



# Sponsorship Prospectus

## G-FORCE AMERICAS

Sheraton New Orleans | May 27 - 29, 2014

# G-FORCE | 2014



# Welcome!

Thanks to all of you who have been with us through the first ten years of G-Force and hello to the new partners who will join us for the first time – you're in for an amazing ride.

G-Force is the place to engage with industry leaders, discuss new solutions, share valuable information and network with top partners. With over 1100 expected attendees, G-Force is about the Genesys community coming together. It's designed to be an accelerator for everyone, in every sense. Customers and prospects get essential insights, new ideas, and countless networking opportunities and this year will feature more focused partner pavilion hours, main stage customer experiences, Genesys vision and strategy, and a party you don't want to miss!

You will experience an awesome program jam-packed with fun surprises.

Jump on board now to experience the G-Force you've been asking for...

The clock is ticking....



G-Force AMERICAS

May 27-29, 2014

Sheraton New Orleans

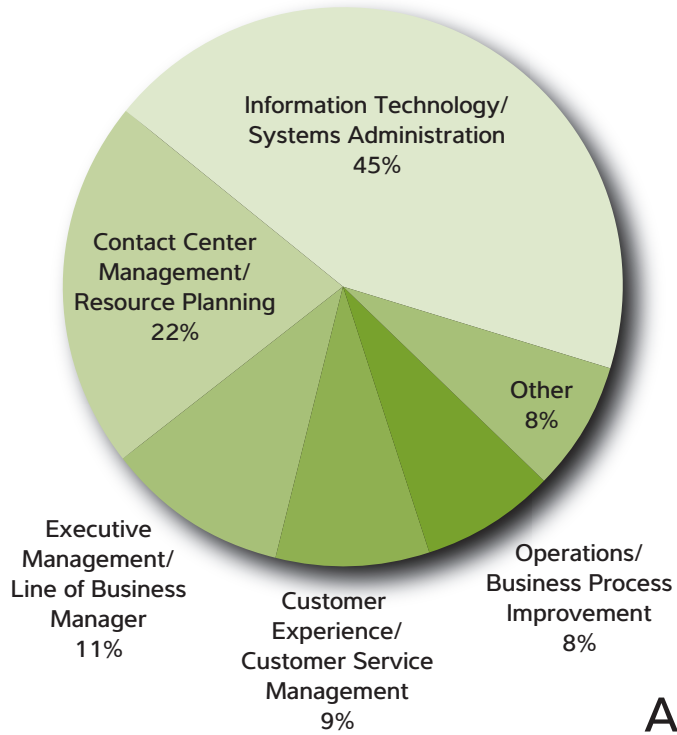
500 Canal Street

New Orleans, LA 70130

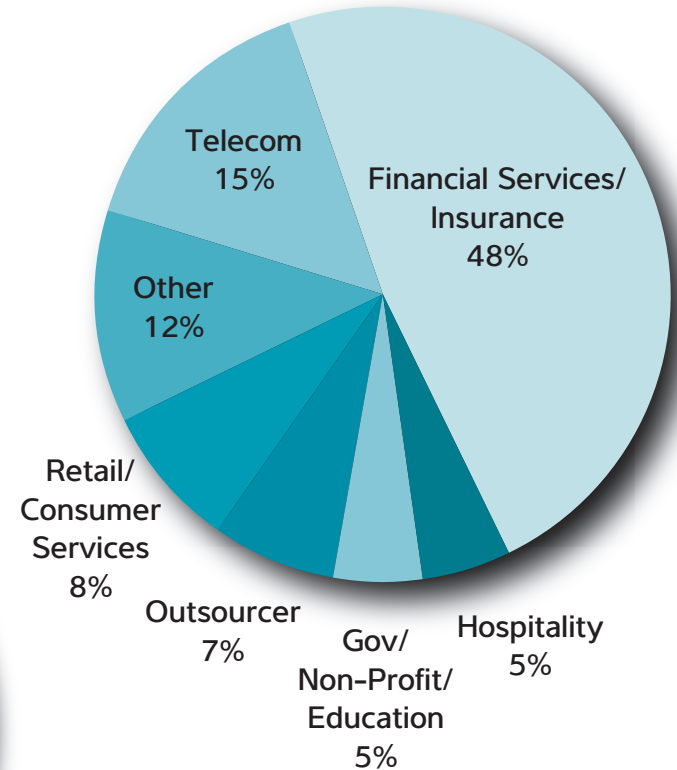
Website: <http://www.sheratonneworleans.com/>

# The G-Force Community

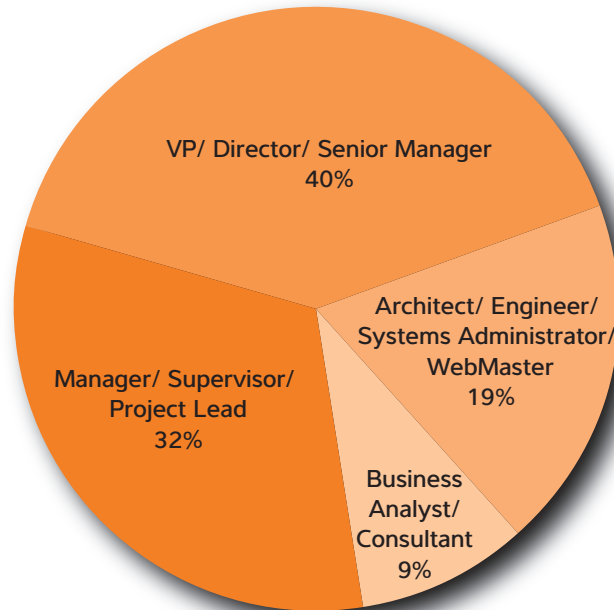
## Attendee by Function



## Attendee by Industry



## Attendee by Level



# The Benefits of a Sponsorship

Highlight your company at the industry's most important event in 2014! Don't miss this valuable opportunity to learn, share ideas, network and plan.

Gain exposure to high quality influencers and decision-makers from the companies most likely to be interested in your products and services. Take advantage of speaking opportunities to direct key messages to this core audience. Presence in the Partner Pavilion is the lead benefit to high quality interaction with motivated Genesys partners and customers. Our package of pre-event, on-site, and post-event branding will assure the attention you require at G-Force. If you are looking for an event that offers value, proven results and access to industry leaders and decision makers, then you're looking for G-Force.

“ Already looking forward to 2014 G-Force! ”

- G-Force 2013 attendee comment





“ Networking time  
in the pavilion is  
priceless. ”

- G-Force 2013 attendee comment

# Package Options

- PLATINUM
- GOLD
- SILVER
- BRONZE
- NETWORKING
- À LA CARTE

“The Pavilion is a great way to expose my colleagues to other Genesys solutions and partners.”

- G-Force 2013 attendee comment

# Sponsorship Packages At-a-Glance

	PLATINUM	GOLD	SILVER	BRONZE	NETWORKING
PRICE	\$50,000	\$30,000	\$20,000	\$10,000	\$7,500
EXHIBIT SPACE					
BOOTH SIZE	20 x 20	10 x 20	10 x 10	10 x 10	
PRE-EVENT MARKETING					
One-time e-mail to attendee list	✓	\$2,500			
Linked logo on G-Force website	✓	✓	✓	✓	✓
Company Description on G-Force Website	100 words	75 words	50 words	25 words	logo only
Event Mobile Application Advertisement	✓	\$500			
Logo inclusion on attendee materials	✓	✓			
Logo inclusion in bi-weekly email promotions	✓	✓	✓	✓	✓
ON-SITE MARKETING					
Logo and URL in Conference Guide	✓	✓	✓	✓	✓
Tuesday Welcome Reception Host (co-branded Platinums)	✓				
Wednesday Reception Host	\$5,000	\$5,000	\$5,000		
Lanyards	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Conference Bag Sponsorship	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Conference Guide Advertisement	Full Page	Half Page			
Bag insert	✓	✓	\$1,000	\$1,000	\$1,000
Session "push notification" in mobile app	✓	✓			
Sponsor Logo, Company Description and URL in Conference Guide	100 words	75 words	50 words	25 words	Logo only
Table Drop			✓		

Lead Retrieval Unit	✓	✓	\$500	\$500	
Recognition on main stage	✓	✓	✓	✓	
Sponsor logo on Genesys signage	✓	✓	✓	✓	✓
<b>PRESENTATION OPPORTUNITIES</b>					
30 minute general session speaking opp w/customer or thought leader	✓				
45 minute breakout session with customer or thought leader		✓			
20 minute turbo talk in partner pavilion theatre	\$500	\$500	\$1000	\$1000	
<b>G-FORCE PASSES PROVIDED</b>					
Full conference passes	7	5	4	3	2
<i>Additional full conference passes for staff \$895</i>	Unlimited	15	10	5	
<i>Discount code for your customers</i>	✓	✓	✓	✓	
Guest Attendance to G-Force Party	\$250	\$250	\$250	\$250	\$250
<b>CO-MARKETING</b>					
G-Force web banners provided with link to G-Force website	✓	✓	✓	✓	
Customizable co-marketing e-mail opportunity from sponsor to sponsor's list. Genesys-provided template.	✓	✓	✓	✓	
<b>POST-EVENT MARKETING</b>					
One-Time e-mail to Attendee List	✓	\$2500	\$2500		
Inclusion in Genesys 'thank you' email to attendees	✓	✓	✓	✓	✓



# PLATINUM

2

Available  
\$50,000

## **PARTNER PAVILION**

- 20 x 20 Exhibit Space

## **G-FORCE PASSES**

- Seven (7) full conference passes
- Additional unlimited number of full conference passes at discounted rate of \$895 for staff
- Additional full conference passes at discounted rate of \$895 for customers through May 15, 2014

## **THOUGHT LEADERSHIP**

- General Session presentation: 30 minute session with customer or thought leader speaker

## **BRAND**

- General Session exposure
- Four color full page ad in conference guide
- Logo and 100 word company description for conference guide, website, mobile app and logo on signage
- Logo with link on website
- Bag insert
- Free lead retrieval device

## **ON-SITE BUZZ**

- Customizable e-mail opportunity
- Two minute speaking and prize giveaway opportunity at Partner Pavilion closing reception
- Two roundtrip VIP airport transfers to Sheraton
- First right to sponsor G-Force Party for discounted price of \$12,500

## **ENDURANCE & SOCIAL**

- Pre-event e-mail to attendee list
- Post-event e-mail to attendee list
- Genesys sent email promotion with mention of sponsorship
- Inclusion in Genesys 'thank you' email to attendees
- Mobile App advertisement; @Genesyslab Tweets

## **CO-MARKETING**

- G-Force web banners provided with link to event website

# GOLD

4

Available  
\$30,000

## **PARTNER PAVILION**

- 10 x 20 Exhibit Space

## **G-FORCE PASSES**

- Five (5) full conference passes
- For staff: additional fifteen (15) full conference passes at discounted rate of \$895 and unlimited number at discounted rate of \$1,200
- For customers: additional full conference passes at discounted rate of \$895 through May 15, 2014

## **THOUGHT LEADERSHIP**

- Breakout session presentation with customer or thought leader speaker

## **BRAND**

- General Session exposure
- Four color half page ad in conference guide
- Logo and 75 word company description on conference guide, website, mobile app and logo on signage
- Logo with link on website
- Bag insert
- Free lead retrieval device

## **ON-SITE BUZZ**

- Second right to sponsor G-Force Party for discounted price of \$13,500
- Party transportation sponsorship included in GOLD
- One minute speaking and prize giveaway opportunity at Partner Pavilion closing reception
- One roundtrip VIP airport transfer to Sheraton

## **ENDURANCE & SOCIAL**

- Genesys sent email promotion with mention of sponsorship
- Inclusion in Genesys 'thank you' email to attendees
- Mobile App advertisement; @Genesyslab Tweets

## **CO-MARKETING**

- G-Force web banners provided with link to event website

# SILVER

\$20,000

## **PARTNER PAVILION**

- 10 x 10 Exhibit Space

## **G-FORCE PASSES**

- Four (4) full conference passes
- For staff: additional ten (10) full conference passes at discounted rate of \$995 and unlimited number at discounted rate of \$1,200
- For customers: additional full conference passes at discounted rate of \$1,095 through May 15, 2014

## **BRAND**

- General Session exposure
- Logo and 50 word company description on conference guide, website, mobile app and logo on signage
- Logo with link on website
- Discounted lead retrieval device

## **ON-SITE BUZZ**

- Additional opportunity to sponsor conference party

## **ENDURANCE & SOCIAL**

- Genesys sent email promotion with mention of sponsorship
- Post-event e-mail to attendee list
- Inclusion in Genesys 'thank you' email to attendees
- Mobile App advertisement; @Genesyslab Tweets

## **CO-MARKETING**

- G-Force web banners provided with link to event website

# BRONZE

\$10,000

## **PARTNER PAVILION**

- 10 x 10 Exhibit Space

## **G-FORCE PASSES**

- Three (3) full conference passes
- For staff: additional five (5) full conference passes at discounted rate of \$895 and unlimited number at discounted rate of \$1,200
- For customers: additional full conference passes at discounted rate of \$1,195 through May 15, 2014

## **BRAND**

- General Session exposure
- Logo and 25 word company description on conference guide, website, mobile app and logo on signage
- Logo with link on website
- Discounted lead retrieval device

## **ON-SITE BUZZ**

- Additional opportunity to sponsor conference party

## **ENDURANCE & SOCIAL**

- Genesys sent email promotion with mention of sponsorship
- Inclusion in Genesys 'thank you' email to attendees

## **CO-MARKETING**

- G-Force web banners provided with link to event website

# NETWORKING

\$7,500

- Two (2) full conference passes
- For staff: additional unlimited full conference passes at discounted rate of \$1,200
- Attendee e-mail promoting event and all sponsors; sent by Genesys
- Logo and URL in conference guide
- Company logo and link on event website
- Inclusion in Genesys 'thank you' email to attendees

**“ Genesys is leading the way... will be sure to see what's new in 2014. ”**

- G-Force 2013 attendee comment

**“ Valuable insight by non-Genesys customer experience leaders. ”**

- G-Force 2013 attendee comment

# À LA CARTE



\* Platinum and Gold have first and second right respectively to sponsor G-Force Party

“ Most important is time spent talking to other Genesys customers in my industry to leverage how they use Genesys solutions. ”

- G-Force 2013 attendee comment

# G-Force New Orleans 2014

## Hours of Operation

### **PARTNER PAVILION HOURS OF OPERATION**

#### **Tuesday, May 27, 2014**

7:00pm – 4:00pm Sponsor Setup  
4:30pm – 5:30pm Partner Pavilion Open ONLY to Partners  
5:30pm – 7:30pm Partner Pavilion Open, Welcome Reception

#### **Wednesday, May 28, 2014**

7:30am – 9:00am Partner Pavilion Open  
11:30am – 1:30pm Partner Pavilion Open  
4:30pm – 6:30pm Partner Pavilion Open

#### **Thursday, May 29, 2014**

8:30am – 9:30am Partner Pavilion Open  
12:00pm – 3:00pm Partner Pavilion Open, Closing Reception  
3:00pm Sponsor Tear Down

### **DESCRIPTION OF PARTNER PAVILION**

As part of your sponsorship, you will be provided the following:

- (1) 6ft x 3ft draped table
- (2) chairs
- (1) 50 watt power drop
- (1) company sign

Once we receive your executed contract, you will receive documentation on deliverable deadlines. Genesys will not create or provide partner collateral for display.

**G-Force New Orleans 2014**  
**May 27-29, 2014**  
Sheraton New Orleans Hotel  
500 Canal Street  
New Orleans, LA 70130

**EXHIBITOR/SPONSOR:**

Company information as it should appear on all Conference promotional materials.

-----  
**Company Name**

-----  
**Address**

-----  
**Suite/Mail Stop**

-----  
**City/State or Province**

-----  
**Zip or Postal Code Country**

-----  
**Telephone/Fax**

-----  
**URL**

**EXHIBITOR/SPONSOR CONTACT INFORMATION:**

The Exhibitor/Sponsor contact will receive all information regarding User Conference and exhibits.

-----  
**Contact Name**

Address is same as above

-----  
**Address**

-----  
**Suite/Mail Stop**

-----  
**City/State or Province**

-----  
**Zip or Postal Code Country**

-----  
**Contact Phone/ Contact Fax**

-----  
**E-Mail**

**Sponsorship – Platinum**  
Sponsorship Fee - \$50,000

**Sponsorship – Gold**  
Sponsorship Fee - \$30,000

**Sponsorship – Silver**  
Sponsorship Fee - \$20,000

**Sponsorship – Bronze**  
Sponsorship Fee - \$10,000

**Sponsorship – Networking**  
Sponsorship Fee - \$7,500

*(Networking Level does not include exhibit space)*

**Sponsorship – À la Carte**

<input type="checkbox"/> G-Force 2014 Exclusive Party Sponsor	\$15,000
<input type="checkbox"/> Company Branded Registration Bag	\$5,000
<input type="checkbox"/> Exclusive Company Branded Lanyard	\$5,000
<input type="checkbox"/> Charging Stations	\$7,000
<input type="checkbox"/> Bottled Water	\$5,000
<input type="checkbox"/> Mobile App Advertisement	\$2,000
<input type="checkbox"/> Skybox at Party	\$10,000
<input type="checkbox"/> Coffee Jetpack Service	\$5,000
<input type="checkbox"/> Hotel Room Key Sponsorship	\$5,000

(Platinum and Gold have first and second right respectively to sponsor G-Force Party)

**EXHIBIT SPACE SELECTION**

Exhibit space will be assigned by Genesys according to sponsorship level on a first-come, first-served basis.

**EXHIBIT RULES:**

- Exhibit staff must be employees of the Exhibitor/Sponsor company, or directly hired by the Exhibitor/Sponsor as company representatives for this event.
- Exhibitors/Sponsors must comply with conference and hotel management rules and regulations.
- Amplified sound systems will not be permitted, except where such items are an integral and essential part of the demonstration of the product or service being exhibited.
- Animals will not be allowed in the exhibit area.
- Each Exhibitor/Sponsor is responsible to the service contractor(s), or any other contractor, for additional exhibit-related expenses.
- Shipments of company exhibit materials may not arrive at the Hotel prior to three (3) days prior to the start of the conference and the shipping labels on any such shipments must include: Company name, the name of the conference, a statement indicating that the shipment includes materials for the exhibit, the Company address, contact name and phone number.
- Exhibitor/Sponsorship Agreement.



Genesys Contact for Questions:  
Email: gforceamericainfo@genesyslab.com

**AGREEMENT:**

By the signature below, the individual signing this agreement (this "Agreement") represents and warrants that he or she has been authorized to execute this Agreement on behalf of the named Exhibitor/Sponsor. 100% of the sponsorship fees are due and payable in full no later than May 16, 2014, if registering for Genesys G-Force 2014. All fees paid are non-refundable. In the event of cancellation by the exhibitor, the exhibitor will be obligated for 100% of the contracted fees, plus any legal fees (including attorneys' fees) resulting from collection efforts. Signature here signifies agreement to this Agreement and the Terms and Conditions attached hereto.

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
**Printed Name**

\_\_\_\_\_  
**Title**

\_\_\_\_\_  
**Date**

Please fax the completed and executed Agreement to Genesys:

**Attention:** Julia Stoltenberg

**BILLING CONTACT INFORMATION:**

\_\_\_\_\_  
**Billing Contact Name**

\_\_\_\_\_  
**Address**

\_\_\_\_\_  
**Suite/Mail Stop**

\_\_\_\_\_  
**City/State or Province**

\_\_\_\_\_  
**Zip or Postal Code Country**

\_\_\_\_\_  
**Billing Contact Phone/Billing Contact Fax**

**PAYMENT INFORMATION:**

Please check the appropriate box of desired method of payment.

Please make checks payable in U.S. funds and remit payment, with checks made out to Genesys,

**Check enclosed**  
Genesys Telecommunications Laboratories, Inc.  
2001 Junipero Serra Blvd  
Daly City, CA 94014  
Attn: Accounts Receivable "G-Force 2014"  
Sponsorship  
Phone: 650.466.1100  
888.436.3797

**Please invoice Company**  
PO#: \_\_\_\_\_

**Credit Card Billing:**  
 American Express\*  
 Visa\*  
 MasterCard\*

\_\_\_\_\_  
**Credit Card Holders Name**

\_\_\_\_\_  
**Credit Card Billing Address**

\_\_\_\_\_  
**Credit Card Billing Address (continued)**

\_\_\_\_\_  
**Credit Card Number/Expiration Date**

\_\_\_\_\_  
**Credit Card Security Code**

## TERMS AND CONDITIONS

**1. Exhibitor/sponsorship Fees:** 100% of the sponsorship fees are due and payable in full no later than TBD if registering for Genesys G-Force 2014. All Exhibit and/or Sponsorship fees paid are non-refundable without exception. If the Exhibitor/Sponsor fails to make any payment described in this Agreement on or before the due date, the Exhibitor's/Sponsor's right to participate may be canceled without further notice and without refund of monies paid. In the event of cancellation by the exhibitor, the exhibitor will be obligated for 100% of the contracted fees, plus any legal fees (including attorney's fees) resulting from collection efforts.

**2. Exhibit Hours:** Genesys or the Hotel will establish exhibition hours and reserves the right to make schedule changes, as it deems appropriate. Exhibition hours will be determined based on the conference program schedule.

**3. Installation and Dismantling:** Exhibit space is assigned by sponsorship level on a first-come, first-served basis. The Exhibitor/Sponsor expressly agrees that in the event that the Exhibitor/Sponsor fails to install products in its assigned space or fails to remit payment for required space rental at times specified, Genesys shall have the right to take possession of said space and lease same to such parties and upon such terms and conditions it may deem proper. In addition, the Exhibitor/Sponsor may not dismantle the display until the exhibition is finally closed to the public, at the date and time so indicated by Genesys or the Hotel.

**4. Use of Exhibition Space:** The Exhibitor/Sponsor shall not assign to a third party its rights to the exhibition space or any portion thereof without the prior written consent of Genesys, which Genesys may grant or withhold at its sole discretion. Any firm or organization which is not assigned exhibit space will not be permitted to solicit business within the exhibit area.

**5. Contractor Services and Information:** Genesys and/or the Hotel, in the best interest of the exhibition, and as may be required by local law, custom or practice, may select certain firms to serve as official contractors ("Service Contractors") to provide necessary support and facilities services. All other such contractors are excluded from exhibit activities unless approved in advance in writing by Genesys.

**6. Indemnity and Limitation of Liability:** None of Genesys, the Hotel, or any of their respective contractors, affiliated organizations, officers, employees, agents or assigns shall be held liable for, and they are hereby released from, any damage, loss, harm, or injury to the person or property of the Exhibitor/Sponsor resulting from theft, fire, earthquake, water, unavailability of the exhibition facility or intermediate staging facilities (including any damage, loss, harm, or injury in connection with the Conference, exhibits, or staging), accident, or any other cause, unless caused by the negligent acts or omissions of Genesys, the Hotel or any of such contractors, affiliated organizations, officers, employees, agents or assigns. The Exhibitor/Sponsor shall indemnify and defend Genesys, the Hotel and their respective contractors, affiliated organizations, officers, employees, agents or assigns against, and hold them harmless from, any and all claims, demands, suits, liability damages, losses, costs, attorneys' fees, and expenses that might result or arise due to negligence on the part of the Exhibitor/Sponsor or its officers, agents, employees, or representatives. Genesys and the Hotel shall not be responsible for the security of Exhibitor's/Sponsor's equipment or its proprietary software or hardware information. This limitation of liability applies to equipment for use in the exhibit area, general session, conference sessions, and any other conference rooms or facilities. It is the responsibility of the Exhibitor/Sponsor to maintain proper insurance coverage for its property and liability.

**7. Observance of Laws:** Exhibitors/Sponsors shall abide by and observe all laws, rules and regulations, and ordinances of any applicable government authority and all rules of the Conference facility.

**8. Cancellation or Termination by Genesys:** If, because of war, fire, strike, Hotel construction or renovation project, government regulation, public catastrophe, Act of God, or the public enemy, the Conference or any part thereof is prevented from being held or is canceled by Genesys, or the space becomes unavailable, Genesys in its sole discretion shall determine and refund to the Exhibitor/Sponsor its proportionate share of the balance of the aggregate display fees received that remains after deducting expenses incurred by Genesys and reasonable compensation to Genesys. In no case shall the amount of the refund to the Exhibitor/Sponsor exceed the amount of the fee paid. Genesys reserves the right to change or cancel any portion of the exhibit schedule, as it deems necessary and appropriate. All changes and/or cancellations will be communicated to Exhibitors/Sponsors in writing.

**9. Eligibility:** Any Exhibitor/Sponsor who is a current Genesys partner may participate in the Conference. Non-partner companies may also participate, but only with approval from Genesys.

Note for Partners: If Exhibitor's/Sponsor's partnership status changes after this Agreement is signed, Genesys has the right to cancel this Agreement, refund all fees in full to the Exhibitor/Sponsor, and resell exhibit space and/or sponsorship items covered in this Agreement.

**10. Successors and Assigns:** This Agreement is not assignable by the Exhibitor/Sponsor without the prior written consent of Genesys in its sole discretion. If such consent is provided, the commitments made by the Exhibitor/Sponsor will be binding on its successors and assigns.

**11. Exhibitor Conduct:** All Exhibitor/Sponsor company staff members must conduct themselves in a professional manner according to Genesys and Hotel guidelines. Acceptable conduct would include but not be limited to the following:

- Exhibitor/Sponsor Company representatives should conduct all marketing and demo activity via emphasis on positive aspects of their own products and services and should refrain from making negative statements about other Exhibitors and Sponsors, or about their products and services.

- All show floor staff should be attired in a manner consistent with the published business casual dress code for the event.

- No exhibit space should be left unattended during show hours - i.e. all show floor staff should be present in each company area during all hours that the show floor is open to attendees.

- No off-hour booth presentations shall be allowed unless first coordinated with the show management.

- Employees of exhibiting and sponsoring companies are prohibited from advertising competitive events.

**12. Governing Law:** All terms and conditions in this Agreement are subject to and governed by the laws of the state of California. Any legal action arising under this Agreement will be brought exclusively in the federal or state courts located in the Northern District of California and Exhibitor/Sponsor and Genesys consent to personal jurisdiction and venue in such courts.

**13. Meetings and Entertainment:** All activities marketed to attendees of the Conference must be coordinated and approved by Genesys. No educational, social, hospitality, or other type of meeting or event may be held during any session or activity appearing on the schedule of events. Any other social functions must be scheduled at a time or place where they will not interfere with any activities scheduled by Genesys or with the exhibition itself.

# Sponsorship Prospectus

## G-FORCE AMERICAS

Sheraton New Orleans | May 27 - 29, 2014

**G-FORCE | 2014**