



SOCIAL  
**SUMMIT**  
TURN DATA INTO DOING

## Sponsorship Opportunities

### Bazaarvoice Social Summit 2012

April 11 - 13  
Austin, Texas

AT&T Executive Education  
and Conference Center

[summit.bazaarvoice.com](http://summit.bazaarvoice.com)

For the fifth straight year, Bazaarvoice is bringing together some of the world's top brands and best marketing minds to discuss how to turn social data into smarter business decisions, and why the voice of the customer belongs at the center of every business. The Bazaarvoice Social Summit remains an exclusive event by design, specifically tailored to marketing executives across key industry verticals. Our attendees rave over the intimacy of the event, so we've continued this trend with an executive-focused audience from our best clients. This executive audience creates more productive opportunities for our most strategic partners. We're grateful for your continued partnership, and look forward to seeing you in April!

**Stephen Tarleton**

Director of Channel & Partner Marketing

[stephen.tarleton@bazaarvoice.com](mailto:stephen.tarleton@bazaarvoice.com)

512.551.6847

#### Sponsor Agenda at a Glance

**Tue. April 10**

Sponsor Dinner

**Wed. April 11**

Sponsor Showcase Setup

Registration

Press & Analyst Meetings

Welcome Reception

Offsite Executive Dinners

**Thur. April 12**

Full Conference Day  
(3 tracks + Keynotes)

Evening Party

**Fri. April 13**

Half Conference Day

Sponsor Tear Down

**bazaarvoice**<sup>™</sup>



# Event Overview

## What the Bazaarvoice Social Summit is...

- Insights from major global brands about how social data and the voice of the customer transform their businesses
- A look at how social will continue to shape all areas of consumer behavior, and how brands must react
- Real-world examples and actions brands can take right now to make the most of the customer voice

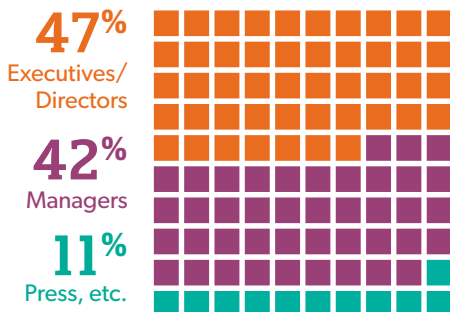
## Who attends the Bazaarvoice Social Summit

We expect approximately 500 marketing professionals from the retail, manufacturing, financial services, and travel industries. These include executives and key decision makers responsible for marketing, e-commerce, product and brand management, and social marketing management.

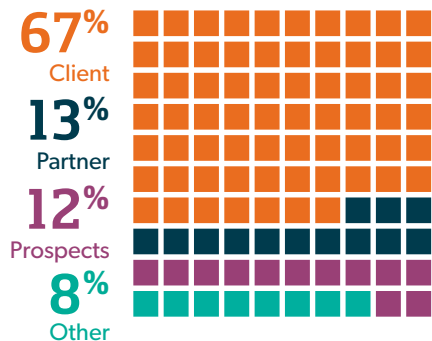
## Previous Sponsors

Adobe	Ogilvy Public Relations
Baynote	Oracle
Certona	Razorfish
Conductor	Resource Interactive
Deloitte	Responsys
Digby	Rosetta
ExactTarget	Sapient
Experian	Silverpop
Fry	SocialWire
Google	Solutions
GSD&M	Speed FC
IBM	Sprella
Merkle	Starmount
Motorola Solutions	T3
Motorola	Vibrant
Nielsen	

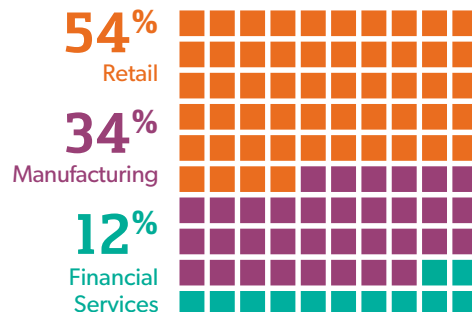
### Titles



### Client Mix



### Vertical





# Sponsorship Opportunities

	<b>Sold Out</b>	<b>Sold Out</b>	<b>Sold Out</b>	
<b>Benefit</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Associate</b>
Investment	Invitation only	\$30,000	\$15,000	\$5,000
Track session co-presentation (opportunity)	Yes	Yes	No	No
Complimentary attendee pass(es)	6	4	2	1
Listing in program guide	Yes	Yes	Yes	Yes
Turnkey exhibit space	Yes	Yes	Yes	No
Listing on Summit event website	Yes	Yes	Yes	Yes
Event signage	Yes	Yes	Yes	No
Attendee room drop (500 pieces to be provided by sponsor)	Yes	Yes	Yes	No
Reserved seat(s) at exclusive executive dinner	2	1	No	No
Post-event attendee list	Yes	Yes	No	No
Exclusive sponsorship of April 12 premier party	Yes	No	No	No
Invitation to Sponsor dinner	Yes	Yes	Yes	No



# A la carte sponsorship opportunities

<b>Benefit</b>	<b>Investment</b>
Wednesday, April 11 welcome reception sponsorship (one available)	\$15,000
Innovation Café espresso bar (one available)	\$5,000
Room key sponsorship (one available)	\$5,000
Lunch sponsorship (one available)	\$5,000
Conference notebooks and pens, including cost of items (one available)	\$4,000



# Sponsorship Packages

Sold Out

## Platinum

By Invitation Only

**Complimentary Attendee Passes:** Six

**Track Session Co-Presentation Opportunity:** Opportunity to co-present on a track session topic. Topic must be approved.

**Exclusive Sponsorship of Premier Party:** Sole sponsor of evening event on April 12th, including recognition on signage and all copy referencing the event.

**Turnkey Exhibit Space:** Large turnkey booth in premium location of the sponsor showcase. Includes kiosk, signage, monitor, and internet.

**Reserved Seat at Exclusive Executive Dinner:** Two spots for your executives to attend a private dinner with executive conference guests.

**Post-Event Attendee List:** Name, title, and company included.

**Listing in Program Guide:** Company description and logo listing in premium location in event program guide.

**Listing on Event Website:** Company description and logo listing in premium location on event website.

**Logo on Event Signage:** Company logo displayed on event signage in registration and conference areas.

**Conference Bag Drop:** Opportunity to include a small item in pre-conference, in-room welcome package. Sponsor to supply and ship approximately 500 pieces.

*“The level of sharing was outstanding, the willingness to help others was pervasive, and the results that can be achieved by this are inspirational.”*

– Newell Rubbermaid attendee



# Sponsorship Packages

**Sold Out**

## Gold

\$30,000

**Complimentary Attendee Passes:** Four

**Track Session Co-Presentation Opportunity:** Opportunity to co-present on a track session topic. Topic must be approved.

**Turnkey Exhibit Space:** Medium turnkey booth in prime location of the sponsor showcase. Includes kiosk, signage, monitor, and internet.

**Reserved Seat at Exclusive Executive Dinner:** One spot for your executive to attend a private dinner with executive conference guests.

**Post-Event Attendee List:** Name, title, and company included.

**Listing in Program Guide:** Company description and logo listing in premium location in event program guide.

**Listing on Event Website:** Company description and logo listing in premium location on event website.

**Logo on Event Signage:** Company logo displayed on event signage in registration and conference areas.

**Conference Bag Drop:** Opportunity to include a small item in pre-conference, in-room welcome package. Sponsor to supply and ship approximately 500 pieces.

*“The thoughtful, super-well-prepared presentations chock full of specific examples, stats on adoption, detailed strategy points – made the Summit a GREAT use of time.”*

– Travelocity attendee



# Sponsorship Packages

**Sold Out**

## Silver

\$15,000

**Complimentary Attendee Passes:** Two

**Turnkey Exhibit Space:** Turnkey booth in the sponsor showcase. Includes kiosk, signage, monitor, and internet.

**Listing in Program Guide:** Company description and logo listing in event program guide.

**Listing on Event Website:** Company description and logo listing on event website.

**Logo on Event Signage:** Company logo displayed on event signage in registration and conference areas.

**Conference Bag Drop:** Opportunity to include a small item in pre-conference, in-room welcome package. Sponsor to supply and ship approximately 500 pieces.

*"It was great to connect with so many brands that 'get social' and are taking social integration to the next level. I was inspired by so many stories and conversations that happened outside the presentations during the breaks and evening events."*

– 3M attendee

## Associate

\$5,000

**Complimentary Attendee Passes:** One

**Listing in Program Guide:** Company description and logo listing in event program guide.

**Listing on Event Website:** Company description and logo listing on event website.



# Sponsorship Form

**Please submit completed form either by fax or email.**

Company Name: .....

Contact Name: .....

Contact Email: .....

Contact Phone: .....

Contact Cell: .....

Mailing Address: .....

Requested Sponsorship Level: .....

Signed by: .....

Name: .....

Title: .....

Company: .....

Signature: .....

Date: .....

Countersigned by:

**Stephen Tarleton**

Director of Channel & Partner Marketing  
stephen.tarleton@bazaarvoice.com  
512.551.6847

Signature: .....

Date: .....



# Terms and Conditions

## BAZAARVOICE, INC. SOCIAL SUMMIT TERMS AND CONDITIONS

**1. LAWS:** This Bazaarvoice 2012 Social Summit (the "Summit") terms and conditions (the "Agreement") between Bazaarvoice, Inc. ("we," "us," "Bazaarvoice" or similar words) and the individual or entity participating at the Summit (the "Sponsor" or "you") shall be governed and enforced in accordance with the laws of the State of Texas, as well as the federal laws of the United States of America applicable therein, excluding its choice of law rules and the United Nations Convention on Contracts for the International Sale of Goods. The parties hereby consent to the exercise of exclusive jurisdiction by the courts in the State of Texas for any claim relating to the enforcement of, or any rights under, this Agreement.

**2. RULES:** Bazaarvoice shall make rules and regulations associated with the use of exhibit space and may amend the same from time to time. Bazaarvoice retains exclusive and final determination in the interpretation and enforcement of all such rules, regulations, and amendments. Such rules include, but are not limited to:

- Dress code for the Summit, including the Conference Center, is business casual or business attire at your option.
- All events at the Summit must be approved by Bazaarvoice.
- Demonstrations in the Conference Center must be consistent and supportive of Bazaarvoice strategies.
- Demonstrations in the Conference Center that are deemed "competitive" with Bazaarvoice products or services (direct or indirect) will not be allowed. For example, solutions and services must complement Bazaarvoice offerings.
- Installation and Dismantle: Sponsor will be provided reasonable time to set up and dismantle its demonstrations. Exhibit materials not removed from the Conference Center by 3 pm Central Time on Friday, April 13, will be removed by Bazaarvoice at Sponsor's expense and liability.
- Use of Space. Sponsor may not sublet, assign, or apportion any part of the space defined in this Agreement, nor represent, advertise, distribute literature for, or otherwise promote the products or any services of any firm or individual except as approved in writing by Bazaarvoice. Sponsor may not display outside the confines of its assigned space.
- Care of Premises. Sponsor shall not paste, nail or otherwise affix any exhibit, sign or other materials, to walls, doors, or other surfaces on the exhibit property that is supplied by Bazaarvoice or to any part of Conference Center. Sponsor shall be liable for any damages caused by its failure to adhere to this provision.
- Souvenirs and Samples: Distribution of souvenirs and samples is permitted provided there is no interference with other exhibits. Bazaarvoice may withhold or withdraw permission to distribute souvenirs, advertising, or any other material it considers objectionable.
- Other rules and regulations: Sponsor shall comply with all fire laws, electrical codes and all other applicable rules, regulations, codes or statutes with respect to the installation, conduct and dismantling of its demonstration exhibit.



# Terms and Conditions

**3. CANCELLATION:** *By Bazaarvoice.* Bazaarvoice reserves the right to cancel the Conference Center or to terminate this Agreement for any reasons at any time upon written notice to Sponsor. Bazaarvoice may also cancel all or part of the Summit for any reason beyond its reasonable control, including strikes, lockouts, Acts of God, governmental restrictions, enemy action, civil commotion, or unavoidable casualty. Upon cancellation or termination by Bazaarvoice, Bazaarvoice' sole liability to Sponsor, and Sponsor's exclusive remedy, shall be a refund of the Sponsorship fee paid by the Sponsor under this Agreement. A change in the name, dates, hours, or venue of the Summit does not constitute a cancellation by Bazaarvoice.

*By Sponsor.* If Sponsor wishes to cancel this Agreement, Sponsor must send a notice of cancellation in writing to Bazaarvoice at 3900 North Capital of Texas Highway, Suite 300, Austin, TX 78746 via certified mail, return receipt requested. In the event Sponsor cancels on or before February 28, 2012, Sponsor shall only be liable for fifty percent (50%) of the total Sponsorship fee. In the event Sponsor cancels after February 28, 2012, Sponsor shall be liable for one-hundred percent (100%) of the total Sponsorship fee, which the parties agree is a genuine pre-estimate of the liquidated amount of damages that would be suffered by Bazaarvoice in the event of such cancellation. Failure to occupy the exhibit space by 5 pm Central Time on Wednesday, April 11, 2011 shall constitute cancellation by Sponsor.

*No Assignment by Sponsor.* The rights granted by this contract are personal in nature. Sponsor may not assign this Agreement to any third party without the written consent of Bazaarvoice.

**4. LOGO USAGE:** Sponsor agrees to grant to us a nonexclusive, nontransferable, personal license to use your corporate name and logo ("Your Logo") solely in connection with your participation at the Summit in accordance with the following terms and conditions:

- a. Bazaarvoice may use Your Logo (i) in connection with identifying your representative(s) at the Summit who are participating in the Summit; (ii) in pre-conference materials advertising or promoting the Summit; and (iii) in post-conference materials referencing and/or describing the Summit.
- b. You will supply us with Your Logo, including digital files and/or artwork or Your Logo as you wish your corporate name and logo to appear in promotional materials. Where applicable, we shall use the appropriate trademark symbol (either TM or ®, in a superscript following your trade name).

We agree not to use Your Logo in any manner that may be considered to be in poor taste, disparaging, or unlawful. If we use Your Logo in any other manner than in accordance with this license, this license shall become null and void, after notice to us of such unauthorized use, and a reasonable period of time for us to cure such unauthorized use.



# Terms and Conditions

**5. LIABILITY:** Neither Bazaarvoice nor the Summit venue shall be liable for any damages, injury or loss to Sponsor's properties, persons conducting or otherwise participants in the conduct of the exhibit, or invitees to the Sponsor's exhibit space where such damage, injury, or loss does not arise from the gross negligence or intentional misconduct of Bazaarvoice. Sponsor shall indemnify Bazaarvoice against and hold it harmless from any complaints, damages, or liabilities resulting from the negligence or conduct of Sponsor, or its employees, agents or representatives in connection with its exhibit in the Summit venue. Furthermore, in consideration of your participation in the Summit and intending to be legally bound, you confirm and agree that you release Bazaarvoice from all liability in connection with sporting or other social activities relating to the Summit. **BY SIGNING THIS AGREEMENT, YOU GIVE UP YOUR RIGHTS TO BRING COURT ACTION TO RECOVER COMPENSATION FOR ANY INJURY TO YOURSELF OR YOUR PROPERTY OR FOR ANY DEATH ARISING OUT OF YOUR PARTICIPATION IN SUCH ACTIVITIES DURING THE EVENT UNLESS SUCH INJURY OR DEATH RESULTS FROM THE GROSS NEGLIGENCE OR INTENTIONAL MISCONDUCT OF BAZAARVOICE.**

**LIMITATION OF LIABILITY:** Bazaarvoice shall not be liable for any indirect, incidental, special or consequential damages, or damages for loss of profits, revenue, data, or use incurred by Sponsor, whether in action in contract or tort, even if the party has been advised of the possibility of such damages. Bazaarvoice's liability for damages hereunder shall in not in any event exceed the amount of the fees paid by Sponsor under this Agreement.