251-1,000 — 15.52%
- 1,001-5,000 — 21.98%
- 5,000+ — 25.81%

Network Size

Over seventy percent (70%) of our previous attendees work on enterprise networks consisting of 100 hosts or more.

Network Size (in hosts)

- 1-20 hosts — 9.84%
- 21-100 hosts — 19.91%
- 101-500 hosts — 24.03%
- 500+ hosts — 46.22%

Sample Attendee List

The following list illustrates the type of companies represented in our online events.

ABC News	Bank of America	Canadian Broadcasting Group
Accenture	BASF Business Services GmbH	Capital One
Advocate Health Care	Bell Canada	Cardiff University
Aflac	Bentley Systems Inc	CBS
Agfa Healthcare	Beth Israel Deaconess Medical Center	CDK Global
Alcon	Bloomberg L.P.	CDW
Allstate	BMW	Cedars Sinai Medical Center
Amazon	Boeing	Century Link
American Heart Association	Booz Allen Hamilton	Charter Communications
Anthem	British Telecom	Chevron Corporation
Arrow Electronics, Inc.	California Department of Justice	Cigna
AT&T	California State University	Cisco Systems, Inc.
BAE	California Water Service Co.	Citrix Online

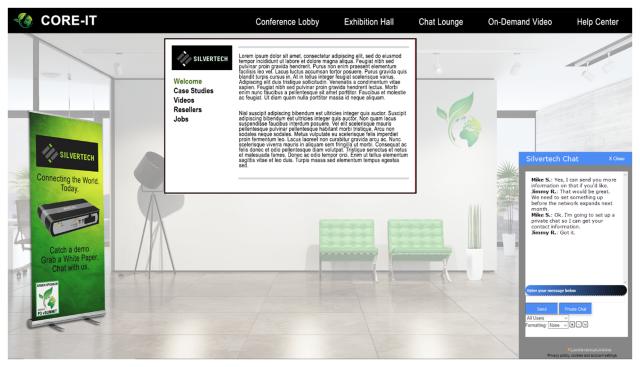|		
Collins Aerospace	Hunter Douglas	Raytheon Company
Columbia University	Hydro-Quebec	Red Hat
Comcast	Illinois Public Health Institute	Republic and Canton of Geneva
Comerica Bank	Intel	Rice University
Con Edison	Intuit, Inc	Ricoh Americas Corporation
Cox Communications	Iron Mountain	Riverbed Technology
CR England	ITT	Rosetta Stone
Crane Aerospace & Electronics	JBL	Royal Canadian Mounted Police
Credit Suisse	JC Penny	Royal Cargo
Criminal Justice Institute	Johns Hopkins	Royal Resorts
CVS/Health	Johnson Controls	Ruckus Networks
Daimler AG	JP Morgan Chase	Rutgers University Libraries
Danish Defense	Kaiser Permanente	Santa Clara County Crime Lab
Danske bank	Kimberly-Clarke	Santander
Dell / EMC	Kiwanis international	SAP
Department of Health and Human Services	KPMG	Saudi Aramco
Department of Revenue	Lawrence Livermore National Lab	SEGA IT Solutions
Department of Science and Technology	Library of Parliament	Siemens AG
Dept of Energy	Lockheed Martin	Silicon Valley Bank
Deutsche Bank	London Police Service	Simon Wiesenthal Center
Disney Worldwide Services, Inc.	Lufthansa	Sony
D-Link International PTE (Ltd.)	M&T Bank Corporation	Sophos
Dow Chemical	Marriott International	Spectrum
Duke University	Marshall University	Stanford University
Dutch Government of Internal Affairs	Massachusetts Department of Revenue	SunTrust Bank
Ebay, Inc.	Mastercard	Symantec
Ecolab	Mayo Clinic	T. Rowe Price
ECS Federal	McAfee LLC	Target Corporation
Edmonton Police Service	Mercer	TD Ameritrade
EDS	Michael Kors	TechTarget
Ekahau	Michelin	TELUS
Emerson	Microsoft	Thomson Reuters
Endace	Motorola Solutions	T-Mobile UK
Export Development Canada	Mount Saint Mary's University	T-Mobile USA
F5 Networks	National Oceanic and Atmospheric	Toshiba
Federal Aviation Administration	Administration (NOAA)	Turner Broadcasting, Inc.
FEDEX	Nationwide	UNICEF
Fermilab	NEC Corporation Ltd.	Union Bank of the Philippines
Fidelity National Information Services, Inc.	Netpartner Iceland EHF	United Health Services
First Citizens National Bank	NETSCOUT Systems	United Nations
Fiserv	Netsys LLC	United States Air Force
Flextronics Technologies India, PVT. LTD.	New York Power Authority	University of Southern California (USC)
Ford	Next Genesis Technologies, S.A.	UPS
Fortinet	Nokia	US Army
Fujifilm Medical	NTT Ltd.	US Coast Guard
Fujitsu	NZ Department of Internal Affairs	US Department of Defense
General Dynamics IT	Ontario Lottery and Gaming Corporation	US Department of Justice
General Electric	Ontario Science Centre	US Department of Transportation
General Mills Inc.	Optum	US Department of Veterans Affairs
George Mason University	Oracle	US Department of Veterans Affairs
GlaxoSmithKline	Orange Business Services	US Navy
Global Knowledge	Palo Alto Networks	US Patent and Trademark Office
GoDaddy	Pearson Education	US Probation Office - District of Columbia
Goodyear	Pepsi	US Senate – SAA
Great Canadian Gaming Corporation	Petrobras SA	US National Institutes of Health
Greater Toronto Airports Authority	Philips	Verizon
Grupo Elektra	Poly, Inc.	Visa
Hewlett Packard	PricewaterhouseCoopers	Vodafone
Highpoint	Progressive Insurance	Walgreens
Hitachi Healthcare	Provincial Court of British Columbia	Washington University
Honda	Prudential	Wells Fargo Bank
House of Commons - UK Parliament	Qatar National Bank	YMCA

CUSTOMIZABLE EXHIBITOR BOOTHS/ROOMS

Exhibitor booths are fully customizable with:

- Your branding

- Content Window to introduce your products and services

- Custom menu

- Exhibitor Chat Window to network with visitors

- Videos, product catalogs, job listings, white papers, case studies, etc.

- Links to your site and social media

- Fully customizable background (rooms, vistas, maps, others)

B1: Green Chair Welcome (Sample Below)

EXHIBITOR/SPONSOR OPPORTUNITIES AND PRICING

Please contact us at events@chappellU.com if you have any questions regarding exhibiting or sponsoring at the CORE-IT events.

Green Sponsor (No Exhibit Booth) - $5,000*

Green Sponsors are provided visibility during the event without the responsibility of creating a booth or staffing it during the event.

1. Company name/link listed on social media/email/web marketing pre- and post-event
2. Thank you in event Welcome and End-of-Day sessions
3. Logo and company description in Event Agenda (downloadable .pdf)
4. "Green Sponsor" Open Badge for your company website and social media

Gold Partners - $10,000* (15 Available)

Gold Partners are offered numerous customized elements to direct attendees to your virtual booth.

1. Company name/link listed on social media/email/web marketing pre- and post-event
2. Thank you in event Welcome and End-of-Day sessions
3. Logo and company description in Event Agenda (downloadable .pdf)
4. "Green Partner" Open Badge for your company website/social media
5. Virtual booth supporting welcome message, up to 10 videos, up to 10 documents (.pdf), vendor chat (must be staffed during live portion of the event), question forwarding (during on-demand portion of the event), job opportunity listing (.pdf) and/or job opportunity linking within the virtual booth
6. Access to detailed booth attendee reports including booth activity and interest level information
7. Creation of assessments and Open Badges related to technical and/or product information contained within your booth
8. Distribution of and reporting on your Open Badges post-event

Platinum Partner - $15,000* (6 Available)

Platinum Partners receive all the benefits of **Gold Partners** with the following additional items to boost visibility and brand awareness.

9. Company logo also included on all social media/email/web marketing pre- and post-event
10. Company banner in the Entrance Lobby and top logo placement in Exhibit Hall
11. Special designation and recognition as a sponsor of the "Student Union Booth" for mentorship
12. Single "session sponsorship" and lead-in to booth after session
    (first come, first serve unless Platinum Partner employee is presenting the session)
13. 5-minute interview spot (pre-recorded interview) shown during a session break time and throughout the on-demand days of the event

* This is the inaugural pricing for the March 2020 event only. Pricing may increase after the first event. March 2020 Platinum and Gold Partners will receive a discount on future Platinum Partner packages and options.

Note: Attendees receiving Open Badges can post those badges on their social media sites for additional partner visibility. Open Badges offer micro-credentialing in skills/knowledge/tasks.

SELECTION/SUBMISSION DEADLINES

In order to ensure your booth is rendered correctly and all your resources are ready for the event, we need the following information from you by the dates listed below. Late submissions are not guaranteed to be available at the start of the event.

Item Required	Date Due
Partner/Sponsor Payment	Within 15 days of Partner Agreement signing
Partner/Sponsor Logo Image (vector image required, .eps/.ai)	At time of Partner Agreement signing to be included in marketing
Partner/Sponsor Company Description	At time of Partner Agreement signing to be included in marketing
Booth Preparation (Platinum and Gold Partners)	
Booth Selection or Custom Booth Design Request	February 17, 2020
Booth Images	February 21, 2020
Videos and Descriptive Video Titles (see *Video Format Recommendations* section below)	March 1, 2020
Downloadable Documents (.pdf) and Descriptive .pdf Titles	March 1, 2020
Job Listings (.pdf) and Descriptive Job Titles	March 1, 2020
Product Quiz Questions for Open Badge Enhancement	March 1, 2020
Other Items	
Booth Chat Session (9am-5pm Pacific Time)	March 24, 2020

Video Format Recommendations

We recommend that submitted videos are 1080p HD format (1920x1080px). Review your video quality and content carefully before submitting. A $100/video fee for video substitutions within one week of the event launch will be charged. No video substitutions will be made during the event.

2020 Virtual Conference Project

EXHIBITOR/SPONSOR APPLICATION FORM
MARCH 2020 EVENT

Company: _____ Country: _____

Address: _____

City: _____ State/Territory: _____ Post Code: _____

Primary Event Contact: _____

Primary Event Contact Title: _____

Phone: _____ Email: _____

Desired Level (Please select one) *
NOTE: Sponsorships are allotted on a first-come, first-served basis.

☐ Platinum Partner (6 available) $15,000*

☐ Gold Partner (15 available).. $10,000*

☐ Green Sponsor $5,000*

* This is the inaugural pricing for the March 2020 event only. Pricing may increase after the first event. March 2020 Platinum and Gold Partners will receive a discount on future Platinum Partner packages and options.

Payment Terms
Full payment (by check or EFT) due within 15 days of Exhibitor/Sponsor Agreement signing.

Cancellation Policy
Written cancellations received before February 17, 2020 will be entitled to a 50% refund. No refunds given for cancellations after February 17, 2020.

Payment Details
If paying by check, please make payable to **Chappell University** and send to the address listed below within 15 days of submission of this form.

Chappell University
Attn: Brenda Cardinal – Sponsorship
59 Damonte Ranch Pkwy, B340
Reno, NV 89521 USA
(775) 360-5162

If paying by EFT, please follow these instructions:

Account Number:	501016832619
EFT/ACH Routing:	122400724
Swift Code:	BOFAUS3N (for incoming US currency)
Bank Address:	Bank of America
	222 Broadway
	New York, New York 10038

Questions about transfers? Contact Brenda Cardinal <brenda@chappellu.com>.

PLEASE Reference Mar2020 Sponsor Payment on Funds Transfer Form

CORE-IT (MARCH 2020) EXHIBITOR/SPONSOR 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 Chappell University and vConference event facilitators from all claims, losses, liabilities, damages, expenses and costs resulting directly or indirectly from such acts or omissions.

Use and Operation of Virtual Exhibitor Booth: Subleasing of virtual exhibitor booth space is not allowed. Your virtual exhibitor booth must be staffed during the live event hours (March 24th, 9am-5pm Pacific Time, GMT-7).

While Chappell University will do everything possible to ensure a successful event, there may be cases where an event is unable to be provided as planned. In the event that Chappell University and/or the event platform provider, vConference, is unable to deliver the event as planned for a technical reason in or beyond their control, the following remedies will be applied:

- A new date for the event will be selected.
- Email notification will be sent to registrants of the new date.
- An extension of 2x the normal on-demand period will be applied to the event.

It should be noted that this applies to catastrophic failure of the event – the inability of participants to take part in the event, overall. For all events, there will typically be some access issues (issues of compatibility, connectivity, end-user bandwidth, system performance or other factors outside the control of PROVIDER) for a small percentage of attendees. These are to be expected and will be worked through with the attendee as best as possible via customer support and do not constitute an inability to provide the event.

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

Submissions: Sponsor must submit all elements required and listed in **SELECTION/SUBMISSION DEADLINES** by the deadline in order to ensure the Virtual Exhibitor Booth is rendered properly. Sponsor understands that additional fees may be charged for late element submissions.

This Exhibitor/Sponsor Agreement (this "Agreement") is made between Chappell University, Inc. ("Chappell University") and the Partner/Sponsor signing below.

Partner/Sponsor Company: _____

Authorized Signature: _____

Printed Name: _____

Title: _____

Date: _____

Please email your signed Agreement to: events@chappellU.com