



# OFFSET SYMPOSIUM

POWERED BY SECOND FRONT SYSTEMS

---

---

## ACQUISITION **WARFARE**

---

---

### **Sponsorship Prospectus**

Detroit, Michigan. Dates TBD

# OFFSET SYMPOSIUM 2022

Second Front Systems' Offset Symposium is the go-to event of the year for forging connections within the national security ecosystem and catalyzing meaningful change in the industry. Attendees hail from the venture-backed innovation ecosystem, traditional defense base, academia, and government to accelerate the development, adoption and scale of new capabilities for U.S. and Allied national security.

## THIS YEAR'S THEME ACQUISITION WARFARE

This year's theme is Acquisition Warfare. Directly linked to the National Defense Strategy, this concept focuses on mechanisms for technological advances and organizational change to gain competitive advantage through agile acquisition. Acquisition Warfare demands continuous and secure access between commercial and government entities to develop and deploy technological innovations to compete in today's threat landscape.

## BENEFITS OF SPONSORING & ATTENDING OS22

- Expand your presence in the government and defense markets
- Meet key thought leaders driving transformation within the industry
- Foster an engaging environment for idea sharing and collaboration
- Support a burgeoning tech and manufacturing community
- Create collisions and opportunities for lasting partnerships

## LAST YEAR'S SYMPOSIUM

In 2020, the first all-virtual Offset Symposium was a resounding success as it attracted hundreds of attendees on the pressing topic of biosecurity. **440+** Virtual attendees, **15+** Biosecurity subject matter experts, **20** Keynotes, roundtables and panels

## WHAT OUR SPONSORS HAVE TO SAY

“ As a long-time partner of Second Front Systems and the Offset Symposium, the Defense Entrepreneurs Forum (DEF) has consistently gained a wealth of opportunities stemming from participation in this event. As a community-based nonprofit focused on culture change and innovation in national security, our members thrive off of conversations and engagements that lead to strong relationships and collaborative action. The potential for DEF to pursue our mission and serve our community through this impact-driven partnership has been limitless!”

- **Michael Madrid**, Executive Director, Defense Entrepreneurs Forum

DETROIT  
DATES TBD

4  
KEYNOTES

35+  
SESSIONS

2  
FULL DAYS

400+  
ATTENDEES

## SPONSOR BANDS AND BENEFITS

	Support \$5,000	Tactical \$10,000	Operational* \$20,000	Strategic* \$50,000
<b>Brand Awareness</b>				
Logo, Link and Blurb on Website Sponsorship Page	✓	✓	✓	✓
Logo on Onsite Sponsor Signage	✓	✓	✓	✓
Company Named in Pre-Symposium Attendee Email		✓	✓	✓
Recognition in welcome and closing announcements			✓	✓
(1) Featured post on Second Front's LinkedIn pre or post-event*			✓	✓
Full-Color Ad in Printed Program Guide			Quarter-Page	One-Page
(1) Five to ten minute pre-keynote speech**				✓
<b>Lead Generation</b>				
Opportunity to include offer in virtual goodie bag	✓	✓	✓	✓
Opt-in attendee list		✓	✓	✓
(1) Customized video ad to be played when entire conference is present**			✓	✓
(1) Opportunity to provide a 30-Minute Sponsored session**				✓
<b>Conference Passes</b>				
Symposium Passes	2	4	10	20
20% Discount on Additional Passes	✓	✓	✓	✓

**Note:** Custom packages available upon request

\*Limited quantities \*\*Limited and subject to steering committee approval

For more information, contact Jordyn Fetter  
 at [offsetsymposium@secondfront.com](mailto:offsetsymposium@secondfront.com)

## A LA CARTE OPTIONS

Option	Pricing	Description
(2) Happy Hour	\$5,000	Will include signage recognizing sponsors
(2) Event Breakfast	\$10,000	Will include signage recognizing sponsors
(2) Event Lunch	\$15,000	Will include signage recognizing sponsors
(1) Artist Booth	\$3,000	Will include signage recognizing sponsors
(1) Barista Bar	\$1,000	Will include signage recognizing sponsors
(1) Lanyards	\$1,500	Will include a logo on the item
(1) Live Streaming	\$1,500	Will include signage recognizing sponsors

# THANK YOU FOR YOUR INTEREST

## SPONSORING OFFSET SYMPOSIUM 2022

Payment is due within 30 days of the execution of this agreement or before the start of the conference, whichever comes first.

### PRIMARY CONTACT INFORMATION

NAME

COMPANY

EMAIL

PHONE

ADDRESS

CITY

STATE

ZIPCODE

### BILLING INFORMATION

NAME

COMPANY

EMAIL

PHONE

ADDRESS

CITY

STATE

ZIPCODE

### PAYMENT INFORMATION

Payment schedule will be provided with the initial invoice. All fees are deemed fully earned and are non-refundable. Cancellation by Sponsor does not relieve Sponsor of liability for full payment of fees, notwithstanding the loss of Sponsor package benefits.

### PAYMENT INSTRUCTIONS

Checks should be addressed as follows: **1775 TYSONS BLVD, TYSONS, VIRGINIA 22102**

For any questions about payments or to pay via Wire Transfer, contact [offsetsymposium@secondfront.com](mailto:offsetsymposium@secondfront.com). payment of fees, notwithstanding the loss of Sponsor package benefits. fees, notwithstanding the loss of Sponsor package benefits.



# OFFSET SYMPOSIUM

## SPONSOR PACKAGES

### SELECT A SPONSOR PACKAGE

SUPPORT \$5,000

---

TACTICAL \$10,000

---

OPERATIONAL \$20,000

---

STRATEGIC \$50,000

---

### SELECT EXTRAS

HAPPY HOUR \$5,000

---

BREAKFAST \$10,000

---

LUNCH \$15,000

---

ARTIST BOOTH \$3,000

---

BARISTA BAR \$1,000

---

LAYNARD \$1,500

---

LIVE STREAMING \$1,500

---

### CUSTOM ADDITIONS

---

---

**TOTAL:**

---

**THIS SPONSORSHIP AGREEMENT** (the "Agreement"), is entered into by and between Second Front Systems, Inc. (2F) and Sponsoring Company (Sponsor), and shall become a contract upon execution. This Agreement shall confirm the details of Sponsor's sponsorship to Offset Symposium (Event). The individual executing this Contract represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the Company.

In consideration of the mutual undertakings and promises of the parties as set forth below, the parties agree as follows:

#### **SPONSORSHIP**

2F and Sponsor will develop and execute the sponsorship in accordance with the terms and conditions set forth in this Agreement and as set forth in any Attachments and/or Exhibits to the Agreement. 2F and Sponsor agree they will perform their duties and responsibilities in a professional manner consistent, at all times, with industry standards and in accordance with applicable laws and regulations. In consideration of the rights granted in the Agreement, Sponsor agrees to pay 2F a Sponsorship Fee as defined on page one of this Agreement. For the Sponsorship Fee, 2F agrees to provide Sponsor services as outlined in the Sponsorship Prospectus.

#### **INTELLECTUAL PROPERTY**

Each party is granted a nontransferable, non-exclusive license to use the other party's materials, marks and logos (collectively "Intellectual Property") solely for the promotion and execution of the Sponsorship at the Event as set forth herein and only during the agreed upon period.

Upon expiration or termination of the Sponsorship, each party will cease using the other party's Intellectual Property and to the extent possible will, at the request of the other party, either destroy or return such Intellectual Property to the other party.

#### **EFFECTIVE DATE, TERM, AND TERMINATION**

Effective Date and Term: Unless the Agreement is terminated earlier in accordance with its terms and conditions, the term of this Agreement shall commence on the Effective Date and terminate at the conclusion of the parties obligations pertaining to the Event.

In the event either party commits a material breach of any provision contained within the Agreement, and such breach remains uncured after thirty (30) days written notice specifying the breach, the non-breaching party may terminate the Agreement. Upon expiration or termination of this Agreement each party agrees to timely comply with the terms above. In the event this Agreement is terminated for material breach of a party following the commencement of the Event and/or Sponsorship activities, the parties agree nonetheless to cooperate to the extent necessary to avoid interruption of the Event. Such cooperation shall not be construed to waive any claim or defense a party may have.

In the event of cancellation by Sponsor, 50% of the payment made by Sponsor will be refunded by 2F within thirty (30) days' notice of termination except for amounts applied to expenses which cannot be avoided by 2F and for pre-event sponsorship benefits and recognition already received by sponsor. 2F must receive written notification by email by the signatory of the sponsorship contract.

#### **LIMITATION OF LIABILITY**

In no event shall either party be liable to the other party for any indirect, incidental, consequential, special, or exemplary damages (even if that party has been advised of the possibility of such damages), arising from breach of this Agreement, or any provision of this Agreement, such as, but not limited to loss of revenue or anticipated profits or lost business.

#### **FORCE MAJEURE**

Neither party shall be liable to the other in the event its failure to perform its obligations under the terms of the Agreement results from: (i) compliance with any law, ruling, order, regulation or order of any court or government decision or action of competent jurisdiction; (ii) acts of God or other circumstances beyond the reasonable control of the parties; (iii) acts or omissions of the other party; (iv) fires, strikes, embargoes, war, acts of domestic terrorism, civil insurrection or riot, (v) a weather event or curtailment of transportation facilities preventing or unreasonably delaying [at least 25% of meeting attendees and guests from arriving at the meeting within five (5) hours of their scheduled arrival time, or (vi) or other emergency beyond the party's control making it inadvisable, illegal or impossible to hold the Event or which materially affects a party's ability to perform its obligations here under. Any delay resulting from any of said causes shall extend performance accordingly or excuse performance, in whole or part, as may be reasonable under the circumstances. The terminating party shall endeavor to give notice of termination to the other party as soon as reasonably practicable in an effort to minimize the impact of termination. In the event of a termination as a result of a Force Majeure event as defined above, neither party will have any liability to the other party hereunder.

**AGREED: Sponsor is bound to this Sponsor Application and Contract ("Agreement") for Offset Symposium ("Conference" and/or Event"). I have read and agree to all the terms and conditions of the Agreement. I warrant that I am authorized to sign on behalf of the Sponsor listed above and that all information I have provided is complete and accurate.**

**Upon receipt of this signed contract and full payment, Second Front Systems will countersign and return a copy to the contact.**

SPONSOR NAME

SPONSOR SIGNATURE

SECOND FRONT SYSTEMS SIGNATURE