



**Discover a new way to engage in 2021**

**JANUARY 25–FEBRUARY 5, 2021**





# EFI presents a new way to engage in 2021

As you know, 2020 brought uncharted waters and new challenges that have made meeting face-to-face difficult. But we didn't want to miss a chance to connect and engage with our valuable customers. To do this safely and effectively, we are hosting an eight-day, truly global virtual experience—EFI™ Engage Conference 2021.

Over the two weeks, we will deliver over 200 virtual breakout and general sessions, product demonstrations, one-on-one meeting opportunities and more – all designed to help our customers increase the efficiency, productivity and profitability of the systems they own so they can stay competitive and successful year over year!



## Why you should engage

Our sponsors and exhibitors will play an integral role in providing attendees with an engaging experience. If you are looking to gain brand exposure and build long-lasting relationships, Engage is the perfect way to support the industry, connect with colleagues, and promote your business with EFI customers.

Don't miss this opportunity to participate in an interactive environment with EFI users from across the globe and from every level of the company – from business owners and decision makers to sales and marketing executives to day-to-day operations and production personnel.





## Virtual event platform

Our virtual event platform provides an interactive forum through which we can share knowledge, live webinars and product demonstrations, panel discussions, online presentations, and opportunities to chat live with our customers, EFI technology experts and other sponsors and exhibitors.

A variety of sponsorship and exhibitor package opportunities are available, but all include a virtual booth space in the Expo Hall where you can brand your virtual space and offer attendees product literature and videos.

## Sponsor booths



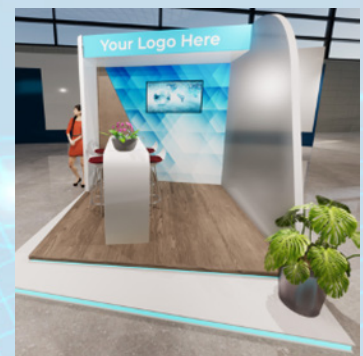
Expo hall



Title/Elite booth



Premier booth



Featured booth



## Sponsorship opportunities

At a glance	Title sponsor \$10,000	Elite \$7,500	Premier \$5,000	Featured \$3,500
EFI ENGAGEment opportunity for dedicated, live one-on-one meetings throughout the event	✓	✓	✗	✗
Logo/Ad included in EFI ENGAGE virtual Lobby	✓	✓	✓	✓
BONUS logo/ad in EFI ENGAGE virtual Expo Hall	✓	✗	✗	✗
Verbal recognition before each general session	✓	✗	✗	✗
Access to EFI ENGAGE attendees while online	✓	✓	✓	✓
Complimentary EFI ENGAGE event passes (full access to general sessions, breakout sessions and product demonstrations for the duration of the two-week event)	Ten (10) \$99 per additional pass	Seven (7) \$99 per additional pass	Five (5) \$99 per additional pass	Two (2) \$99 per additional pass
EFI ENGAGE virtual booth space	Company logo Pre-recorded video Literature download Product image	Company logo Pre-recorded video Literature download Product image	Company logo Pre-recorded video Literature download Product image	Company logo Pre-recorded video Literature download Product image
Inclusion in in the EFI ENGAGE virtual guide	Logo Company description Booth location callout	Logo Company description Booth location callout	Logo Company description Booth location callout	Logo Company description Booth location callout
Sponsor recognition in EFI Engage communications and on website	Press releases EFI Engage website Emails Social media posts	Press releases EFI Engage website Emails Social media posts	Press releases EFI Engage website Emails Social media posts	Press releases EFI Engage website Emails Social media posts

For additional sponsorship opportunities, please contact Tom Lynch at +1 603 275 5310 or [tom.lynch@efi.com](mailto:tom.lynch@efi.com).

## Your application

### Please complete, sign, and email this application with payment to:

EFI Engage 2021  
Attention Carla Lockhart/Tom Lynch  
40 24th Street, 1st Floor  
Pittsburgh, PA 15222  
UNITED STATES  
Ph. (603) 285-9981  
Email. Tom.Lynch@efi.com

We hereby apply for a virtual exhibit space at the EFI Engage Conference 2021. We understand that this application becomes a contract when signed by us and accepted by EFI. We further understand that the contract is required to be accompanied by a 50% deposit for space to be held. We agree to comply with the exhibit regulations, instructions, and conditions as outlined in this agreement.

### Exhibitor information:

☐ Title ☐ Elite ☐ Premier ☐ Featured

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

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

State \_\_\_\_\_ Zip: \_\_\_\_\_

Logistical Contact Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Sales Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_

E-Mail: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

### Virtual booth space

Virtual booths will be assigned on a first-come, first-served basis. Booths will be confirmed only when EFI receives a fully-executed exhibitor contract and full payment of the exhibitor fees.



### Cancellation

In the event that an exhibitor cancels all or part of the exhibit space or sponsorship contracted for, the exhibitor must do so in writing and will be obligated to pay EFI fees based on the following cancellation schedule:

Date of application to December 11, 2020	50% of fee
After December 11, 2020	100% of fee

### Payment method:

☐ Company check in US dollars made payable to EFI\*



Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Billing Address (if different): \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Signature: \_\_\_\_\_

By signature above, the individual signing this contract represents and warrants that he/she is duly authorized to execute this binding contract. To guarantee space and to be included in pre-show marketing materials, a signed contract and full payment is due by November 30, 2020.

\* Please contact Tom Lynch at Tom.Lynch@efi.com for instructions on how to submit a check for payment.



## The fine print

**CONTRACT FOR VIRTUAL SPACE:** By submitting an application for exhibit space, the applicant hereby releases EFI from any and all liabilities to applicant, its agents, licensees, and employees that may arise or be asserted as a result of submission of an application or of participation in Engage 2021 unless caused by EFI's gross negligence or willful misconduct. To be eligible for space, applicants should support the printing industry. Acceptance of an application does not imply endorsement by EFI of the applicants' product, nor does rejection imply lack of merit of product or manufacturer. EFI has sole right to determine eligibility of any company or product for inclusion in Engage 2021 and retains the right to reject any application and/or rescind the contract without cause, if deemed to be contrary to the best interests of the show, in which event Exhibitor will receive a refund for monies paid under the contract. EFI has the right to move any Exhibitor's location in the expo hall for any reason. This application for space when endorsed by EFI with notice of space assignment constitutes a contract for the right to use the contracted amount of space.

**VIRTUAL EXHIBIT BOOTHS:** See specific sponsorship packages for complete booth details.

**VIRTUAL EXHIBIT SPACE:** No Exhibitor may sublet, assign, or apportion any part of the space allotted or represent, advertise, or distribute literature for the products or services of any other individual except as approved in writing by EFI, in its sole and absolute discretion. The purposes of the exhibit are to inform and educate. Attendees can make purchase commitments directly to Exhibitors.

**PROPER ATTIRE AND CONDUCT:** Exhibitor representative's manner or appearance and dress must be such as not to offend even the most critical. Any breach of this rule may result in Exhibitor being banned from the show, in which case all fees paid by applicant shall be forfeited and no refunds shall be made. Should the wording on any sign or area in Exhibitor's booth be deemed by EFI to be contrary in any way to the best interest of Engage 2021, Exhibitor shall make such changes as requested by EFI.

**MUSIC LICENSING:** Should Exhibitor use music in a video that is available for download through their virtual exhibit booth, Exhibitor agrees to indemnify and hold EFI harmless from any claims, loss, cost, liability, or damages, including reasonable attorney's fees, that EFI becomes liable for from ASCAP, BMI, or other such licensing organization for the use of such music.

**ATTENDANCE:** EFI shall have exclusive control over admission policies at all times.

**FAILURE TO HOLD ENGAGE 2021:** Should any contingency prevent holding of Engage 2021, this contract shall terminate and the Exhibitor waives any and all claims for damages or compensation, and neither party shall have any further obligation to the other except that EFI shall refund to the Exhibitor the amounts paid under the agreement less pro rata share of EFI's actual expenses incurred in connection with Engage 2021. Said pro rata share of EFI's expenses is to be determined on the basis of proportion of the Exhibitor's booth space rental price to the total booth sales to all other exhibitors at the trade show under similar contracts with EFI.

**EXHIBITOR REPRESENTATIVES RESPONSIBILITY:** Exhibitor agrees to indemnify EFI, its affiliates, and subsidiaries and their respective officers, directors, agents, and employees against and hold them harmless for any claims arising out of the services performed or actions taken by Exhibitor, his agents, or employees in connection with this agreement.

**LOTTERIES, CONTESTS:** The operation of games of chance or lottery devices or the actual or simulated pursuit of any recreational pastime is permitted only upon prior express written approval of EFI.

**INTERPRETATION AND ENFORCEMENT:** These regulations become part of the contract between the Exhibitor and EFI. All matters in question not covered by these regulations are subject to the decision of EFI in its sole and absolute discretion. These regulations will be construed under California law (without regard to conflict of law principles), and Exhibitor agrees to the exclusive jurisdiction and venue of the state and federal courts for Santa Clara County, California. IN NO EVENT SHALL EFI BE LIABLE TO EXHIBITOR FOR ANY SPECIAL, INDIRECT, OR CONSEQUENTIAL DAMAGES, INCLUDING BUT NOT LIMITED TO PROFITS OR LOST PROFITS IN THE EVENT OF ANY CLAIMS BY EXHIBITOR AGAINST EFI. IN NO EVENT SHALL EFI'S LIABILITY TO EXHIBITOR EXCEED THE FEES PAID BY EXHIBITOR TO EFI UNDER THIS CONTRACT UNLESS SUCH LIABILITY IS CAUSED BY EFI'S GROSS NEGLIGENCE OR WILLFUL MISCONDUCT.

**EACH EXHIBITOR MAY ONLY SHOW PRODUCT/SOLUTION** offerings that complement the EFI product line. If your product line offers products/solutions that compete with similar EFI products/solutions, these products/solutions cannot be shown in your booth at Engage.

