

Terms and conditions

Cornerstone Convergence Virtual Event Sponsorship Agreement Rules and Guidelines.

1. Certain guidelines have been established for the Cornerstone Convergence 2020 Virtual event to help ensure that each Convergence sponsor has an equitable experience and the opportunity for maximum promotional exposure. The signatory hereto certifies that it is authorized to sign and bind its organization to these Rules and Guidelines.
2. Sponsors shall not directly or indirectly cause any violation of these Rules and Guidelines.
3. Cornerstone is committed to providing a safe, productive, and welcoming environment to all participants, including staff and sponsors. Cornerstone has no tolerance for discrimination, harassment, or bullying in any form at any of our Cornerstone events. Participants are expected to adhere to these principles and our guidelines as set forth by these Rules and Guidelines.
4. Cornerstone reserves the right, in its sole discretion, to determine the eligibility of any company, virtual display, or product and based thereon deny access to, or use of, the virtual event, the exhibit hall, and/or any exhibit space.
5. Sponsors/exhibitors are limited to one dedicated page in the Sponsor Gallery as outlined in the Sponsorship Prospectus.
6. Assigned page location is solely at the discretion of Cornerstone. This will be in alphabetical order.
7. Sponsors/exhibitors are not permitted to plan any activities or sessions that conflict with the agenda outline provided as part of the Sponsorship Prospectus without the written approval of Cornerstone. Any violation of this term is subject to penalty or fine by Cornerstone, and/or removal from participation in the event without refund.
8. Contact information for a specific attendee will be provided by Cornerstone to sponsors if such an attendee visited sponsor's authorized activity. Sponsor hereby agrees to abide by all of its legal obligations in collecting attendees' contact information, including the obligation to provide a lawful basis for collection and/or processing of any personal data or personally identifiable information. Sponsor may only process data under the provisions of all applicable law. In any case, sponsor will provide an opt-out option to all contacted attendees by publishing and/or communicating an email address to which attendees may send an objection request. The sponsor shall address any and all opt-out requests without undue delay and shall manage any other attendee or other data subject request in compliance with all applicable law.
9. Sponsor will respect the goal and culture of the Cornerstone event which is to provide value with relevant content for the attendee. This includes the following rules of behavior regarding attendee data:
 - Sponsor may only engage with attendees directly participating in sponsor's activities. A list of such attendees will be provided to sponsor by Cornerstone;
 - Sponsor may only engage with attendees who first initiate direct communication with sponsor during the Cornerstone Convergence 2020 Virtual Event;
 - Sponsor shall be responsible for attendee records, including all security for such record
 - Sponsor is required to immediately adhere to any attendee's request to opt-out of receiving communications and must erase the requesting attendee's information from any system in which their data is stored within (7) days of the request except where applicable law requires a different retention period;
 - Sponsors must notify Cornerstone in writing of any security breach involving an attendee's personal information immediately, in any case within 24 hours, after becoming aware of such breach, for the duration of the event plus 4 weeks thereafter;
 - Sponsors may communicate directly with attendees on social media platforms, such as LinkedIn, only when such communication is first initiated by the attendee or otherwise explicitly approved by the attendee;
 - Sponsors must report any discriminatory or unacceptable behavior in violation of these Rules and Guidelines. Such behavior includes, but is not limited to, the following:
 - taking screenshots or videos of individuals or their profiles outside of opt-ins;
 - discrimination in any context relating to race, gender, sexual orientation or any other characteristic;
 - any behavior otherwise prohibited by law.
 - Resellers are precluded from advertising or discussing any activities as a Cornerstone reseller with the event attendees.
10. All cancellations must be sent in writing to Cornerstone's Convergence Sponsor Team (sponsorships@csod.com) and a cancellation fee will be assessed as noted below:

If sponsor cancels this sponsorship package, sponsor will receive a partial refund of the sponsorship package fee of:

 - 50% if sponsor cancels more than 30 days prior to the event.
 - 0% if sponsor cancels within 14 days of the event.
11. The sponsor/exhibitor is responsible for all fees, penalties and expenses related to its sponsorship of the Convergence 2020 Virtual Event.
12. Sponsor agrees to defend, indemnify and hold harmless Cornerstone, its officers, affiliates, agents and employees (collectively, "Cornerstone Indemnitees") from and against any and all third party claims and causes of action, as well as related losses, liabilities, claims, actions, suits, judgements, awards, settlements, damages, expenses and costs (including reasonable attorney's fees and related court costs and expenses) (collectively "Damages"), incurred or suffered by Cornerstone arising out of sponsor's performance of the activities outlined herein or otherwise related to its sponsorship of Cornerstone's Convergence 2020 Virtual event. Further, Sponsor shall not settle, or admit liability with respect to, any such Damages, which would result in liability to Cornerstone without prior written consent of Cornerstone.
13. Cornerstone may use sponsor-submitted logo and trademarks related to the advertising, marketing and promotion of the conference. Such use will be in accordance with guidelines provided by sponsor to Cornerstone in writing. Any use of Cornerstone's logo by sponsor must be approved by Cornerstone in advance in writing.
14. Sponsor application must be received by **July 31, 2020**.