



***KALTURA** CONNECT*

THE VIDEO EXPERIENCE CONFERENCE

SPONSORSHIP OPPORTUNITIES

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About Kaltura Connect



What is Kaltura Connect?

Kaltura Connect: The Video Experience Conference is a three-day conference devoted to everything video. The 2020 conference will take place at the Hilton New Orleans Riverside on January 21-23rd. Join us for three amazing days of inspiring keynote sessions, hands-on workshops, panels, networking, and fun New Orleans-style parties. Attendees will learn about the latest trends, research, and best practices in video across organizations from education to enterprise to cloud TV. They will discuss challenges and opportunities with hundreds of their peers.

This will be the fourth in-person Kaltura Connect, and we expect this year's event to be bigger than ever before.

About Kaltura Connect



Who Attends?

The Kaltura Connect conference is expected to bring together hundreds of attendees – leaders in video from around the world. Attendees will join us from multiple industries including:

- Media and telecom companies
- Educational Institutions
- Enterprises from all industries

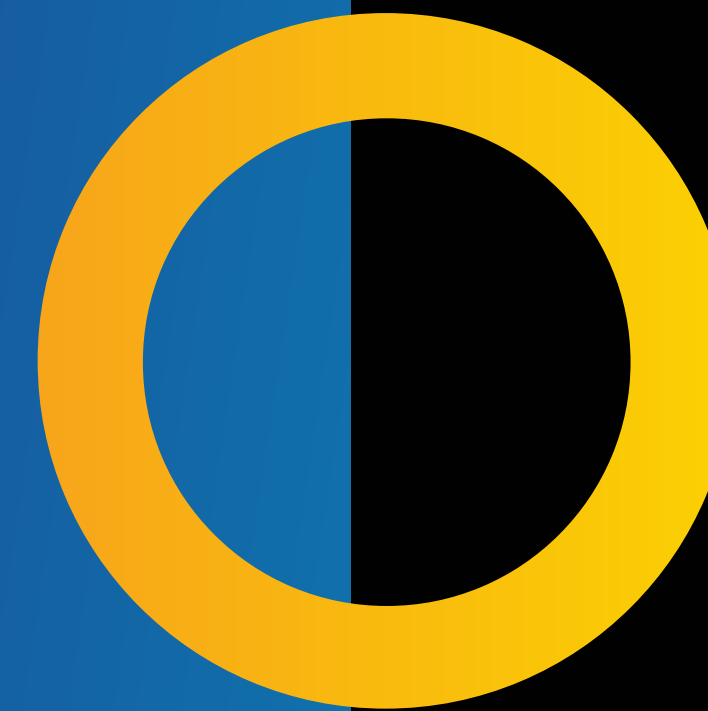
See attached list of some sample titles of previous Connect attendees.

Why Sponsor?



Kaltura Connect offers a unique opportunity to engage with video enthusiasts from across the ecosystem and around the world. Nowhere else will you find such a concentration of video experts from so many different verticals, industries, and roles.

- Connect with hundreds of the most engaged video tech users from enterprise, education, media, and service providers
- Network with peers and thought leaders – plenty of opportunity to engage
- Create synergies with other complementary technology companies
- Showcase your products and solutions in the exhibit hall where attendees will have ample opportunities to experience your technologies first hand
- Host a session to establish your leadership in front of active participants
- Raise your profile by being part of the leading Video Experience conference



Sponsorship Opportunities



Kaltura Connect Exhibitor

\$7,000 (20 available)

Demonstrate your products and services with Connect delegates at our exhibit hall

Sponsorship includes:

- 6” table in the exhibit hall
- Two (2) chairs, power, and basic WiFi
- 32” Screen with a stand
- Two (2) full conference passes
- Sponsor logo, URL, and 50-word description on conference website
- Sponsor logo, URL, and 25-word description on conference mobile app
- Sponsor logo acknowledgement in pre-event attendee communications
- Sponsor logo on exhibit hall signage
- Sponsor acknowledgement in Kaltura social channels

Sponsorship Opportunities



Opening Gala Sponsor

\$11,000 (1 available)

Be the exclusive sponsor at our fabulous Opening Gala in the exhibit area. Meet all our delegates while networking and enjoying food and drinks.

Sponsorship includes:

- 6” table in the exhibit hall
- Additional exhibit table located in the Opening Gala food reception area
- Two (2) chairs, power, and WiFi
- 32” Screen with a stand
- Two (2) full conference passes
- Acknowledgement in the opening notes of the Gala given by Kaltura executive
- Welcome sign at the reception hall entrance and sponsor logo on exhibit hall signage
- Opportunity to provide branded gifts to Gala attendees (gift to be provided by the sponsor)
- Sponsor logo, URL, and 50-word description on conference website
- Sponsor logo, URL, and 25-word description on conference mobile app
- Sponsor logo acknowledgement in pre-event attendee communications
- Sponsor acknowledgement in Kaltura social channels

Sponsorship Opportunities



Party Sponsor

\$15,000 (1 available)

Be an exclusive sponsor at the Kaltura Connect Party taking place on Wednesday night (1/22/20). More details on venue and activities to come

Sponsorship includes:

- Designated welcome sign at the party venue entrance
- Opportunity to provide branded party items (like hats, t-shirts, sunglasses, necklaces etc.)
Gifts to be provided by the sponsor
- Two (2) full conference passes
- Sponsor acknowledgement on the party entrance wrist band
- Sponsor logo, URL, and 50-word description on conference website
- Sponsor logo, URL, and 25-word description on conference mobile app
- Sponsor logo acknowledgement in pre-event attendee communications
- Sponsor acknowledgement in Kaltura social channels



Sponsorship Opportunities



Giveaway Sponsor

\$2,000 (3 available)

Sponsors gain extra exposure with a branded item placed in all attendee welcome bags.

Sponsorship includes:

- Sponsor giveaway item included in the welcome bags (sponsor to provide item, size restrictions).
- Two (2) full conference passes
- Sponsor acknowledgement in Kaltura social channels

Note: Item must be approved by Kaltura Event Committee.

Sponsorship Opportunities



Hotel Room Keycards Sponsor

\$10,000 (1 available)

Be the brand every attendee sees first thing in the morning, last thing at night and every other time they enter their hotel room. Hotel Key Card sponsor has their logo branded, ensuring repeat brand awareness.

Sponsorship includes:

- Branded hotel room keycards for every Kaltura Connect guest
- Two (2) full conference passes
- Sponsor logo, URL, and 50-word description on conference website
- Sponsor logo, URL, and 25-word description on conference mobile app
- Sponsor logo acknowledgement in pre-event attendee communications
- Sponsor acknowledgement in Kaltura social channels

Note: Graphic must be approved by Kaltura Event Committee.

Sponsorship Opportunities



Room Drop Sponsor

\$10,000 (1 available)

Deliver your message directly to each attendee by providing marketing collateral and/or a branded premium gift in every guest's hotel room.

Sponsorship includes:

- 1 letter and/or 1 branded gift item in every guest room. Must arrive to Kaltura completely assembled and ready for delivery.
- Two (2) full conference passes
- Sponsor logo, URL, and 50-word description on conference website
- Sponsor logo, URL, and 25-word description on conference mobile app
- Sponsor logo acknowledgement in pre-event attendee communications
- Sponsor acknowledgement in Kaltura social channels

Note: Item must be approved by Kaltura Event Committee.

Sponsorship Opportunities

Keynote Session

\$30,000 (1 available)

Gain high recognition and visibility of your company at one exclusive keynote session. One opportunity to address ALL Kaltura Connect attendees at a keynote session that will take place during the morning hours

Sponsorship includes:

- 30-minute inspiring (non-promotional) keynote session during the main conference
- Session highlighted on conference website and in conference mobile app
- Sponsor logo to be posted in signage and overall agenda program
- opportunity to have collateral in the General Session room
- Two (2) full conference pass
- Sponsor logo, URL, and 50-word description on conference website
- Sponsor logo, URL, and 25-word description on conference mobile app
- Sponsor logo acknowledgement in pre-event attendee communications
- Sponsor acknowledgement in Kaltura social channels

Note: session content must be approved by Kaltura Event Committee.

Sponsorship Opportunities



Breakout Session

\$8,500 (3 available)

Enhance your sponsorship with a breakout session at Kaltura Connect main conference.

Sponsorship includes:

- 45-minute speaking session during one of the breakout sessions tracks
- Session highlighted on conference website and in conference mobile app
- Sponsor logo to be posted in signage and overall agenda program
- opportunity to have collateral in the Breakout Session room
- Two (2) full conference pass
- Sponsor logo, URL, and 50-word description on conference website
- Sponsor logo, URL, and 25-word description on conference mobile app
- Sponsor logo acknowledgement in pre-event attendee communications
- Sponsor acknowledgement in Kaltura social channels

Note: session content must be approved by Kaltura Event Committee.

Application for Kaltura Connect Sponsorship



To confirm your participation as a sponsor at Kaltura Connect 2020, please complete the application form and e-mail to: ConnectSponsorships@kaltura.com

Once completed, you will be sent a confirmation email and an invoice.

Full payment is required to secure your sponsorship.

PRIMARY CONTACT

Company Name

Primary Event Contact

Mailing Address

City, State, Postal Code, Country

Email

Company web address

Primary Billing Contact

Position

Phone

Kaltura Connect Sponsorship Packages

Kaltura Connect Exhibitor \$7,000

Opening Gala Sponsor \$11,000

Party Sponsor \$15,000

Giveaway Sponsor \$2,000

Room Drop Sponsor \$10,000

Hotel Room Keycards Sponsor \$10,000

Keynote Session \$30,000

Breakout Session \$8,500

Total Sponsorship:



PAYMENT

Payment by check

Kaltura, Attn: Obe Boakye (CONNECT).

250 Park Avenue South, New York,

NY 10003

Payment by bank wire

Account name: Kaltura Inc

Bank name: Silicon Valley Bank

Routing number: 121140399

Swift code: SVBKUS6S

Account number 3301431658

I have read and agree to all of the terms of this Sponsorship Application and Agreement, including the Terms and Conditions attached hereto. I am authorized to sign on behalf of the sponsoring entity listed above and that all information I have provided is complete and accurate.

Approval by Name/ Title

Signature

Date

Examples of Titles of Previous Kaltura Connect Attendees



Please note that these are a sample only of attendees from the previous Kaltura Connect.

<i>EDUCATION</i>	<i>ENTERPRISE</i>	<i>MEDIA</i>
Assistant Director, Teaching and Learning With Technology, Department Head, Digital Studio - New York University	Knowledge Services IT Program Architect - Eli Lilly and Company	Product Manager - ABC News
University Communications - Cornell University	Logistical and Planning Consultant - MetLife	Solution Architect for Amazon Silk - Amazon
Instructional Technologist - American University	VP - SAP	Advertising - Barstoolsports.com
Director of Client Support Services - Central Connecticut State University	Creative Services Manager - Whirlpool	Director - Bell Communications
Technical Specialist - Columbia School of Engineering	eLearning Manager - Coldwell Banker	VP, Product Development - Cablevision
Senior Architect, Digital Repositories and Cloud Infrastructure - Princeton University	Chief Executive Officer and Co-founder - Airdroids Inc	Developer - CBS Corp.
Video Content Manager & Edito - Fashion Institute of Technology - SUNY	Sr. Technical Director - AT&T (Internal)	Founder and CEO - Corporate Television
Site Administrator - Georgia Southern University	Digital Media Professional - Avaya	Senior Director, Application Development - Discovery Communications
Asst. Director of Educational Technology - Harvard University SEAS	System Architect - Bank of America, NA	Director , Technology - Disney International EMEA
Web Content Manager - Indiana Wesleyan University	Director, Global Head of Unified Communications & Collaboration - BlackRock	Sr Business Development Manager - FreeWheel
Director of Media Services - Infobase Learning	Director, Enterprise Learning - Blue Cross Blue Shield of North Carolina	Director - HBO.
Manager of Video Operations - Kaplan Test Prep	Web Developer - Bytemark	President - herFlix
CEO - Learning Valley	Vice President, Global Sponsorships & Client Programs Sports & Entertainment - IBM	Chief Commercial Officer, Hive Streaming - Hive Streaming
Faculty Support Helpdesk - Rutgers University	Vice President, Business Development - Captionmax, Incorporated	CEO - Founder - IndieFlix
AVP for Technology - Old Dominion University	Manager, Online Platform & Content - CENTURY 21 Real Estate LLC	VP Branded Entertainment & Program Development - Meredith
IT Generalist - Royal Danish Library (previously DSL)	Distribution Director - Electronic Arts Intermix Inc	CEO - Panda O.S.
System Administrator - Saxion	Director of Sales - Enterprise Business - Elemental Technologies, LLC	Vice President, Digital Businesses - Postmedia Network Inc.
Product Owner - SUNET	COO - Empress Media Asset Management	Director of Technology - Multimedia Platform - PR Newswire
Senior Director of Data & IT - Uncommon Schools	Information Specialis - The World Bank	Digital and Home Video Distribution Coordinator - Sesame Workshop
Media Pro - University of Alaska Anchorage	CEO - Hive Streaming	Business Strategy - Tata Communications America Inc
Consultant PM - University of British Columbia	VP - IKEA	Senior Vice President Corporate Technology at Hearst Corporation - The Hearst Corporation
Programmer - University of California, Davis	Director - Intel Capital	Lead Video Software Engineer - The New York Times
Strategist for Academic Engagement - University of Virginia (UVA)	Vice President, Enterprise - Morgan Stanley	Director, Direct To Consumer Technology - The Walt Disney Company

Terms and Conditions



This Sponsorship Agreement (“Agreement”) is made by and between Kaltura, Inc. (“Kaltura”) and the entity indicated in the Sponsorship Application above (“Sponsor” together with Kaltura, the “Parties”). In consideration of the opportunity to participate as a sponsor of Kaltura Connect 2020 hosted by Kaltura (the “Conference”), Sponsor agrees to these Terms and Conditions.

SPONSORSHIP BENEFITS: Sponsor will receive the sponsorship benefits listed above in connection with the chosen Sponsorship Package.

SPONSORSHIP PAYMENT: Sponsor agrees to pay the fees specified in the Sponsorship Application above within thirty (30) days from the date of invoice. The sponsorship will be confirmed upon full receipt of payment of sponsorship fees.

INDEMNITY AND LIMITATION OF LIABILITY: Neither Kaltura, any co-sponsor, service provider nor any of their respective officers, agents, employees, facilities, representatives, assigns, nor any volunteer otherwise affiliated with the Conference shall be liable for, and Sponsor hereby releases them from, any claims in law or equity (or both) for damage, loss, harm, or injury to the person, property or business of the Sponsor and/or any of its visitors, officers, agents, employees, or other representatives in connection with the Conferences. The Sponsor shall indemnify, defend, and hold harmless Kaltura, its officers, directors, employees, agents, co-sponsors and venue providers harmless from and against any and all claims, demands, suits, liability, damages, losses, costs, reasonable attorney’s fees, and expenses that result or arise from any action or failure to act on the part of the Sponsor or any of its officers, agents, employees, or other representatives, including, without limitation, any intellectual property-related claims related to content that Sponsor provides in connection with the Conference. Under no circumstance will Kaltura, any co-sponsor, or the venue provider be liable for lost profits or other incidental or consequential damages for any of their acts or omissions whatsoever, whether or not appraised of the possibility or likelihood of such damages or lost profits. In no event shall Kaltura’s

liability, under any circumstance, exceed the amount actually paid to it by Sponsor pursuant to the Sponsorship Application. KALTURA MAKES NO REPRESENTATIONS OR WARRANTIES REGARDING THE CONFERENCE, ITS CONTENT OR STRUCTURE, OR THE NUMBER OF ATTENDEES, AND EXPRESSLY DISCLAIMS ANY IMPLIED WARRANTIES.

LICENSE. Sponsor hereby grants Kaltura a worldwide, royalty-free, perpetual, transferable, non-exclusive license to use, exhibit, broadcast, publish, publicly display, make available, publicly perform, distribute, promote, copy, store, reproduce, and prepare derivative works from any content that Sponsor presents in connection with the Conference, including, without limitation, any recorded version of a presentation given by Sponsor during the Conference, or in connection with the Conference.

INSURANCE: Sponsor shall maintain, at its sole cost and expense, sufficient liability insurance to cover all potential problems that could arise in connection with Sponsor’s participation in the Conference. In addition, Sponsor acknowledges that neither Kaltura, nor the venue provider, maintain insurance covering Sponsor’s participation in the Conference, and that Sponsor exclusively bears the responsibility for obtaining insurance sufficient to cover any losses borne by Sponsor in connection with the Conference.

OBSERVANCE OF LAWS: Sponsor shall abide by and observe all laws, rules, regulations, and ordinances (including all laws and regulations relating to data privacy and electronic communications) in the course of its participation in the Conference.

CANCELLATION OR TERMINATION BY KALTURA: If for any reason beyond its reasonable control, including but not limited to fire, strike, earthquake, damage, government regulation, public catastrophe, or act of God, Kaltura determines that the Conference or any part thereof cannot be held, Kaltura may cancel the Conference or any part thereof. In the event of such cancellation, Kaltura shall, upon request, refund the fees specified in the Sponsorship Application, after deducting all reasonable expenses

incurred by Kaltura. In such event, Kaltura will provide an accounting of Conference expenses incurred. Sponsor further understands that Kaltura may, in its sole discretion, cancel the Conferences for reasons other than those stated above, in which case Sponsor’s sole and exclusive remedy shall be a refund of any fees paid to Kaltura.

CANCELLATION OR TERMINATION BY SPONSOR: This is a legally binding contract. All payments made to Kaltura or agreed to under this Agreement shall be deemed fully earned and non-refundable in consideration of the expenses incurred by Kaltura and Kaltura’s lost or deferred opportunity to provide sponsorship opportunities to others.

AUTHORITY: Each Party represents and warrants that the execution, delivery and compliance with the terms of this Agreement by such Party and consummation by it of the transactions contemplated hereby have been duly and validly authorized by all necessary corporate or other action and the agreements contained herein constitute valid and legally binding obligations and are enforceable in accordance with their terms.

WAIVER: The failure of either Party to insist on strict compliance with any of the terms, covenants, or conditions of this Agreement by the other Party shall not be deemed a waiver of that term, covenant, or condition.

ENFORCEABILITY: Each provision of this Agreement shall be separately enforceable, and the invalidity of one provision shall not affect the validity or enforceability of any other provision.

GOVERNING LAW: The validity, interpretation, enforceability, and performance of this Agreement shall be exclusively governed by and construed in accordance with the laws of the State of New York. The Parties hereby agree to submit to the exclusive jurisdiction of the courts of New York.

ENTIRE AGREEMENT: This Agreement constitutes the only agreement, and supersedes all prior agreements and understandings, both written and oral, among the parties with respect to the subject matter hereof. This Agreement may not be amended or modified, except in the form of written amendment signed by all parties to this Agreement.