



#SECONDBITE SPONSORSHIP PACKAGE

October 2019

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SESSION SUMMARY

We're excited to have your company featured on our panel this year at Relativity Fest! The panel is scheduled for **Tuesday October 22, 2019**. As a reminder, the panelists are:

- + Rishi Khullar; Director of Product @ Heretik
- + Anthony Moeller; Director, Forensic Services @ PwC
- + Brad Janssen; Director of Professional Services @ CDS
- + Mary Lou Bautista Cebula; Legal Solutions Consultant @ Ricoh
- + Bryon Bratcher; Managing Director @ Gravity Stack
- + Jessica Gomez; PM Director @ NSerio

We've planned an entire campaign throughout the month of October to promote and maximize engagement with this group. We're excited to share our Relativity Fest 2019 marketing plans with you, and also offer you a unique opportunity to highlight your company as a leader in capitalizing on non-e-discovery use cases with Relativity.

OUR RELATIVITY
FEST SESSION

PD335681 - THE BITE-SIZED APPROACH TO MORE USE CASES

How do you eat an elephant? One bite at a time! Like eating the elephant, tackling obstacles outside of e-Discovery can seem like a monumental task. This session will give you the bite-sized approach to applying your e-Discovery skills to other use cases and building additional revenue streams. We'll talk through how to build a foundation by solving smaller problems like contract review or regulatory responses, to then tackling bigger bites, like LIBOR.

You'll walk away from this session understanding whom you need to be speaking with, how to recognize patterns where your skills apply to other domains, where to start solving problems, and why eating an elephant is easier than you think.

CAMPAIGN OVERVIEW

We've planned an exciting campaign around the elephant analogy we're using in our session abstract called **#SecondBite**. We'll be using both digital and traditional event marketing strategies to achieve our goal of giving everyone their 'First Bite' of elephant at Relativity Fest, and then offering them a 'Second Bite' call-to-action. The #SecondBite campaign has presence at the Relativity Fest Sponsor Pavilion, at our Client Appreciation Party, at our session, and digital (email campaigns, blog, and social media).

In the next few pages, you'll see mock-ups and designs of various campaign elements we'll be using before, during, and after Relativity Fest 2019, as well as sponsorship and branding opportunities for your company!



CLIENT APPRECIATION PARTY



We always host a Client Appreciation Party at Relativity Fest to bring this community together and celebrate innovation. Last year, we hosted our party at Joy District and had over 130 people attend. This year, we've rented out a new venue called Clutch that is perfect for our 'elephant-theme.' Heretik is using this party to **build relationships with clients, network and capture new leads, and promote our panel** the following day. We've got permission to completely customize the decor at the bar, and are creating:

- + Branded sizzle video for TVs
- + Elephant cake & plates
- + Custom coasters
- + VIP gift bags
- + 10ft tall branded elephant
- + Custom elephant swag
- + Logo pillows



FIRST BITE OF ELEPHANT (CAKE)

We are going to be giving everyone their first bite of elephant at our Client Appreciation Party via an elephant cake and also promote our panel! We've ordered branded plates that will provide all our party guests the information they need to attend our session the following afternoon. The cake below is the exact elephant we will have minus the people on top and flowers. The tray the cake is on will say "How do you eat an elephant... one bite at a time!"

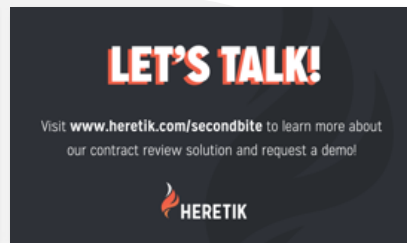


(~70 servings)



SESSION SWAG

We've designed custom campaign swag to be given to session attendees. This includes a 1.25" button for their Relativity Fest Lanyard, a 2.5" cookie with elephant print (first bite of elephant at the session), a small card with #SecondBite call-to-action, and a #SecondBite t-shirt.



WHY SPONSOR?

We pride ourselves on providing our partners meaningful, professional, and creative joint-marketing opportunities. Relativity Fest brings in over 2,000 legal professionals to the city of Chicago. Outside of the conference itself, there are several opportunities to maximize your exposure at this event! With a background in professional event marketing, the Heretik marketing team will ensure that your investment is worthwhile with many direct and indirect benefits for your business, including:

- + Elevated brand exposure through extensive campaign promotion and content in weeks leading up to, during, and long after Relativity Fest.
- + Designated VIP area, networking opportunities, and brand exposure at Relativity Fest's most sought after party.
- + Maximized session promotion and the opportunity to directly engage with attendees and party guests with follow ups information in swag bags.
- + Differentiated from competitors with a fresh, creative Relativity Fest strategy, while also simultaneously aligning your company with the industry's leading innovative firms.

CHECK OUT WHAT WE DID LAST RELATIVITY FEST!



BECOMING A SPONSOR

Prospective sponsors should assess the opportunities suggested in the following pages. If you are interested in becoming a sponsor or have any questions, please reach out to us at marketing@heretik.com.

Please note, sponsorship agreements are due no later than **September 18th, 2019**.

SPONSORSHIP PACKAGE

We're excited to offer you an exclusive #SecondBite campaign sponsorship opportunity. This sponsorship package costs **\$3,000** and includes:

ON THE WEB

- + Your company logo included in party promotions and invitations via social media and email campaigns
- + Your company logo and quote included in our Relativity Fest Recap blog post

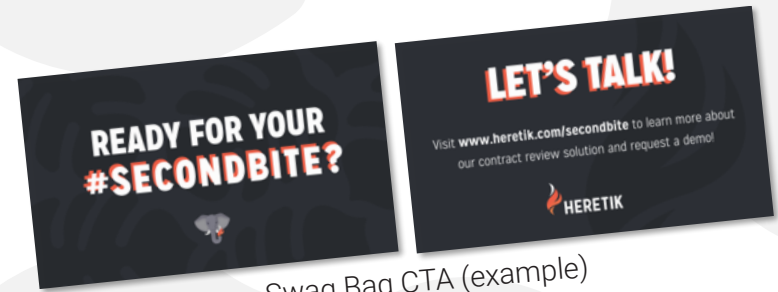
AT THE PARTY

- + 10 VIP party wristbands and giftbags for your guests
- + VIP table designated for your company and guests, complete with 1 large logo-branded elephant, 40 logo coasters, and 3 logo pillows
- + Company logo and branding included in sizzle videos for TVs at venue
- + Opportunity to include your company swag or promotional information in VIP swag bags
- + Provided attendee name, company, and email list after event
- + Professional event photography/videography and a feature in our Relativity Fest Recap video

AT THE SESSION

- + Opportunity to include your company swag or promotional information in session swag bags

HERETIK-BRANDED SPONSORSHIP EXAMPLES



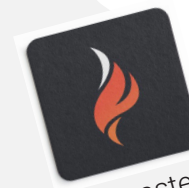
Swag Bag CTA (example)



Company Elephant



Pillow



Coaster



Invitation



SPONSOR COMMITMENT FORM



Please print and complete the form below. Once completed, please send the form back to Sarah Podella by email to marketing@heretik.com or sarah.podella@heretik.com **no later than Wednesday September 18, 2019**. Heretik will issue an invoice on the receipt of your sponsorship commitment form. The total amount of \$3,000 must be paid in full within 30 days. Please review the follow page of this document for terms and conditions.

ORGANIZATION NAME:

CONTACT NAME:

EMAIL:

PHONE:

POSTAL ADDRESS:

I hereby acknowledge that I have read, understand, and agree to the terms of this document relating to the #SecondBite campaign sponsorship

SIGNATURE:

DATE:

Completed forms can be sent to marketing@heretik.com

TERMS & CONDITIONS



Neither your sponsorship nor sponsorship level is exclusive in any way. Accordingly, Heretik reserves the right to enter into multiple sponsorship agreements at your level within our sole discretion, regardless of the competitive or potentially competitive nature of the sponsors. You acknowledge that your competitors may have sponsorships at your sponsorship level.

Sponsorships DO NOT include any costs of materials, production or labor (for branding initiatives, design, signage, booths, or any other purpose) unless specifically stated on the 'Sponsorship Package' page of this Agreement.

Sponsor shall provide at its cost (i) all artwork relating to its name, logos and other Company marks ("Company Marks") and all other required creative materials ("Creative Materials") within the deadlines set by Heretik, and (ii) such other information as may be requested by Heretik, including samples of any advertising material or any products that are to be promoted in association with the Event, in each case for prior approval by Heretik. Sponsor grants Heretik the non-exclusive, non-transferable, royalty-free right and license, during the Term, to use the Company Marks and Creative Materials in the form and manner approved by Sponsor solely to enable Heretik to perform its obligations hereunder.

Heretik reserves the right to modify the terms of the Sponsorship Package and Brand Opportunities at any time and will provide notice to Sponsor of such modification.

Sponsor agrees to indemnify us, our staff and affiliates and to hold us harmless to the fullest extent permitted by law, against all losses, costs, claims or expenses of any kind arising from any act or omission by you, your staff or affiliates in relation to the Event or arising out of gross negligence or willful misconduct.

It may be necessary for us to alter the advertised content, timing, date and/or location of the Event. Heretik reserves the right to do this at any time and without liability to Sponsor, provided that the Event, as altered, is substantially similar to Event as originally advertised. Heretik will provide Sponsor with notice of any alterations as soon as is reasonably practicable.

Each party shall retain and own all right, title, and interest in and to all of its Intellectual Property. "Intellectual Property" of a party shall mean all of its copyrights, copyrightable works, trademarks, service marks, rights of attribution, integrity, and other moral rights.

Once sponsorship agreement form is completed, this sponsorship is non-refundable.

This Agreement shall be governed by the substantive laws of the State of Illinois.



#SECONDBITE

