



EXHIBITOR PROSPECTUS

4D SUMMIT 2020

MARCH 31ST -
APRIL 1ST



MARCH
17TH - 18TH

DISCOVER THE PACKAGE THAT BEST FITS YOUR GOALS

We are pleased to announce that the **4D Summit** is back in 2020 both in Paris, March 17th - 19th, and in Chicago, March 31st - April 2nd.

Three incredible days of Keynotes, new 4D trends and upcoming technologies. We'll surprise and delight you with features you didn't imagine our engineers were working on. Then dive deep during the technical sessions and advanced training.

Who Attends:

4D Developers, Distributors, Consultants and Solution Providers.
4D Summit is the major 4D related technical and developer conference of the year. With an international attendance of more than 250 per city, this is the perfect event to get your message out to an elite group of 4D developers, company owners and decisions makers.

Come join us at Paris or Chicago!

Sponsor Showcase Dates/Hour (Chicago):

Date: From Tuesday March 31st & Wednesday April 1st, 2020
Location: Loews Chicago Hotel – 455 N Park Dr, Chicago, IL 60611
Set-up: starting from 7:30am
Show Hours: 8:30am to 5:30pm

On-Line rooms Reservation (Chicago):

Rooms for 4D Summit attendees and sponsors are available for \$209 per night plus tax through this [exclusive Summit offer](#).

The luxurious Loews Chicago Downtown Hotel is an ideal host hotel and conference center. Situated steps from Navy Pier, it offers guests spectacular city skyline and lake views, while enjoying the comforts of home. The top-rated luxury hotel in Downtown Chicago is ideally located near Magnificent Mile, and close to the city's most popular attractions including Millennium Park and the John Hancock Center.

On-Line rooms Reservation (Paris):

Rooms for 4D Summit attendees and sponsors are available. To obtain these specially negotiated rate: [Hotel Eiffel Seine](#), [Hotel Novotel Paris Tour Eiffel](#).

These hotels are located on the beautiful banks of the Seine River, where you can enjoy upscale shopping, dining, and entertainment.

Sponsor Showcase Dates/Hours (Paris):

Date: From Tuesday to Wednesday, March 17th -18th, 2020
Location: The New Cap Event Center – 3, quai de Grenelle – 75015 Paris
Set-up: starting from 8am
Show Hours: 9:00am to 5:50pm.



4D Inc
95 S Market Street, Suite #240
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PLATINUM LEVEL SPONSOR - CHICAGO

GENERAL SESSION SPONSORSHIP - \$13, 000 ONE (1) AVAILABLE

This is YOUR opportunity to showcase your company's product as the official General Session Sponsor. **All session videos recorded** and published by 4D, from both the 2020 **Chicago and Paris** events, will begin and end with your **company logo displayed** for up to 5 seconds. These videos are initially viewable by attendees and later by all 4D Partners.

Platinum package includes:

HOSTED SESSIONS

- Two breakout Sessions for presenting your company's products

PRINT/MEDIUM DISTRIBUTION

- Your company brochure and 4D related demo included on Summit USB drive distributed to all attendees
- Your company flyer placed on every seat before General Session
- One tabletop display table at the Sponsor Showcase

LOGO DISPLAY

- Signage recognition at the Summit registration counters
- Company logo on 4D Summit event website
- Company logo on 4D Summit communications
- Company logo on 4D Summit signage

EMAILS

- One 4D electronic communication sent out to each Summit attendee before the event
- One 4D electronic communication sent out to each Summit attendee after the event
- Acknowledgement as a sponsor during Keynote Sessions

INVITATIONS

- Three passes for representatives to join our attendees throughout the two primary conference days
- Three passes for representatives to join our attendees during the exclusive 3rd day training
- Three reserved seats at the Keynote Sessions

For a combined Chicago/Paris sponsor package, contact us!



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GOLD LEVEL SPONSOR - CHICAGO

LUNCH SPONSORSHIP - \$8 000 TWO (2) AVAILABLE

Your company logo will be featured on **tables along with flyers** you supply. This well attended activity is a great way to get your company's marketing piece out to each attendee.

Gold package includes:

HOSTED SESSIONS

- One breakout Session for presenting your company's products

PRINT/MEDIUM DISTRIBUTION

- Your company brochure and 4D related demo included on Summit USB drive distributed to all attendees

LOGO DISPLAY

- Signage recognition at the Summit registration counters
- Company logo on 4D Summit event website
- Company logo on 4D Summit communications
- Company logo on 4D Summit signage
- One tabletop display table at the Sponsor Showcase
- Acknowledgement as a sponsor during Keynote Sessions

EMAILS

- One 4D electronic communication sent out to each Summit attendee before the event
- One 4D electronic communication sent out to each Summit attendee after the event

INVITATIONS

- Two passes for representatives to join our attendees throughout the two primary conference days
- Two reserved seats at the Keynote Sessions

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SILVER LEVEL SPONSOR - CHICAGO

DIRECT EMAILING CAMPAIGN - \$ 5000 FOUR (4) AVAILABLE

Your company will take your **message directly to the Summit attendees** before their arrival.

Silver package includes:

EMAILS

- One 4D electronic communication sent out to each Summit attendee 2 weeks prior the event

LOGO DISPLAY

- Signage recognition at the Summit registration counters
- Company logo on 4D Summit event website
- Company logo on 4D Summit communications
- Company logo on 4D Summit signage
- One tabletop display table at the Sponsor Showcase
- Acknowledgement as a sponsor during Keynote Sessions

USB DISTRIBUTION

- Your company brochure and 4D related demo included on Summit USB drive distributed to all attendees

INVITATIONS

- One pass for representatives to join our attendees throughout the two primary conference days
- One reserved seat at the Keynote Session

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BRONZE LEVEL SPONSOR - CHICAGO

COFFEE BREAK - \$ 3000 – FOUR (4) AVAILABLE LANYARDS - \$ 3000 – ONE (1) AVAILABLE

Your company will have signage and flyers placed at the attendee snack break area which is located right outside the session rooms, allowing for maximum exposure for your company.

Coffee break:

This sponsoring package is a great opportunity to place your company brochure and products brochure on coffee break room tables (mornings and afternoons coffee breaks).

Lanyards:

The 4D lanyard is the most visible advertising opportunity at the 4D Summit as it allows you the opportunity to place your company's logo on the Official Summit Convention lanyard that is given to each attendee.

Bronzer package includes:

LOGO DISPLAY

- Company logo on 4D Summit event website
- Company logo on 4D Summit communications
- Company logo on 4D Summit signage
- One tabletop display table at the Sponsor Showcase
- Acknowledgement as a sponsor during Keynote Sessions

INVITATION

- One pass for representatives to join our attendees throughout the two primary conference days.

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SPONSOR COMPANY INFORMATION - 4D SUMMIT 2020 CHICAGO

Name of person in charge of sponsorship, and to whom instructions should be sent (please include address and telephone):

4D, in its sole discretion, reserves the right to make changes in Showcase space assignment that it deems are in the overall best interest of the Showcase.

SPONSOR AND 4D SHALL BE BOUND BY THE TERMS, CONDITIONS AND RULES for Sponsorship at 4D Summit which has been received and considered as part of this agreement.

COMPANY/ORGANIZATION _____

MAILING ADDRESS _____

CITY _____ STATE (for US) _____

ZIP CODE _____ COUNTRY _____

TELEPHONE _____

PERSON NAME WHO SIGNS THE SPONSORING CONTRACT

TITLE _____

DATE _____

Signature _____

SPONSOR PACKAGES

- Platinum Gold Silver
- Bronze - Coffee break Bronze - Lanyards



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SUMMIT SPONSORSHIP GENERAL TERMS AND CONDITIONS

4D, a French simplified joint-stock company with stated capital of € 2,265,240.00, whose principal office is located at 4D 66, route de Sartrouville, 78230 Le Pecq, France, registered with the Versailles Trade and Companies Registry under number 318 918 851.

These Sponsorship General Terms and Conditions shall apply regardless of the additional provisions that may be included in Sponsor's documents, in particular, in its general terms and conditions of purchase.

Sponsor represents that it has in its possession and has familiarized itself with all documents making up the Agreement as defined below.

1. DEFINITIONS

Agreement: in decreasing order of priority, with the first-listed prevailing over the following documents in the event of a contradiction and the most recent version prevailing over the previous version in the event of a contradiction between multiple versions of the same document (Sponsor was informed of all of the documents listed below in the form of a membership file prior to the conclusion of the Agreement), with which Sponsor is familiar and all of the terms and conditions of which Sponsor accepts, by its signature of the Sponsorship Form.

- the Sponsorship Form and the associated Guide for Sponsor
- the Sponsorship General Terms and Conditions

Effective Date: means the start date of the Sponsor subscription to the Event, effective as of the date of Sponsor's acceptance of the Agreement; such Agreement being deemed accepted without any reservation upon execution of the Sponsorship Form

Party(ies): individually, 4D or Sponsor collectively, 4D and Sponsor.

Sponsor: the professional identified in the Sponsorship Form.

Sponsorship Form: the document that designates and identifies Sponsor as a contracting party, the Sponsorship Level that it is subscribing and the related pricing conditions; to be valid, each Sponsorship Form must expressly refer to the Sponsorship General Terms and Conditions and be duly completed and signed by Sponsor; the Sponsorship Form constitutes a fixed order form for the Sponsorship, given that each Sponsorship Form is subject to 4D's written approval to be valid.

Sponsorship General Terms and Conditions: these general terms and conditions of the Sponsorship at the Summit.

Sponsorship Level/Sponsorship: the type of Sponsorship specified in the Sponsorship Form.

Summit/4D Summit/Event: the conference for developers organized by 4D from March 31st to April 1st, 2020, at "Loews Chicago Hotel – Chicago, USA.

2. PURPOSE OF THE AGREEMENT; ACCEPTANCE

The purpose of the Agreement is to set forth the terms and conditions of Sponsorship Level at the Summit, pursuant to the Sponsorship Form. Except as otherwise defined in the document named "Sponsorship Opportunities", the Sponsorship is offered to all potential sponsors without any exclusivity.

The signature of any Sponsorship Form implies acceptance of the Sponsorship General Terms and Conditions without qualification.

Sponsor acknowledges and agrees that 4D's written acceptance of its Sponsorship application constitutes a prerequisite to the status of Sponsor at the Summit, given that 4D's acceptance is in its sole discretion.

3. SPONSORSHIP BENEFITS

4D agrees to provide Sponsor with the Sponsorship benefits corresponding to the Sponsorship Level selected by Sponsor, as defined Sponsorship Form and the associated Guide for Sponsor, given that 4D may, in its sole discretion, amend the Sponsorship programs. In particular, 4D reserves the right to relocate or reschedule programs and conferences.

Sponsor acknowledges and agrees that the good performance of the Agreement entails its close cooperation. In particular, Sponsor shall provide 4D with all electronic content, artwork and material collateral on a timely basis.

4. SPONSOR CONDUCT

Sponsor and/or its representatives shall not congregate or solicit trade in the aisles. The prior written consent of 4D (info@4d.com) is required for the employment or use of any live model, demonstrator, solicitor or device for the mechanism reproduction of sound. All promotional plans must be submitted to 4D for approved distribution of pamphlets, brochures or any advertising matter must be confined to the Showcase space except

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where state in Sponsorship Level. Sponsors are prohibited from bringing alcoholic beverages into the Showcase Area. Sponsor shall refrain from any action that will distract attendees from attendance at the Showcase. Sponsor or any of its representatives shall not conduct itself in a manner offensive to standards of decency or good taste. Sponsor, for itself and its employees, agents and representatives, agrees to abide by the terms stated in the Agreement.

4D reserves the right to deny admission to anyone who, in its sole discretion, engages in or is reputed to engage in unethical or noncompliant practices and more generally, conducts inappropriate for this type of event.

5. SPECIFIC TERMS RELATING TO SPONSOR SHOWCASE

5.1 4D shall assign the showcase Event space to the exhibitors for the period of the showcase (provided the Event building is made available to 4D) in priority order. Such assignment shall be made for the period of the showcase only, and does not imply that the same or similar space be held or offered for future showcases. Every effort will be made to respect Sponsor space choice whenever possible, but 4D's decision will be final. 4D reserves the right to transfer assignments when such action is deemed to be in the best interest of the total showcase.

Sponsor shall not assign to a third party its right hereunder to the Showcase Space or any portion thereof without 4D's prior written consent.

5.2 4D will establish showcase hours and reserves the right to make choices; however, such changes will be made as far in advance of the showcase as possible. Sponsor is required to keep at least one (1) attendant at its table during showcase hours; failure to do so may result in removal of its Event from the showcase at its expense.

5.3 Sponsor explicitly agrees that in the event it fails to install its products in assigned showcase space or fails to remit payment for required space rental at time specified by 4D, 4D shall have the right to take possession of said space and lease same or any part thereof to a third-party and upon such terms and conditions as it may deem proper. In addition Sponsor shall not dismantle or otherwise interfere with the orderly conduct and display of the Events until the showcase floor is finally closed to the public, given that Sponsor shall uninstall its products before 6.00 pm on April 1st, 2020.

5.4 Merchandise, signs, decorations or display fixtures shall not be pasted, taped, nailed or tacked to walls. No exhibit, merchandise or equipment shall be left in any aisle, but shall be confined to Event space. No signs or advertising devices shall be displayed out-

side showcase space or protecting beyond limits of Event space as to interfere with any neighboring Event. No selling, price posting or order taking will be permitted in areas controlled by 4D during the Summit.

5.5 Space rental includes those terms listed in the accompanying Guide for Sponsor or letter, if any.

5.6 Sponsor will not be permitted to store packing crates and boxes in the booth or the showcase area during the showcase but these, when properly marked will be stored and returned to the booth by service contractors. It is Sponsor's responsibility to mark and identify all crates and boxes. Crates and boxes not properly labeled may be destroyed. No trunks, cases or packing material shall be brought into or out of the showcase space during showcase hours.

6. PHOTOGRAPHY/DISCLOSURE

The photographic rights for the events sponsored or the items the Sponsor has agreed to, are reserved with 4D. No photography shall be disclosed without prior consent of 4D, photographers and the individuals who are photographed. By signing the Agreement, Sponsor acknowledges and agrees that 4D may use photography of its event for communication purposes.

7. PERSONAL DATA

4D shall take all necessary precautions to protect the confidentiality of Sponsor's personal data. In this regard, 4D shall comply with the then-current provisions of Act No. 78-17 of January 6, 1978 governing data protection.

Sponsor shall have the right to access and correct the personal information related to it. Sponsor shall also have the right to challenge, for legitimate reasons, the processing of personal data related to it and to use said data for, inter alia, commercial purposes.

Any request to exercise the access, correction or challenge right must be made in writing, be signed by Sponsor include the address to which the reply must be sent, along with documentation supporting its identity, and be sent to the following address:

4D, 66, route de Sartrouville, 78230 Le Pecq

In accordance with Decree No. 2007-451 of March 25, 2007, 4D must respond within two (2) months after receipt of Sponsor's request, provided that said request is sufficiently specific and contains all information.



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8. REFERENCES AND COMMUNICATION

Sponsor authorizes 4D to disclose the signature of the Agreement and to use Sponsor's name and logo for its external and internal communication purposes and beyond the duration of the Summit.

9. SPONSOR FEE; PAYMENT TERMS

The Sponsor fee under the selected Sponsorship Level and related payment terms are defined in the Sponsorship Form. If Sponsor's payment is not received by 4D within the payment term, Sponsor registration may be subject to automatic cancellation by 4D. Full payment must be received prior to the start of the event.

10. TERM; CANCELLATION AND/OR TERMINATION OF SPONSORSHIP

10.1 The Agreement is effective as of the signature of the Sponsorship Form subject to 4D's written consent, and will remain applicable until the end of the Summit or its termination.

10.1.1 Cancellation by 4D

If because of war, fire, strike, Event facility construction or renovation project, government regulation, public catastrophe, Act of God, and/or or the public enemy or any other CAUSE beyond the control of 4D, the showcase or any part thereof is prevented from being held, is canceled by 4D or, the Event space becomes unavailable, 4D, in its sole discretion, shall determine and refund to the Sponsor its proportionate share of the balance of the aggregate Sponsor fee received which remains after deducting expenses incurred by 4D and reasonable compensation to 4D. In no case shall the amount of refund to Sponsor exceed the amount of Sponsor fee paid by Sponsor.

In addition, 4D reserves the right to withdraw its acceptance of Sponsor, if it determines in its sole discretion that the Sponsor is not eligible to participate or the Sponsor's products or services are not eligible to be displayed in the showcase. 4D, in its sole discretion, shall determine and refund to the Sponsor its proportionate share of the balance of the aggregate Sponsor fee received which remains after deducting expenses incurred by 4D and reasonable compensation to 4D. In no case shall the amount of refund to Sponsor exceed the amount of Sponsor fee paid by Sponsor.

10.1.2 Cancellation by Sponsor

Unless otherwise stated in the Sponsorship General Terms and Conditions, there is no refund for cancellation by Sponsor, given that Sponsor will be responsible for the entire Sponsor fee.

11. LIMITATION OF WARRANTY; LIMITATION OF LIABILITY; INSURANCE

11.1 The performance of the Sponsorship is provided "as is", without any warranty of any kind, express or implied,

11.2 Neither 4D, nor the host hotel/convention facility (hereinafter "Event Building", nor any of its officers, agents employees or other representatives shall be held liable for, and they are hereby released from liability for, any damage, loss, harm or injury to the person or property of Sponsor or any of its visitors, officers agents, employees or other representatives, resulting from their theft, fire, water or accident or any other cause. In any event, 4D may only be held liable for direct damages due to the performance of the Agreement and provided that Sponsor has proven direct causality between the alleged damage and the proof of a breach of 4D's contractual obligations.

Further, 4D may not be held liable for Sponsor's wrongful acts, negligence, omission or breach. 4D may not in any event be held liable for indirect damages and, in particular, for damages related to the performance of the Sponsorship that consist of an increase in overhead, loss of profit, reputation, operations, data, files or software, financial losses, disruption of Sponsor's business, or due to third-party claims against 4D. If 4D is held liable for any reason whatsoever, the total compensation that 4D may be required to pay Sponsor under the Agreement may not exceed (all amounts and all damages taken together) the amount, excluding VAT, paid by Sponsor pursuant to the Sponsorship Form for the Summit, regardless of the type of or legal basis for the claim and the proceedings used to determine liability.

For clarity, Sponsor is liable for any damage caused to building floors, walls, columns, property or to other sponsors, exhibitors and visitors.

Sponsor shall indemnify, defend and protect 4D and the Summit facility and the owner of such facility, and save 4D and the Event Building, harmless from any and claims, demands, suits, liability damages, loss, costs, attorney's fee and expenses of any kind which might result from or arise of any action or failure to act on the part of Sponsor or its officers, agents, employees or other representatives. Sponsor shall not enter into any settlement that adversely affects 4D's rights or interests, without 4D's prior written consent. It is the responsibility of Sponsor to maintain proper insurance coverage for its property and liability.



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12. COMPLIANCE WITH LAWS AND REGULATIONS

Sponsor must comply with all union regulations applicable to installation, dismantling and display of the Events. Generally, Sponsor shall abide by and observe all laws, rules regulations and ordinances of any applicable government authority and all rules of the Summit Building. Generally, Sponsor shall abide by and observe all laws, rules regulations and ordinances of any applicable government authority and all rules of the Event Building.

13. CONFIDENTIALITY

Within the scope of the Event, 4D will disclose certain Confidential Information (as defined below) related which it considers and treats as confidential and/or proprietary. "Confidential Information" means any confidential and/or proprietary information which the Participant may have access and/or is made available by 4D and/or by any 4D entities located worldwide to the Participant for the purpose of and/or relating to the Meeting. Confidential Information shall include without limitation any information, document, data, know-how of any nature such as technical, marketing financial or others, communicated or disclosed to the Participant by the 4D or its agents orally, in writing or in any other form, which 4D considers to be proprietary and confidential. Confidential Information also includes, but is not limited to:

- (i) computer codes, computer programs, computer documentation,
- (ii) brochures, business plans, financial information, financial projections, e-commerce proposals, computer hardware or software, information systems, products, services, costs, sources of supply, strategic plans, advertising and marketing plans, customer lists, sales, profits, project proposals, pricing methods, personnel, and business relationships and
- (iii) more generally the projects discussed during the Meeting.

The Sponsor acknowledges that the Confidential Information is confidential and proprietary to 4D, other 4D entities and/or 4D' service providers. The Sponsor shall use the Confidential Information solely for the purpose of the Event. The Sponsor further undertakes not to disclose any Confidential Information to any third parties without the prior written consent of 4D. Under no circumstances shall the Sponsor use the Confidential Information for the benefit of itself or for the benefit of its affiliated companies or any third party.

The Sponsor agrees to take all necessary and appropriate steps to keep confidential and protect 4D' Confidential Information from disclosure to any third party, including, but not limited to,

- (i) restricting access to all Confidential Information to only those employees who have a "need to know" and who are made aware of and agree to be bound by the obligations contained herein, and
- (ii) not using, disclosing or allowing access to such Confidential Information by any third party. The Sponsor shall be responsible to 4D for any breach of this Agreement by the Sponsor's employees or agents. The Sponsor shall not duplicate or incorporate the Confidential Information into its own records or data base except as necessary to perform its obligations hereunder.

The Sponsor agrees to use the same degree of care in safeguarding the Confidential Information as its uses for its own information, but in no event less than a reasonable degree of care. The Sponsor shall notify 4D promptly upon the discovery of any loss, unauthorized disclosure or unauthorized use of the Confidential Information.

The Sponsor acknowledges that unauthorized disclosure or use of 4D' Confidential Information will cause irreparable harm to 4D. The Sponsor agrees that money damages would not be a sufficient remedy for any breach by it of this Agreement and that 4D shall be entitled to specific performance and injunctive or other equitable relief, without the posting of any bond or other security, as a remedy for any such breach, in addition to any other rights and remedies available in law, and will be entitled to recover its reasonable attorneys' fees and expenses incurred in conjunction with such proceedings. The confidentiality obligation sets forth in this section shall remain in effect for three (3) years after the end of the Agreement for any reason whatsoever.

14. GENERAL

Each of the Parties retains its full and complete independence. As a result, neither Party may validly bind the other Party nor conclude agreements on behalf and/or in the name of the other Party. Similarly, the Agreement does not create, and shall not be interpreted as creating, a joint venture between the Parties or establishing an agency relationship between them. Sponsor shall be prohibited from selling, assigning or otherwise transferring, in whole or in part, the rights and obligations arising under the Agreement, for



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consideration or at no cost, in any form whatsoever. If one or more provisions of the Agreement is/are deemed to be invalid or held as such under any law, regulation or final judicial decision, it will be deemed non-written and the other provisions shall retain their force and effect. The Parties shall replace the provision in question, in good faith, with a valid provision with equivalent effect. The fact that either party fails to rely on any whatsoever of the provisions of the Agreement shall not subsequently be interpreted as a waiver of the provision in question. The Agreement expresses the complete agreement of the Parties and replaces any contemporaneous prior verbal or written provision related to the same subject matter. All changes to the Agreement must be made in an amendment signed by a duly authorized representative of each of the Parties. The Agreement has been prepared in English. If the Agreement is translated, only the English version shall have contractual value. Further, all communications between the Parties related to the performance of the Agreement must be made in English or French.

15. APPLICABLE LAW AND DISPUTES

The Agreement and any subsequent instruments are subject to the laws of France. 4D and Sponsor agree to try to amicably resolve any dispute that arises regarding the interpretation or performance of the Agreement. If it cannot be resolved, the dispute shall be subject to the exclusive jurisdiction of the Commercial Court of Versailles (Tribunal de Versailles), France, notwithstanding multiple defendants or third-party proceedings. This jurisdiction shall also apply to urgent proceedings.

16. COMMUNICATION / EMAILINGS:

All marketing contents (leaflets, ...) must be provided by the Sponsor and approved by 4D's management team, especially mailing content. Mailings (if part of the Sponsoring package chosen) will be addressed by 4D to the 4D Summit 2020 Chicago attendees or to both attendees events (Chicago and Paris ones) if a combined sponsoring contract has been chosen by the Sponsor. 4D will or can not provide to the Sponsor, the names of the contacts details of the attendees who will have opened, clicked,... the emailing. The conversion strategy, is under Sponsor's responsibility. 4D shall not be responsible for any failure concerning the conversion strategy, or for the actions of any other person or entity against the Sponsor. Before sending e-mails by 4D, the Sponsor must have created conversion strategy -like a landing page integrating a form from which the

Sponsor will collect the contacts details of people who have been interested in this offer (products, services). The conversion strategy, is under Sponsor's responsibility. The Sponsor, shall respect all applicable legislation relating the protection of personal information.



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