

TECHNOLOGY

# IT, HEALTH AND CAMPUS SECURITY CONFERENCE: COVID-19 EDITION

OCTOBER 29, 2020  
VIRTUAL CONFERENCE



SECURITY



AIMS has been holding Technology and IT events for over 20 years and this conference--offered virtually this year in partnership with Greater Conversations, LLC.-- is directed towards Directors of Technology, Campus Security Directors, Business Officers & IT Professionals. All of this year's content will be related to what has been working for our schools in the areas of IT, Campus Security, and Health Safety as it relates to COVID-19. Typical attendance is a little over 150 registrants. To be clear, we are not granting exclusivity to any categories of sponsors. There will likely be more than one type of hardware provider, for example. We are limiting this to a total of 12 virtual sponsors.

Event Schedule: The conference will be two concurrent strands, starting 8:30am with a keynote, then followed by FIVE Blocks of Sessions, for a total of 10 total breakouts. The strands are **IT Related to COVID, Campus Facilities/Health & Security.**

## Sponsorship Opportunity

Fee: \$650 Sponsorship Includes:

One prerecorded 30-second spot that will be shown during breaks, as well as on a permanent sponsor introduction video, delivered via both email and on our site. You are also invited to submit a proposal for a conference session, which will be given special consideration, though it is not guaranteed to be accepted if it is clearly a simple marketing pitch.

Listing in the Conference Brochure (if info is submitted before publication)

Inclusion of your content in the virtual "goodie bags" that go to each attendee.

AIMS' privacy policy typically does not allow for the provision of a list of attendees with contact information. However, given the virtual nature of the event, participant name and email contact info will be provided to sponsors.

## Company Information

By signing this contract, we the undersigned indicate our agreement with and understanding of the Exhibitor Agreement attached, and to pay \$650 to AIMS/Greater Conversations in exchange for the sponsorship agreement described here no later than September 30, 2020. Payment is due via check or credit card within 2 weeks of the start of the conference, October 29, 2020.

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

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

This Conference Sponsorship Agreement ("Agreement") is made and entered into as of the [8/28/2020] ("Effective Date") by and between: The Association of Independent Maryland & DC Schools (AIMS), Greater Conversations, LLC ("the Recipients"), and \*\*\*\*\*, LLC ("the Sponsor")

As part of this agreement, The Sponsor has agreed to provide financial support to the Recipients subject to the terms and conditions laid out in this agreement.

1. Sponsored Event ( IT, Health & Campus Security Conference, October 29, 2020) This agreement shall be deemed to have commenced on the start date of the event and terminate at the end of the event.

#### Sponsorship Fee

a. Subject to the provisions of this agreement and to the Recipients performing its obligations hereunder and in consideration of the rights granted by the Recipients to the Sponsor, the Sponsor agrees to pay a Sponsorship Fee of \$650 for day.

b. Invoices for Sponsorship Fee will be emailed and payment is due within 30 days of receipt of the contract.

#### 2. The Sponsor's Obligations

In exercising the said rights and licences, the Sponsor shall, subject to receiving appropriate invoices, pay the Recipients the Sponsorship Fee when the same falls due for payment as set out in the section titled "Sponsorship Fee". Sponsor shall send to the Recipients an electronic image (company logo) to be used on Recipients web sites, and other media it deems necessary for the Event.

#### 3. The Recipients' Exercise of Rights

The Recipients shall not use any of the rights granted herein and shall ensure that no member of the Recipients shall make any public statement in a manner which, in the reasonable opinion of the Sponsor, is or might be prejudice or defamatory to the image and reputation of the sponsor.

#### 4. Entire Agreement

This Agreement represents the entire agreement between the parties in relation to the subject matter of this Agreement and supersedes any previous agreement, whether written or oral, between the parties in relation to that subject matter.

#### 5. Photo, Video and Materials Release

I hereby give Greater Conversations and AIMS licenses and legal representatives the irrevocable right to use my name and the name of my professional institute, photograph, presented information and Video in all forms and media in all manners including composite or altered representations for advertising, trade, or any other lawful purposes and I waive any rights to inspect or approve the finished version/s, including any written copy that may be created in connection therewith.

#### 6. Hold Harmless

By sponsoring this conference you agree to fully defend, indemnify, and hold harmless AIMS and Greater Conversations and its officers from any and all claims, lawsuits, demands, causes of action, liability, loss, damage and/or injury, of any Kind whatsoever (including without limitation all claims for monetary loss, property damage equitable relief, personal injury and/or wrongful death), whether brought by an individual or other entity, or imposed by a court of law or by administrative action of any federal, state, or local governmental body or agency, arising out of, in any way whatsoever, any acts, omissions, negligence, or willful misconduct on the part of AIMS and Greater Conversations, its officers, owners, personnel, employees, agents, contractors, invitees, or volunteers. This indemnification applies to and includes, without limitation, the payment of all penalties, fines, judgments, awards, decrees, attorneys' fees, and related costs or expenses and any reimbursements to AIMS and Greater Conversations for all legal fees, expenses, and costs incurred by it.

## 7. Applicable Law

This agreement shall be governed exclusively by the laws of Maryland, without regard to conflict of law provisions.

## 8. Amendment; Modifications

No supplement, modification, or amendment of this Agreement shall be binding unless executed in writing and signed by both Parties.

## 9. Enforceability, Severability, and Reformation

If any provision of this Agreement shall be held to be invalid or unenforceable for any reason, the remaining provisions shall continue to be valid and enforceable. If a court finds that any provision of this Agreement is invalid or unenforceable, but that by limiting such provision it would become valid and enforceable, then such provision shall be deemed to be written, construed, and enforced as so limited. The intent of the Parties is to provide as broad an indemnification as possible under Maryland law. In the event that any aspect of this Agreement is deemed unenforceable, the court is empowered to modify this Agreement to give the broadest possible interpretation permitted under Maryland law.

## 10. Exclusive Venue and Jurisdiction

Any lawsuit or legal proceeding arising out of or relating to this Agreement in any way whatsoever shall be exclusively brought and litigated in the federal and state courts of Maryland. Each Party expressly consents and submits to this exclusive jurisdiction and exclusive venue. Each Party expressly waives the right to challenge this jurisdiction and/or venue as improper or inconvenient. Each Party consents to the dismissal of any lawsuit that they bring in any other jurisdiction or venue.

## 11. Cancellation and Refunds

1. Refund Policy: Upon acceptance by AIMS, this instrument shall be a legally binding contract between the exhibitor and AIMS and Greater Conversations. Either party may terminate the contract by notice to the other. Cancellation must be in writing. If this contract is terminated by the Sponsor thirty (30) or more days prior to the start of the Conference, AIMS and Greater Conversations shall refund 80%; but if terminated by the Sponsor less than thirty (30) days prior to the Conference, AIMS and Greater Conversations shall be under no obligation to refund any such monies.

2. Neither AIMS, Greater Conversations will be financially or otherwise responsible for cancellation or deferral of the Conference because of strikes, fires, casualties, acts of God, or other causes beyond their control.

### **Use of Virtual Exhibit Space**

1. No one other than the Sponsor and his employees will be permitted to occupy the contracted virtual space.
2. There are controversial issues and materials used in education. Virtual exhibits which present the positive point of view they represent on such issues will be permitted. Political actions or activities are prohibited. Virtual Exhibits which defame or unfairly attack the products or integrity of another Sponsor are also prohibited. In cases of violation, the violator will be required to remove materials. Any activities in violation will cause the virtual exhibit to be closed down and future exhibition at the IT, Cyber and Campus Security Conference will be denied. No refund of sponsorship fee will be paid in this instance.

### **Vendor Participation in AIMS Events**

AIMS highly values the thought leadership of our vendor partners and has a long and successful track record of working with vendors to collaborate on and share information that can benefit the independent school community. We believe in building the vendor/association relationship over time in a way that benefits members and the community as a whole. If you're interested in furthering your company's involvement with AIMS, please reach out to [contactus@aimsmddc.org](mailto:contactus@aimsmddc.org) Whether in-person or online, synchronous or asynchronous, AIMS prohibits vendors from hijacking conversations with sales pitches or "helpful" suggestions to use their products or services. Vendors who violate the spirit of this rule may face temporary or permanent banishment from AIMS gatherings.

### **AIMS Member Directory**

AIMS's School Member Directory is intended to provide an overview of the association's independent school network The AIMS member directory is not to be used to promote or market products and/or services (please refer to AIMS's spam policy). No exceptions. Violators of this rule will not be welcome to participate in AIMS events or opportunities.

### **Attendee and Member Lists**

Occasionally, the Association of Independent Maryland & DC Schools (AIMS) will provide member and/or attendee information with partners, provided that the individual has granted the association permission to do so. Those who receive this information may only use it for its intended purpose and must adhere to AIMS's spam policy and the rules outlined below. Violators may be subject to restrictions on involvement in future AIMS events and possible legal action. Our rules for AIMS information and member platforms are as follows:

- Don't launch straight into a canned sales pitch. Be helpful to our community. Take the time to provide content of value that has relevance to the independent school community.
- Contact the list ONLY ONCE. Do not add AIMS contacts to your database and keep contacting them unless they engage and make the personal decision to sign up for more of your content releases.
- Respect people's time. Make sure that what you send is easily consumable and can be saved for later or shared with the leadership at the school
- Be personable. If you've been provided a list that's specific to an event or group within the AIMS community, make sure you personalize your content to that group's needs.

### **AIMS Spam Policy**

AIMS does not authorize the harvesting, mining or collection of e-mail addresses or other information from or through the website or its services. AIMS does not permit or authorize others to use this service to collect, compile or obtain any information about its members, including but not limited to member e-mail addresses. AIMS does not permit or authorize any attempt to use its services in a manner that could damage, disable, overburden or impair any aspect of any of the services, or that could interfere with any other party's use and enjoyment of any the owner service. If AIMS believes that unauthorized or improper use is being made of any service, it may, without notice, take such action as it, in its sole discretion, deems appropriate, including blocking messages from a particular internet domain, mail server or IP address. AIMS may immediately terminate any account on any service which it determines, in its sole discretion, is transmitting or is otherwise connected with any e-mail that violates this policy. Nothing in this policy is intended to grant any right to transmit or send e-mail to, or through, this website and/or services. Failure to enforce this policy in every instance does not amount to a waiver of rights of AIMS. Unauthorized use of AIMS member or attendee information in connection with the transmission of unsolicited e-mail, including the transmission of e-mail in violation of this policy, may result in civil, criminal, or administrative penalties against the sender and those assisting the sender. Violators of the CAN SPAM Act may be subject to "cease and desist" orders or penalties from the FTC (Federal Trade Commission) of up to \$11,000 per violation. Criminal prosecution is also possible in the case of egregious offenders, which can result in penalties such as fines, forfeiture of proceeds and equipment. The worst offenders can also be subject to prison time. Questions about any of these policies are best clarified ahead of time. Please reach out to Alecia Berman-Dry, Director of Professional Development for guidance.