

HIRING
SUCCESS

20

WHERE THE FUTURE OF
RECRUITING HAPPENS



San Francisco | February 11-12, 2020

WELCOME TO HIRING SUCCESS

Hiring Success will assemble 1200 senior talent acquisition executives and forward thinking recruiting tech founders to shape the future of recruiting.

Since 2016, Hiring Success grew 3X year over year, solidifying its position as a premier industry event that forges a tight knit community.

It's a three day immersive experience on February 10-12 2020 that dives into diversity and inclusion, innovation, and achieving Hiring Success.

Whether you are a C-level exec, HR IT, recruiter, or a recruiting tech provider, expect to build a meaningful network and gain new and relevant skills.





Check out our #HireEU event last fall in Amsterdam, which included an action-packed 2 days with global TA leaders featuring amazing content, workshops, a hackathon, and one amazing party.

HIRING SUCCESS 2020



1200
PRACTITIONERS



100
SPEAKERS



30
PARTNERS



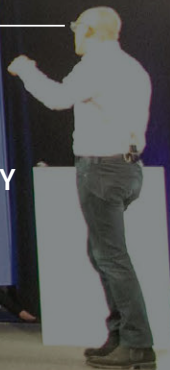
3
STAGES



1
HACKATHON



1
EPIC PARTY



At a Glance:

February
11-12, 2020

Marriott Marquis
San Francisco

[Event Website](#)

Sponsor Deadline:
November 30, 2019

CONFIRMED SPEAKERS



Manish Asnani
SVP, Human Resources
Visa



Lawrel Aufmuth
Vice President, Talent Acquisition
Advantage Solutions



Gary A. Bolles
Chair for the Future of Work
Singularity University



Bridgette Corridan
Senior Manager, Talent Acquisition
Gap



Albert Loyola
AI Lead in TA and HR
Accenture



Dr. Steven Jones
Traveling Monk - CEO
JONES



Celinda Appleby
Director, Global Talent Attraction
Visa



Nora Elmanzalawy
VP, NY Metro Tech Recruiting Lead
JPMorgan Chase & Co.



Sondra Dryer
Global Head of Brand & Experience
Alexander Mann Solutions



Hung Lee
Co-founder & CEO
Workshape.io



Sandi Lurie
VP, Global Recruiting
Optimizely



Missy Hallead
President | Former VP Global HR
All in Leadership | MGM Resorts



Denise Moulton
VP, HR & Talent Research
Bersin, Deloitte Consulting



Jason Paradowski
Head of HR and TA, Americas
Bosch



Ronda Sheffield
VP, Human Resources
Lowe's Companies

FEATURED ATTENDEES



“ Loved every moment of it guys. You put on an incredible show... super diverse, smart, relevant. Great work all around!

Steve Fogarty
Director Talent Experience at Twitter

“ I had a fantastic time. It was great to meet individuals from across the industry with inspiring ideas and fresh perspectives.

Laura Smith
Director, Global Human Resources at Visa

PAST SPONSORS



“ Great event for brand awareness and lead generation!

“ So many recruitment experts all under one roof with great opportunities to meet personally and have conversations one on one.

“ We’ve already closed 3 deals from Hiring Success just 3 months after the show.

Why Sponsor?

Hiring Success is an opportunity to build brand awareness among global TA leaders and among industry influencers. Sponsoring Hiring Success provides face-to-face exposure and networking opportunities to build a pipeline of targeted prospects. It's also an opportunity to build personal relationships with SmartRecruiters' sales executives to fuel co-marketing and co-selling efforts.

Hackathon

Marketplace partners can use their integration as their hack, others will get a sandbox, API access, and a tech support team to build on top of SmartRecruiters prior to Hiring Success. At Hiring Success, attendees will be given \$100k in play money to spend on participants. This reverses the tide to bring attendees to demo your product. Top 3 earners will demo on main stage and the winner gets a gold sponsorship at the next Hiring Success.

Top 2 reasons to sponsor:



Brand Awareness



Lead Generation

Most loved benefits:



ample time to network with attendees + branding opportunities



90% of sponsors agreed they received a good ROI

LOCATION

Marriott Marquis

780 Mission Street
San Francisco, California 94103

San Francisco Marriott Marquis sits in a prime location in downtown San Francisco, where guests have easy access to numerous attractions, including Oracle Park, the Moscone Center and the sights of SoMa. The hotel features popular restaurants and bars, including the much-lauded The View Lounge which boasts extraordinary views of San Francisco. You also can take advantage of the hotel's soothing spa services and fitness center.



PARTNER SPONSORSHIP OPPORTUNITY

	TITLE	PLATINUM	GOLD	HACKATHON ONLY
AVAILABILITY	1 Available	5 Available	15 Available	6 Available
PRICE	\$35,000	\$20,000	\$12,500	\$5,000
PRE-EVENT BENEFITS				
EVENT WEBSITE	Large logo	Medium logo	Medium logo	Small Logo
HACKATHON ENTRY	x	x	x	x
EVENT MOBILE APP	Logo and description	Logo and description	Logo and description	N/A
PRE-EVENT ATTENDEE LIST (w/o contact details)	1 week before event	1 week before event	N/A	N/A
SOCIAL PROMOTION	Three mentions	Two mentions	One mention	N/A
EVENT BENEFITS				
BOOTH SIZE	Large	Medium	Small	Tabletop
HIRING SUCCESS JOURNAL ARTICLE (reaches 30k recruiters)	x	N/A	N/A	N/A

	TITLE	PLATINUM	GOLD	HACKATHON ONLY
WORKSHOP (exec level only, joint customer required, content and speaker must be approved by SR)	x	x	N/A	N/A
VIDEO INTERVIEW	x	x	N/A	N/A
ONSITE SIGNAGE	x	x	x	x
CONFERENCE STAFF TICKETS	8	5	3	2
ADDITIONAL STAFF TICKETS AVAILABLE TO PURCHASE AT \$495 DISCOUNTED RATE	3 (\$1,800 savings)	2 (\$1,200 savings)	1 (\$600 savings)	N/A
VIP CLIENT TICKET (enterprise only, not transferable to staff)	3	2	1	N/A
SOCIAL PROMOTION (during and/or post-event)	Two mentions	One mention	One mention	N/A
POST-EVENT ATTENDEE LIST WITH CONTACT DETAILS	x	x	w/o contact details	N/A

A LA CARTE ADD-ONS

VIP Dinner \$15,000	Exclusive sponsor 3 tickets 3 min speech before CEO at beginning of event Signage
Closing Happy Hour \$15,000	3 tickets Onsite signage Logo on promotional materials
Conference Bag \$15,000	Company logo featured on official conference bag, alongside conference logo
Session Track \$10,000	Brand the stage for both days
Branded Coffee Cart \$10,000	Includes signage and branded coffee cup sleeves during all conference refreshment breaks
Charging Station \$7,000	Includes logo/artwork on charging station with option to distribute collateral (provided by sponsor)
Water Bottles \$5,000	Includes company logo
Portable Phone Charger \$5,000	Includes company logo
Room Drop \$3,500	Drop an item of your choice to all attendee rooms at the official conference hotel to gain extra brand exposure and drive traffic to your demo area

Have another cool sponsorship add-on idea
that you want to pitch?

Contact us to discuss!

r.baladi@smartrecruiters.com



CONFERENCE SPONSORSHIP AGREEMENT

_____ (“Company”) agrees to purchase from SmartRecruiters (“SR”) one of SR’s sponsorship packages related to its Hiring Success conference to take place February 11–12, 2020. Specifically, Company agrees to purchase the sponsorship package indicated below at the stated price:

- Gold** package for \$12,500
- Platinum** package for \$20,000
- Title Sponsorship** package for \$35,000
- VIP Dinner** package for \$15,000
- Session Track** sponsor for \$10,000

Add-ons _____

Notes _____

AGREED TO BY

Signature of Authorized Representative of Company

Date

Printed Name and Title of Authorized Representative

Address of Authorized Representative

Phone Number of Authorized Representative

Email Address of Authorized Representative

Accounting Contact

Phone

Email

Conference/Logistics Coordinator

Phone

Email

SmartRecruiters Representative

Effective Date

SmartRecruiters Inc, 225 Bush Street, Suite #300 San Francisco CA 94104

Email: r.baladi@smartrecruiters.com

CONFERENCE SPONSORSHIP AGREEMENT

This Conference Sponsorship Agreement (“Agreement”) is entered into between (“Company”) and SmartRecruiters Inc, 225 Bush Street, Suite 300, San Francisco CA 94104 (“SR”). Company and SmartRecruiters may be referred to herein individually as a “Party” and collectively as the “Parties.

Company agrees to purchase from SmartRecruiters, one of SR’s sponsorship packages related to its Hiring Success conference to take place February 11-12, 2020 (“Event”). Specifically, Company agrees to purchase the sponsorship package indicated the offer provided.

Agreement

This Agreement including the attachment(s) referred to in it, constitutes the entire agreement between the Company and SmartRecruiters. Any other terms and conditions are void and not applicable to the Parties.

Terms of Payment

100% of the fees are due within 30 days of contract signature.

CancellationIn the event of a cancellation (including a failure to pay the sponsorship package price) by Company for any reason, Company will pay SR a cancellation fee calculated as follows: (i) if the

cancellation is 8 weeks prior the first day of the Event : a fee equal to 50% of the sponsorship package price; (i) if the cancellation is less than 8 weeks prior the first day of the Event, then the cancellation fee is equal to 100% of the sponsorship package price. is 8 weeks prior the first day of the Event : equal to 50% of the total Fees owed; (i) if the cancellation is less than 8 weeks prior the first day of the Event, then the cancellation fee is equal to 100% of the total Fees owed.

Sponsor Conduct

No photographs of exhibit spaces or merchandise shall be taken without the prior consent of SR or the sponsor involved. Company shall not violate the wholesale character of the Conference by selling merchandise for delivery at the Exhibit Space or in the Show Building, except that bulk sales of sample lines may be made to dealers for delivery after the Conference in accordance with applicable drayage procedures.

Limitation Of Liability And Indemnity

Neither SR nor the “Show Building” nor any of their officers, agents, employees or other representatives shall be held liable for, and they are hereby released from liability for, any damage, loss, harm or injury to the person or property of the Company or any of its officers, agents, employees, or other representatives, resulting from

theft, fire, water, accident or any other cause. The Company shall indemnify, defend and protect SR and the Show Building against, and hold and save SR and the Show Building harmless from, any and all claims, demands, suits, liability, damages, loss, costs, attorney's fees and expenses of whatever kind of nature, which result from, arise out of or are connected with any acts, or failures to act, or negligence of Company, or any of its officers, agents, employees or other representatives, including, but not limited to, claims of damage or loss resulting from the breach of these Terms, and claims of damage or loss to any third party resulting from any infringement of a copyright or patent or the unauthorized use of a trademark.

In no event shall SR be liable for any consequential, indirect or special damages, whether foreseeable or unforeseeable, whether based upon lost goodwill, lost profits, loss of use of the Exhibit Space, or otherwise, and whether arising out of breach of any express or implied warranty, breach of contract, negligence, misrepresentation, strict liability in term, or otherwise, and whether based on this Agreement, any transaction performed or undertaken under or in connection with the Agreement, or otherwise. Company agrees that the liability of SR for damages, regardless of the form of action, shall in any event be limited to the aggregate Company Fees paid under this Agreement.

Company is required to provide proof of liability insurance coverage prior to set-up of its exhibit or sponsorship. SR requires sponsors to carry a minimum of \$1M per incident coverage for the event dates, listing "SmartRecruiters Inc, 225 Bush Street, Suite 300, San Francisco CA 94104", as an additional insured on the certificate.

Hold Harmless

If, because of war, fire, strike, exhibit facility construction or renovation project, logistical problems, government regulation, public catastrophe, terrorist attack, act of God or the public enemy or other cause beyond the control of SR, the Conference or any part thereof is prevented from being held, is cancelled by SR or the Show Building or Exhibit Space or any part thereof becomes unavailable, SR shall have no liability to Company, except that SR, in its sole discretion, shall determine and refund to the Company its proportionate share of the balance of the aggregate sponsorship fees received which remains after deducting expenses incurred by SR and reasonable compensation to SR, but in no case shall the amount of the refund to Company exceed the amount of the sponsorship fee paid.

Confidentiality

"Confidential Information" means any non-public or proprietary information or material relating to a Party, whether orally, in writing disclosed to the receiving Party, in electronic, tape, disk, or any

other physical or visual form, by or on behalf of the disclosing Party, that is marked or designated as confidential or might reasonably be considered as confidential, including without limitation, all know-how, trade secrets, scientific, technical, statistical, strategic, financial or commercial information.

Each Party agrees to: (a) use the Confidential Information of the other Party only for the purposes described and as permitted herein; and (b) restrict access to the Confidential Information to such of its personnel, agents, and/or consultants, if any, who have a need to have access and who have been advised of and have agreed in writing or are otherwise bound to treat such information in accordance with the terms of this Agreement.

The foregoing provision will not apply to Confidential Information that (a) is publicly available or in the public domain at the time disclosed; (b) is or becomes publicly available or enters the public domain through no fault of the recipient; (c) is rightfully communicated to the recipient by persons not bound by confidentiality obligations with respect thereto; (d) is already in the recipient's possession free of any confidentiality obligations with respect thereto at the time of disclosure; (e) is independently developed by the recipient; or (f) is approved for release or disclosure by the disclosing Party without restriction.

Notwithstanding the foregoing, each Party may disclose Confidential Information to the limited extent required (a) in order to comply with the order of a court or other governmental body, or as otherwise necessary to comply with applicable law, provided that the Party making the disclosure pursuant to the order will first have given written notice to the other Party and made a reasonable effort to obtain a protective order; or (2) to establish a Party's rights under this Agreement, including to make such court filings as it may be required to do.

Intellectual Property Rights

"Intellectual Property Rights" or "IPR" means all intellectual property rights wherever in the world, whether registered or not registered, including: (a) all patent and patent applications; (b) trademarks, business names and logos (registered or not registered); (c) trade secrets; (d) copyrights; (e) proprietary and confidential information, ideas, inventions, techniques, sketches, drawings, works of authorship, models, inventions, know-how, processes, apparatuses, equipment, algorithms, software programs, software source documents; and (f) all other similar proprietary and confidential rights.

Company grants SR a non-exclusive, worldwide, royalty-free and fully paid license to use Company's intellectual property rights, trademarks and logos for inclusion in the relevant content and

materials for the Event.

Nothing in this Agreement shall operate to assign or transfer any Intellectual Property Rights from a Party to the other Party. Ownership of all work product, developments, inventions, technology or materials provided by SmartRecruiters under this Agreement will be solely owned by SmartRecruiters.

Severability

If any provision of this Agreement is, for any reason, held to be invalid or unenforceable, the other provisions of this Agreement will remain enforceable and the invalid or unenforceable provision will be deemed modified so that it is valid and enforceable to the maximum extent permitted by law.

GDPR guidelines

The attendee list includes Hiring Success EU attendees who have agreed to be contacted by sponsors based on our Terms & Conditions & Privacy Policy. Due to the recent GDPR regulation in the EU, we allow any attendee who explicitly asks to be removed from this list.

Before you start processing the post-event attendee list:

1. Use of the attendee list for mass mailing electronically is prohibited.

2. Client (Sponsor) shall not distribute the mailing list or any part thereof (except for stated purpose), and shall not copy, photocopy, reproduce, enter into a computer database, or otherwise duplicate in any format any part of the mailing list.

3. In compliance with the General Data Protection Regulation (EU) 2016/679 (“GDPR”) together with all laws implementing or supplementing the same and any other applicable data protection or privacy laws (“Data Protection Laws”), Client (Sponsor) is not permitted to download/upload this information for the purposes of any form of electronic communication without the prior written authorization and consent of the attendees. In the event of any breach or abuse of the attendee list, Client (Sponsor) will not be entitled to receive any lists again and Contractor (SmartRecruiters) reserves the right to cease working with the said Client (Sponsor) in the future.

Governing Law and Jurisdiction

This Agreement will be governed by the laws of the State of California. For any dispute relating to the Agreement, venue shall be any state or federal courts located within the state of California.



See you at
#Hire20

Contact:
Roy Baladi
r.baladi@smartrecruiters.com