

MESA

INTERNATIONAL

Where Manufacturing Meets IT

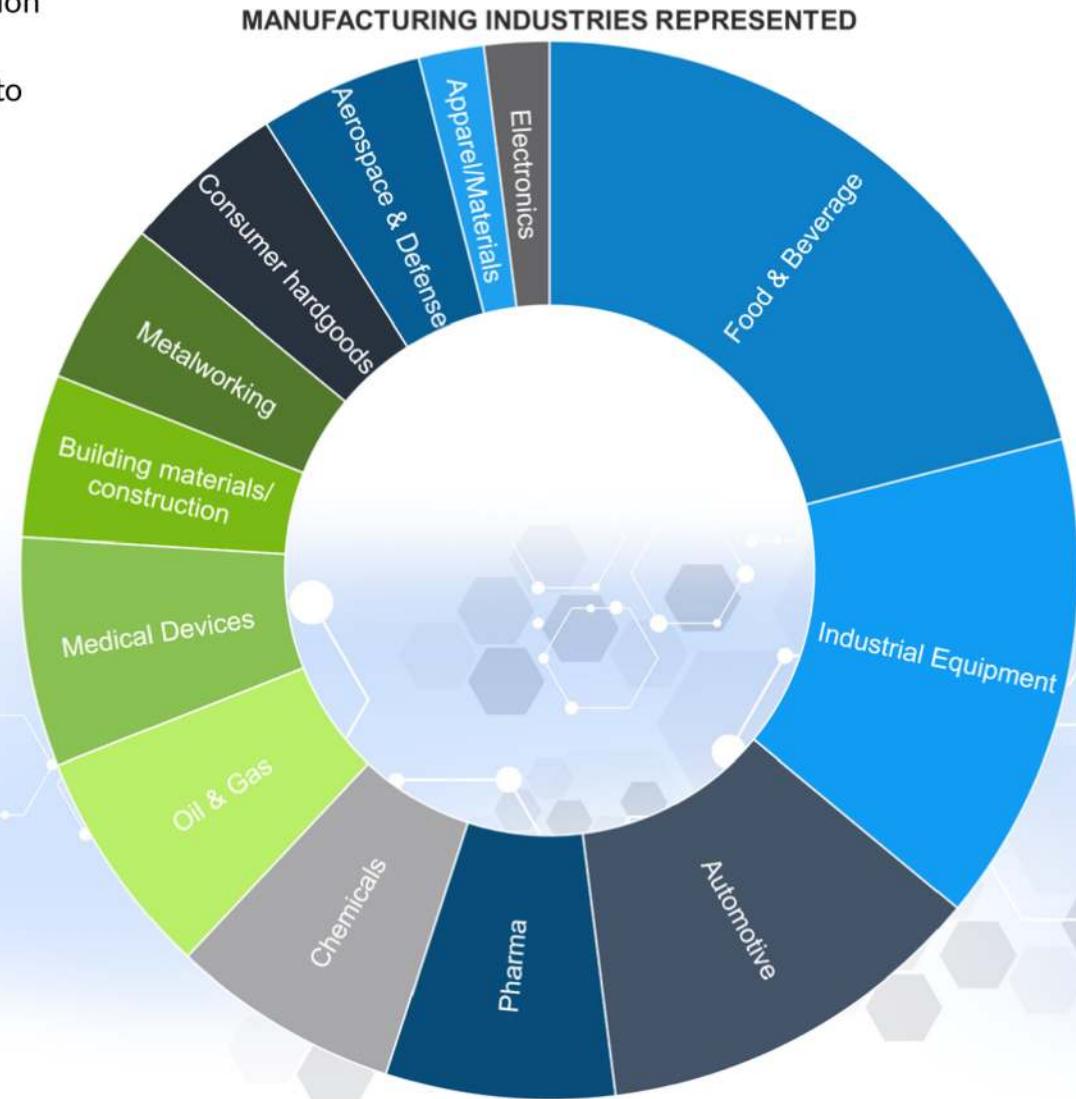
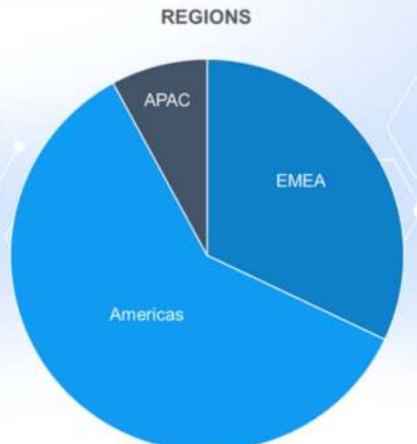


**SPONSORSHIP
PROSPECTUS**

WHY INVEST?

MESA (Manufacturing Enterprise Solutions Association) International is a global nonprofit providing education, networking and best practice sharing around Smart Manufacturing and Industry 4.0. MESA's audience includes manufacturers, producers, industry leaders and solution providers who are focused on driving business results from manufacturing technology.

Sponsors of MESA are committed to helping MESA achieve its mission and seeing manufacturers thrive through their adoption of Smart Manufacturing. From providing support for key strategic initiatives to helping MESA deliver amazing event experiences, these sponsors make a sustained and important contribution to MESA's success.



KEYSTONE SPONSORSHIP

Keystone Sponsorships provide maximum exposure for a company seeking to align itself with MESA. These bundled packages are the most comprehensive of our opportunities available to our industry partners. The program delivers extensive brand recognition throughout the organization, lead generation opportunities and exclusive promotion access to our members. This annual commitment includes a variety of benefits and marketing opportunities designed for a company to reach the manufacturing operations space.

COMPANY MEMBERSHIP INCLUDED
A \$5,500 value!

Sponsorship Benefits

	Platinum \$30,000	Gold \$15,000	Regional \$7,500
Number of named member seats included. These individuals can participate in MESA's groups and have access to the Resources included in the benefits of this membership type with their website login.	20	10	5
Discounted rate to add additional employees to membership.	\$100/person	\$100/person	\$100/person
Manufacturer/Producer company employees may join as named members at no additional cost.	X		
Use of MESA sponsor logo in your organization's promotional materials and website.	X	X	X
Company logo and link placement.	20+ emails per year; prominent placement on website	Monthly newsletter and prominent placement on website	Regional emails and website placement
Add additional branding for subsidiary or acquired business(es).	2 logos included + third can be added for extra fee	1 logo included + second can be added for extra fee	1 logo included
Press release distributed by MESA upon joining as a sponsor. Distributed to MESA's 30,000+ opt-in email and press list.	X	X	X
Social media "Shout outs" from MESA to recognize and thank sponsor.	12	6	4
Custom social media post. Content to be provided by sponsor.	4	2	1
Sponsorship of MESA-run conferences* included in all conference promotional activities and on-site materials.	X	X	Regional events only
Priority placement in MESA's Solution Provider Directory.	Enhanced listing	Enhanced listing	Enhanced listing
Distribute a company event or webinar promotion to the MESA mailing list in a dedicated eblast and social post. Text to be provided by sponsor.	2	1	
Distribute educational sponsored content (white paper, guide, etc.) to MESA's mailing list and in Resource Center. Content to be provided by sponsor. Sponsor will receive contacts. Content is live during sponsorship term.	1		
Sponsored webinar. See Webinar Sponsorship for full details.	1		

WEBINAR SPONSORSHIP

Sponsoring a webinar with MESA helps your company gain qualified leads, as well as adds more exposure to your brand. MESA's sponsors are recognized as partners and are also seen as industry leaders. As a webinar sponsor, your brand will be visible throughout the life of the webinar telling members who you are and showcasing your company as dedicated to advancing Smart Manufacturing. Your topic must be educational in scope and provide business knowledge, solutions and information around Smart Manufacturing/Industry 4.0 topics.

Member Company \$5,500
Non-Member Company \$8,000

Submit a relevant educational topic, provide your own expert speaker and work closely with MESA's Subject Matter Experts to get your webinar up and running.



TIP:
Try to recruit a customer to present! Presentations with manufacturers as presenters or panelists get higher attendance numbers.

Logo/link on website(s) and promotional material as Webinar Sponsor.

Webinar promoted in a dedicated email blast to MESA's subscribers, on the MESA website calendar, in our monthly enewsletter (pre and post based on timing) and on MESA's social media channels. Sponsor may also promote to their network.

MESA will provide the hosting services using Zoom, including a landing page for registration. Submit poll questions to MESA staff in advance to utilize during the live session to help keep the session interactive!

A rehearsal session will be held prior to the webinar with all involved parties.

MESA representative will act as moderator.

Sponsor will receive a list of registered participants with contact information.

Webinar will be recorded and archived for a minimum of three (3) years on MESA's website for public access.

Post webinar email promoting the archived webinar to MESA's subscriber list.

COMMUNITY SPONSORSHIP

MESA's Smart Manufacturing Community is where the voice of the customer is loud and clear. Every two weeks, the passionate and curious join together to discuss where they are on their Smart Manufacturing journey and ask questions about what they need to know. Over 1,000 people from all over the world and every type of manufacturing have joined this dynamic community.

As a solution provider, you have a unique opportunity to raise your visibility and credibility by sponsoring the community. The sessions are facilitated by MESA and focus on the following topics:

4
TOPICS



Smart Connected Factory



Manufacturing Operations Software



Digital Thread/Twin



Smart Connected Supply Chain

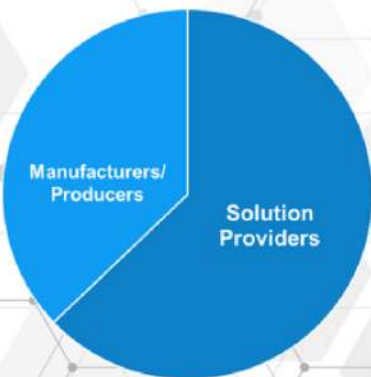
Member Company \$5,500
Non-Member Company \$8,000*
Annual Fee

- Branding on landing and sign-up pages
- Branding on meeting intro slides
- Special thanks on every call
- 20-minute educational slot
- Distribute your educational content (white paper, guide, etc.) to the Community (lead generation)
- Featured post in the Community LinkedIn group
- Brand recognition in social posts about the Community

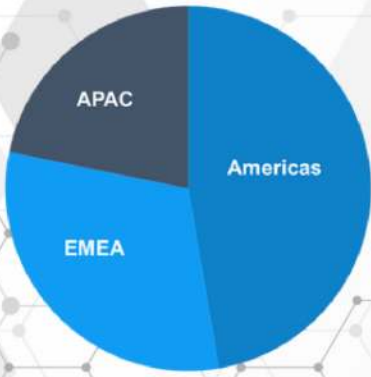
*includes a company membership in MESA (a \$5,500 value!)



COMMUNITY MAKEUP



REGIONS REPRESENTED



VIRTUAL EVENT SPONSORSHIP



Reach MESA International's community of manufacturers, producers, industry leaders and solution providers as a sponsor of our event, **Smart Manufacturing Now!**

**Event Sponsor
\$6,000**

Learn more

mesa.org/smart-manufacturing-now

- Opportunity to bring in a keynote speaker - must be approved by MESA Virtual Event Committee
- Logo on all Virtual Event promotions
- Participant list
- Opportunity to submit sponsored content
- Two-minute Sponsor Company introduction prior to Keynote Speaker
- Access to the recorded event for internal and external use
- One-year individual MESA membership (with access to the MESA library)
- One-year individual MESA membership for sponsor's keynote speaker
- Social Media Posts/Thank Yous
- Send One-Page Information Doc in the post-event attendee email

MESA MODEL USE CASE SPONSORSHIP

Sponsor a use case around the new *MESA Model: A Framework for Smarter Manufacturing*. These short-written works outline examples that combine one or more lifecycles from the model in a smart way by utilizing enabling technologies and incorporating applicable cross-lifecycle threads.

Content for use case provided by sponsor. Use case must be free of overt commercialism (i.e. No product names.) MESA puts the content through review, editing and layout.

Company logo appears on use case.

Logo/link on website(s) and promotional material.

Use case promoted to MESA's subscriber list and on social media channels.

Sponsor will receive a list of those that download the use case with contact information.



Learn more about the MESA Model at www.mesa.org/model

Member Company \$1,000
Non-Member Company \$2,000

The graphic is a sample use case titled "SMART ASSET MANAGEMENT". It features the MESA International logo at the top left and the text "Where Manufacturing Meets IT". A central diagram shows a horizontal cylinder with various lifecycle threads and enabling technologies. The threads include Product, Supply Chain, Production, Production Asset, Order-to-Cash, and Workforce. The technologies include Casuality, Compliance, Modeling/Sim, Analytics, Digital Twin/Thread, Sustainability, and Security. The enabling technologies include Big Data, AI / ML, Wireless, Blockchain, Edge to Cloud, Additive, Robotics, and VR / AR. The diagram is flanked by "Business Objectives" on the left and "Outcomes" on the right. A blue banner at the top right indicates "INDUSTRY: ALL". Below the diagram, the title "SMART ASSET MANAGEMENT" is followed by the text "Improve uptime, utilization and reduce maintenance costs by using smart asset management." A "SUMMARY" section follows, describing the importance of assets in the manufacturing eco-system. The TATA Consultancy Services logo is prominently displayed in the center, with the text "YOUR LOGO HERE" above it. The author information is "Authored by: Dattaraju Doddi, TATA Consultancy Services". A footer note states "This use case illustrates the combinations of Lifecycles, Cross-Lifecycle Threads and Enabling Technologies as illustrated by the graphic above." A copyright notice at the bottom reads "Copyright © 2023 MESA and/or its licensors | All rights reserved."



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SPONSORSHIP AGREEMENT

The Company ("Sponsor") desires to support MESA's mission and purpose by sponsoring an event(s)/activity ("Program") of MESA described in the Sponsorship Package Offer. The purpose of this Agreement is to ensure that both MESA and the Sponsor agree on the planned nature of the program and the recognition to be provided for Sponsor's support.

1. MESA Program. During the term of this Agreement, MESA agrees to identify and acknowledge Sponsor as a sponsor of the Program ("Sponsorship"). Such identification and acknowledgment will include displaying Sponsor's corporate logo and certain other identifying information in connection with the MESA Program, including marketing, advertising, and other appropriate promotional media and materials. The placement, form, content, appearance, and all other aspects of such identification and acknowledgment will be determined by MESA in its sole discretion. MESA and Sponsor agree that the purposes of the Program will be educational in nature, that no product promotion or advertising services by MESA is intended in connection with the Program.

2. Use of Logo and Intellectual Property Rights. The Sponsor will provide MESA with a copy of its logo or trademark in the form required by MESA for the purposes of this Agreement. MESA will only use any logo or trademark provided by the Sponsor for the purposes of this Agreement. The Sponsor warrants that it has full power and authority to provide its logo or trademark as provided to MESA under this agreement. The Sponsor agrees to indemnify and keep indemnified MESA against any claims, actions, liabilities, losses, demands, suits, proceedings, damages, expenses or costs arising out of or in respect of the proper use by MESA of the Sponsor's logo or trademark under this Agreement, including but not limited to any claims in respect of any infringement of any third-party intellectual property rights. Nothing in this Agreement constitutes a grant or creates to or in favor of a party any goodwill or proprietary right in or relation to the other party or any of the other party's intellectual property, including but not limited to the other party's logo or trademarks. Each party agrees not to take any action which may damage the validity or value of the other party's name, corporate logo or other identifying mark in connection with performance of this agreement.

3. Sponsorship Payment. Sponsor agrees to pay MESA the Sponsorship fee as outlined in the Sponsorship Package Offer. MESA will issue an invoice for the Sponsorship Fee to the Sponsor. Payment terms are also outlined in the Sponsorship Package Offer. The contributions described in this Section shall constitute payment by Sponsor solely for Sponsor's Sponsorship of the MESA Program. Such contributions shall in no manner be considered compensation or reimbursement for services rendered, activities undertaken by MESA on behalf of Sponsor, or income from a partnership or joint venture.

4. Relationship Between the Parties. The parties agree that this Agreement is not intended to create any joint venture, partnership, employment, or agency relationship of any kind. The parties agree that Sponsorship of the MESA Program does not constitute MESA's endorsement, guarantee, acceptance, or approval of Sponsor, its services, products, programs, or activities.

5. Limitation of Liability; Indemnification. The parties shall indemnify and hold each other, and their respective directors, officers, affiliates, and employees, harmless against any claim, loss, liability, suit or judgment (including attorneys' fees) which arise as a result of the negligence or misconduct of the party, or its respective directors, officers, employees, or affiliates. The parties agree to maintain during the period of this agreement sufficient insurance to cover any claims or suits arising from the MESA Program.

6. Termination and Cancellation. MESA may terminate this Agreement immediately upon written notice to the Sponsor if the Sponsor fails to pay the Sponsorship Fee to MESA in accordance with the payment provisions of this Agreement; Either party may terminate this Agreement if:

- the other party commits a breach of any provision of this Agreement and such breach is not rectified within 7 days after receipt of written notice from the first party requiring the breach to be remedied;
- one party commits any act or behaves in any manner, which in the reasonable opinion of the other party, brings the first party into disrepute; or
- one party becomes or threatens to become, or in the reasonable opinion of the other party is in jeopardy of becoming, subject to any form of insolvency administration.

The Sponsor will not be entitled to any refund of the Sponsorship Fee if the Sponsor terminates this Agreement other than in the case a material breach is not able to be resolved as outlined in 6a-6c.

MESA reserves the right to restrict sponsor material that becomes objectionable because the products or services shown are unrelated to the purpose of MESA's mission or distracts from the general character of the MESA Program as a whole.

MESA may cancel or postpone any event (including webinars, virtual or in-person events) at its discretion in which case MESA and the Sponsor will endeavor to develop an event of the same or similar value that is suitable to both parties to replace the canceled event but no refund will be made. If an emergency arises, Sponsor is allowed to replace their speaker with another similar speaker, or, in the case of webinars, the event can be rescheduled at the Sponsor's request one time.

Either party's delay in or failure of performance under this Agreement shall be excused where such delay results from any cause beyond such party's control, making it illegal, impossible, or commercially impractical to perform the terms of this Agreement. Upon termination or expiration of this Agreement, all rights and privileges for use of the other party's Property shall expire, and each party shall discontinue the use of such other party's Property.

7. Confidential and Proprietary Property. MESA and Sponsor, on behalf of themselves and their respective agents and employees, agree not to use or disclose at any time any confidential information of the other, except as may be authorized in writing by the other.

8. Miscellaneous. This Agreement shall be governed by the laws of the State of Arizona and any claim or cause of action arising under this Agreement shall be adjudicated exclusively in the courts of the State of Arizona. Any party's waiver of, or failure to exercise, any right provided for in this Agreement shall not be deemed a waiver of any further or future right under this Agreement. This Agreement is binding on the parties, their successors, and assigns, provided that no party may assign this Agreement without the consent of the other party. This Agreement constitutes the entire agreement among the parties and supersedes all prior writings or oral agreements. This Agreement may be amended only in writing clearly setting forth the amendments and signed by the party against whom enforcement is sought.

