

Conference Program Guide Advertising Agreement

On-site Conference Program Guide given to all Full Conference Attendees

RSA[®]Conference2015

San Francisco | April 20-24 | Moscone Center

Ad Materials Deadline: February 5, 2015

This Conference Program Advertising Agreement (the "Agreement") is made between RSA Security LLC. ("RSA") and the party set forth below ("Company" or "You") with respect to the placement of an advertisement ("Ad") in the RSA[®] Conference 2015 Program Guide, and is subject to the terms and conditions set forth herein.

Company: _____

Contact: _____ Title: _____

Address: _____ Address 2: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____ Email (required): _____

Select Ad Size:	Trim:	Bleed:	Live Area:	Price:
<input type="checkbox"/> Half Page Horizontal	8.25"W x 4.75"H	8.75"W x 5"H	7.25"W x 4.25"H	\$3,500 USD
<input type="checkbox"/> Half Page Vertical	3.75"W x 10.5"H	4"W x 10.75"H	3.25"W x 10"H	\$3,500 USD
<input type="checkbox"/> Full Page	8.25"W x 10.5"H	8.75"W x 10.75"H	7.25"W x 10"H	\$4,900 USD
<input type="checkbox"/> Two Page Spread	16.5"W x 10.5"H	17"W x 10.75"H	15.5"W x 10"H	\$10,000 USD

HOW TO REQUEST AN AD PLACEMENT:

If paying by credit card or corporate P.O., please complete, sign and fax all pages of this Agreement to **617-848-8773, Attn: RSA[®] Conference**. If paying by check, please complete, sign and fax all pages of this Agreement to 617-848-8773, then mail the original of this Agreement and the check to: **RSA Conference, c/o Nth Degree, PO Box 116368, Atlanta, GA 30368-6368 USA**. If sending via FedEx, please use the following address: **Nth Degree – RSA Lockbox 116368, 100 South Crest Drive, Stockbridge, GA 30281 USA**. Make checks payable to: **RSA Conference c/o Nth Degree**.

Payment Method: Visa MC AMEX Check PO # _____

Credit Card # _____ Exp. Date: _____

Name on Card: _____ Authorized Signature: _____

Billing Address (if different from above) _____

RSA[®] CONFERENCE BRANDING GUIDELINES FOR ADVERTISEMENTS:

- Reference the RSA Conference Expo as **Expo** — NOT: Exposition, Exhibition, Exhibits, Exhibit Hall or Show Floor
- RSA Conference should be referenced as **RSA[®] Conference 2015** (with a registered mark, and without "the" before "RSA") — NOT: RSA 2015, RSA USA Conference, the 2015 RSA Conference, RSA[®] 2015 Conference USA or any other combination of these words.
- Booth Numbers should be referenced in the format of **Booth #xxxx** (without "RSA")
- Any initial reference to the company RSA should be referenced as **RSA, The Security Division of EMC** (subsequent references can be simply RSA)
- Any reference to RSA Conference in a web URL should be **rsac** (NOT rsa)

This Agreement has been duly executed by the parties as of the latest date set forth below.

Company: _____ RSA Security LLC

By: _____ By: _____

Print Name: _____ Linda Gray
General Manager
RSA Conference

Print Title: _____

Date: _____ Date: _____

Advertising Agreement Terms and Conditions
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TERMS AND CONDITIONS

- 1) **Payment.** The Ad Cost is non-refundable for any reason, including, without limitation, in the event of the cancellation of the Ad by Company. Payment in full of the Ad Cost shall be due within 30 days of the date of an invoice from RSA. Amounts invoiced but not paid by Company within thirty (30) days of receipt of such invoice shall bear interest at the rate of one and one-half percent (1.5%) per month until paid, or, if less, the highest rate permitted by law. Notwithstanding the foregoing, in no event shall an Ad be permitted to run in the Conference Program Guide unless the Ad Cost is paid in full by February 6, 2015.
- 2) **Ad Placement.** Advertising space is limited and is available on a first come, first served basis. Accordingly, except as otherwise specifically agreed by RSA and Company, all advertising positioning/placement clauses or conditions will be treated as requests only and cannot be guaranteed. RSA reserves the right to reject any advertisement to be of questionable taste or exaggerated claims.
- 3) **Company's Representations and Warranties.** Company represents and warrants (a) it has the right, title and authority to contents and subject matter of the Ad and to place it in the Conference Program Guide, and (b) the Ad does not violate any law or regulation or infringe upon any right of any third party.
- 4) **Company's Indemnification.** In partial consideration of the placement of Ad in the Conference Program Guide, Company agrees to indemnify and hold RSA and its agents harmless from and against any and all damages, losses and expenses (including reasonable attorneys' fees and expenses) arising out of or related to the appearance of the Ad in the Conference Program Guide, including, without limitation, claims or suits arising out of defamation, intellectual property infringement, misappropriation, unfair or deceptive trade practices or rights of privacy or publicity or from any and all similar claims.
- 5) **Force Majeure.** Neither party shall be held responsible for any delay or failure in performance of its obligations hereunder to the extent such delay or failure is caused by fire, flood, strike, civil, governmental or military authority, acts of God, acts of terrorism, acts of war, epidemics, the availability of the Moscone Center or other similar causes beyond its reasonable control and without the fault or negligence of the delayed or non-performing party or its subcontractors.
- 6) **Limitation of Liability.** In no event shall (a) RSA be liable for any special, consequential, punitive or indirect damages (including, without limitation, lost profits) even if it has been advised of the possibility of such damages, and (b) RSA's liability under this Agreement exceed the Ad Cost.
- 7) **Assignment.** Company shall not assign this Agreement without the prior written consent of RSA.
- 8) **Governing Law.** This Agreement and the rights and obligations of the parties hereunder shall be construed in accordance with and governed by the law of the Commonwealth of Massachusetts, without giving effect to the conflict of law principles thereof. Any legal action of proceeding with respect to this Agreement shall be brought in the courts of the Commonwealth of Massachusetts or of the U.S. District Court for Massachusetts. Each party accepts the exclusive jurisdiction of these courts.
- 9) **Miscellaneous.** No conditions, printed or otherwise, appearing on contracts, purchase orders, insertion orders or instructions which conflict with the provisions of this Agreement will be binding on RSA. A waiver by RSA of breach of this Agreement shall not be considered a waiver of any subsequent breach. This Agreement may be signed in one or more counterparts, and by each party on a separate counterpart, as well as via facsimile, each of which shall be deemed to be an original, but all of which together shall constitute one and the same instrument. Sections 4, 6, 8 and this Section 9 shall survive any expiration or termination of this Agreement.

Conference Program Guide Advertising Materials Submission Statement

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CUSTOMER INFORMATION

Client/Advertiser: _____ Date: _____

Agency submitting ad: _____

Contact (person who is submitting digital file): _____

Telephone (required): _____ Email (required): _____

Submit this form with your ad files. **Important things to remember:** RSA Conference is not responsible for the printed accuracy of files that do not meet the specifications below. If problems are encountered, in some cases they can be corrected for an additional charge.

Select Ad Size:	Trim:	Bleed*:	Live Area*:
<input type="checkbox"/> Half Page Horizontal	8.25"W x 4.75"H	8.75"W x 5"H	7.25"W x 4.25"H
<input type="checkbox"/> Half Page Vertical	3.75"W x 10.5"H	4"W x 10.75"H	3.25"W x 10"H
<input type="checkbox"/> Full Page	8.25"W x 10.5"H	8.75"W x 10.75"H	7.25"W x 10"H
<input type="checkbox"/> Two Page Spread**	16.5"W x 10.5"H	17"W x 10.75"H	15.5"W x 10"H

***Note: The book is perfect-bound;** the area near the spine curves inward and any information that is placed there will be difficult to read. It is very important that you observe the "Live Area" dimensions. For this same reason, please provide left and right bleeds of 1/4" (instead of the regular 1/8") so that the ad can be shifted by 1/8" depending on whether it appears on a left or a right page.

****For Two Page Spread ads:** make sure that no vital information appears in the center 1" to make sure it is legible (it's OK for artwork to go across the binding, but text will be difficult to read in the gutter).

HOW TO SUPPLY ARTWORK FOR YOUR AD:

Please email a low resolution PDF to RSAConferenceAds@nthdegree.com by Thursday, February 5, 2015 for approval. Once approved, please send final artwork as instructed below. Final artwork is due by February 12, 2015.

Please supply artwork for your ad as digital files in **EPS, PDF, or TIF format only**. Native Quark, Illustrator or PhotoShop files will not be accepted. **Include this Ad Submission Form for artwork verification and a color proof if you require color-matching on press.**

DELIVERY METHODS

Note: if you need to ensure color accuracy you must also send a color proof by mail, even if ad was submitted electronically.

- **email** — paola@codacreative.com — Files up to 12MB will be accepted.
- **drop box** — <https://www.hightail.com/u/codacreative> — files of any size are accepted; if sending more than two files please zip before uploading.
- **FTP** — **NOTE: there is no web interface for this FTP site:** you will need to use an FTP application such as FileZilla (for PC) or Fetch (for Mac).
**File names cannot contain spaces or special characters.*
Host: ftp.codacreative.com
User: codaupload
Password: UP!coda
Please notify Paola Coda at paola@codacreative.com or 888-280-1211 ext.1 after uploading so the ad can be downloaded and deleted from the server.
- **Postal/Courier Delivery** — Send to: Paola Coda, Coda Creative, Inc.
5445 Shafter Ave
Oakland, CA 94618 USA

EPS FORMAT

- The file's color space must be CMYK. Colors must be converted to process (no spot colors).
- Convert all fonts to paths/outlines before creating the encapsulated postscript file. Make sure you didn't have any locked layers, so that all type converts to paths regardless of which layer it's on.
- Embed Links. Placed/linked art must be 300-400 dpi in CMYK color (black and white line art should be 800-1200 dpi). Do not place JPG files as the colors won't separate properly.
- Use crop marks and extend bleeds as specified in the specs above.

PDF FORMAT

- All colors must be CMYK and converted to process (no spot colors, even if set up as CMYK). Double check all linked or embedded artwork before distilling the PDF.
- Use crop marks and extend bleeds to RSA Conference Program Guide requirements above. Depending on your software, you may need to increase the document size until the crop marks fall within document boundaries before exporting, to make sure they appear in the PDF.
- You may compress the artwork when saving to PDF, but maintain quality settings at Maximum and don't downsample images below 300 dpi (800 dpi for monochrome bitmap images).
- Embed all fonts.
- *Verify the distilled PDF: Do bleeds extend? Are crop marks visible? Does artwork still look crisp if you zoom in to 400%? Print your color proof from the PDF, not from your original document, to ensure it will match the printed ad.*

TIF FORMAT

- Verify that the color space was converted to CMYK.
- Verify that ad is at correct size for placement and that resolution is at least 300 but no more than 400 dpi.
- If submitting a bleed ad, extend bleeds as indicated in the specs above. Crop marks may be included or excluded, it doesn't matter, but the artwork must be set to the bleed dimensions.
Indicate here what applies:
 - Ad bleeds, and file includes bleeds of _____ inches on each side
 - Ad does not bleed, file supplied is set to live area dimensions

Digital Ad Proofing Waiver: I understand that RSA Conference and its agents are not responsible for the reproduction of the ad if the ad file is supplied incorrectly (as defined above) or if a proof is not supplied.

Name

Signature