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## Rules and Regulations

### 1 Sponsorship Benefits

See Sponsorship Benefits in the Event description

### 2 Obligations of the Partner

Send payment and executed contract to Hubdrive before or by the due date. The Sponsor is obligated to provide booth staff. Please refer to the event description for details. The staff is trained on the solutions and services of Hubdrive and those of the Sponsor's own company. The staff must be fully available for stand service during the entire opening hours. The partner assists in the construction and dismantling of the booth. The Sponsor is responsible for any costs incurred outside of the event package (e.g. staff, travel, entertainment, shipping, material handling, etc.).

### 3 Observance and adherence to deadlines

Submission of all deliverables by the assigned deadline is the responsibility of the Sponsor. The deliverables include, but are not limited to, company description, artwork, logo, banners, etc. If the Sponsor does not meet the deadline, Hubdrive is not required to act upon or fulfill the benefit.

Information and Deadlines are communicated primarily via email and through the Dynamics HR Hub. Hubdrive is not responsible for emails not read, deleted, in the spam filter, or otherwise missed for any reason. Emails are clearly identified in the subject line as Hubdrive event-related critical information.

### 4 Lead process

#### 4.1 Sponsors

Hubdrive chooses Sponsors with different competencies (focus on specific industries, regions, technology, segment etc.).

#### 4.2 Lead generation and enrichment

All leads generated at the event are immediately recorded by provided devices. Leads will be sent to Hubdrive for qualification, classification and enrichment. After the enrichment, the lead is assigned to the Partner who generated the lead.

### 4.3 Assignment

Immediately after the fair, each Sponsor receives the leads generated by their team, enriched by the Hubdrive Marketing team. Hubdrive will communicate with the Sponsors to decide on the appropriate next steps with each individual lead.

Leads generated by the Hubdrive team are allocated in addition by Hubdrive to participating Sponsors. Factors for the allocation are the expertise and experience of the Sponsors, and where applicable, customer wishes.

If a prospect talks to several Sponsors, the prospect decides with whom they would like to continue working.

During a Community Call, Hubdrive offers all Sponsors a platform to exchange leads. In the past, Sponsors exchanged leads if the lead generated by the Sponsor did not fit their own business focus. The Community Call is optional for each Sponsor.

Sales activities will be completed by the Sponsor, in co-operation with Hubdrive.

## 5 Cancellation

Sponsor may cancel participation in the Event and/or terminate the Agreement at any time and for any reason by giving written notice to Hubdrive. Should the Sponsor cancel, Sponsor is liable for 100% of the Sponsor Fee. To cancel, submit written notification for cancellation to [EventManagement@Hubdrive.com](mailto:EventManagement@Hubdrive.com).

## 6 Exhibit and common areas

Dynamics HR Management Marketing material only will be offered to prospects at the booth.

No signs, literature, equipment, furniture, or promotional items may be placed, distributed, or posted inside and outside the exhibit area. Absolutely no branded items may be placed in the exhibit area and common areas such as, but not limited to, bars, dining tables, break-out session rooms, etc. Material found in common areas will be removed and discarded.

Sponsor may not distribute any giveaways that are or could be potentially dangerous or destructive from the Exhibition area or in the conference facility. Examples of potentially dangerous/destructive giveaways include: pocket knives, box knives, stickers, adhesive decals, helium balloons, laser pointers, dart guns, etc.

The Sponsor is not permitted to invite another sponsor or entity to display in their exhibit area without express written permission from Hubdrive. Strict conditions apply regarding exhibit area sharing.

During active Event hours, The Sponsor will not host, sponsor, or conduct any parties, functions, classes, seminars, meals, exhibits, rallies, marketing, or other activities at the Event.

Venue(s) or nearby locations that may conflict with the Event or compete with Event attendance without Hubdrives prior express written consent. Failure to comply may result in Sponsor's loss of sponsor level in subsequent Events.

## **7 Damages**

The Sponsor is not permitted to invite another sponsor or entity to display in their exhibit area without express written permission from Hubdrive.

Hubdrive assumes no liability or responsibility for loss, damage, or theft of exhibitor's materials, property, or person, except to the extent caused by or arising out of the acts, omissions, negligence, or willful misconduct of Hubdrive employees. Valuables must be removed from Exhibit areas when not in use. Hubdrive will not provide security for Exhibit areas.

## **8 Terms & Conditions**

See [Terms and Conditions](#)