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## Ethernet Alliance

### Technology Exploration Forum

### Sponsorship MOU and Application

The Ethernet Alliance hosted Technology Exploration Forum has a limited number of sponsorship opportunities for companies wishing to put their brand in front of leading professionals in the Ethernet ecosystem – including end users, system vendors and component vendors.

In order for the Ethernet Alliance to maintain the highest level of integrity for its education functions, sponsorships are offered at only one level and in conjunction with a specific activity such as a breakfast, refreshment breaks, lunch or the evening networking mixer. Signage will be placed at relevant locations throughout the event as well as in all event documentation including, but not limited to, website postings, email distributions, and hard copy distributions.

<u>Sponsorship Opportunities:</u>	<u>Number Available</u>
• Breakfast	1
• Refreshment Breaks: includes both morning and afternoon breaks	1
• Lunch	2
• Evening Networking Social	3

For more information on sponsorship and promotion opportunities at Next Generation Ethernet Data Center Technology Exploration Forum please contact:

Morgan Seibert,  
Ethernet Alliance Administrator

Email: [admin@ethernetalliance.org](mailto:admin@ethernetalliance.org)

Phone: +1.503.619.0564

Fax: +1.503.644.6708



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## Memorandum of Understanding

This Memorandum of Understanding (MOU) outlines the terms and conditions between \_\_\_\_\_ (hereafter referred to as "Sponsor") and Ethernet Alliance, Inc.

This MOU is effective as of the date it is fully executed by both parties. It will remain in effect until February 2, 2010 or until terminated as described below.

### 1. Services To Be Provided

Ethernet Alliance will host the Technology Exploration Forum: Next Generation Ethernet Data Center as part of the Ethernet Alliance Technology Exploration Forum series.

The Forum will be held February 2, 2010 at Techmart in Santa Clara, CA. The Ethernet Alliance will recruit appropriate speakers and content, present introductions to the subject matter, provide speaker introductions, moderate panel discussions as appropriate, and deliver closing remarks.

The Ethernet Alliance will promote the Forum via direct email, through coverage in the media, through its own social media channels and the Ethernet Alliance web site. Ethernet Alliance will secure meeting space, arrange for food and beverages for attendees, handle seminar registration, coordinate distribution of seminar materials, promote the forum, and host a networking reception immediately following the event.

### 2. Sponsorship Package

The following describes the sponsorship package offered to Sponsor.

- Logo with links and Sponsor designation on all conference material and web site
- Inclusion of company name on all detailed agenda mailings
- Inclusion of company name on all detailed website postings mailings
- On-site signage of at the sponsored activity

### 3. Payment

The fee for two Silver sponsorships is \$2,500. Ethernet Alliance will invoice Sponsor according to the following schedule: \$2,500 due net 30 upon execution of MOU or before January 15, whichever is less.

Sponsorships will be accepted in order of applications received. Failure to provide payments as specified may result in loss of all sponsorship rights. Any party may withdraw from this MOU by giving written notice of intent to do so at least 50 calendar days in advance of the scheduled seminar date. Failure to provide such notice will result in all remaining fees being due and payable upon demand. Fees are non-refundable unless Ethernet Alliance cancels the seminar. This MOU may be modified at any time by written agreement of the parties. Such amendments will require the signatures of all parties affected by such an amendment.

### 4. Limited Liability

Ethernet Alliance is not responsible for lost profits for cancellation of the event due to natural disasters, fire, water, earthquake, or failure of the facility. Neither party shall be liable for the other's lost profits, or special, incidental or consequential damages, whether the action is in contract or tort, even if a party has been advised by the other party of the possibility of such damages. Ethernet Alliance will attempt to recruit qualified attendees as described above but makes no guarantee as to number of attendees.



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Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**EMAIL TO: [admin@ethernetalliance.org](mailto:admin@ethernetalliance.org)**

**Or FAX TO: +1.503.644.6708**

To be countersigned by:

Ethernet Alliance Administration  
Ethernet Alliance  
3855 SW 153<sup>rd</sup> Drive  
Beaverton, OR 97006

Signature: \_\_\_\_\_ Date: \_\_\_\_\_