



Exhibitor Prospectus  
Lock down the lowest price now

ELLIE MAE  
**EXPERIENCE 20**  
Manchester Grand Hyatt & Marriott Marquis, San Diego  
March 23 – 25, 2020

Book your booth at [experience.elliemae.com/exhibit20](http://experience.elliemae.com/exhibit20)



## Overview

### New location, new opportunities

For a limited time, Ellie Mae Experience exhibitors and sponsors have the exclusive opportunity to secure their booth space for Experience 2020 — at 2019 prices.

Don't wait — secure your spot for Experience 2020 now and be ready to showcase your organization, capture leads, and generate new and repeat business from an even greater number of mortgage industry leaders.

#### ALL EXPERIENCE 2020 EXHIBITORS RECEIVE:

##### On-site presence

- Choice of piped-and-draped booth space, turnkey booth, or turnkey kiosk
- Company ID sign
- Two chairs and wastebasket

##### On-site promotion

- Company logo, description, and link in Experience mobile app
- One collateral piece (PDF) on Experience thumb drive distributed to all attendees
- Options to enhance your presence and drive traffic to your booth

##### Conference access

- Access to all breakout sessions on Tuesday and Wednesday
- General sessions
- All meals and refreshment breaks
- Welcome Reception
- Experience Party
- Exhibit Hall

##### Pre-conference promotion

- Company logo, link and description displayed on Experience website and mobile app
- Promotional rights to Experience logo and trademarks
- Access to pre-conference attendee list
- Mention in Experience marketing communications sent by Ellie Mae

##### Post-conference promotion

- Access to post-conference attendee list
- One collateral piece placed on post-event attendee website



## Exhibitor Packages

Choose from the following packages below. See next page for booth floor plan.

### PREMIUM ISLAND

Price: \$63,000

2 Available

Includes everything listed on previous page, plus:

- 20x20 premium island booth space
- 5 Experience attendee passes\*

### DELUXE BOOTH

Price: \$24,000

33 Available

Includes everything listed on previous page, plus:

- 10x10 booth space in preferred location
- 4 Experience attendee passes\*

### PREFERRED BOOTH

Price: \$20,500

40 Available

Includes everything listed on previous page, plus:

- 10x10 booth space in preferred location
- 3 Experience attendee passes\*

### STANDARD BOOTH

Price: \$16,500

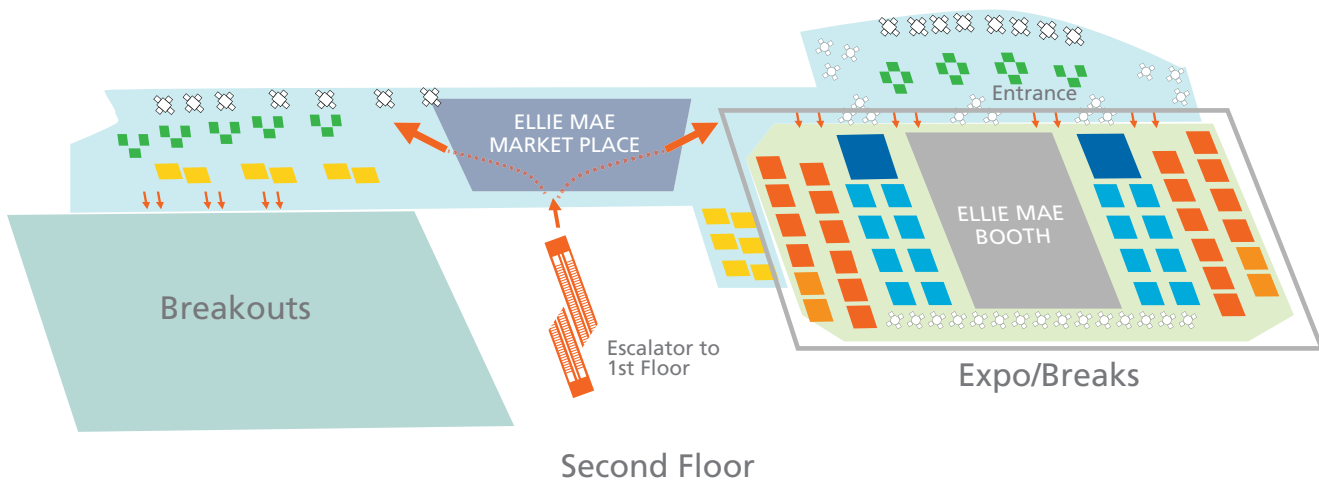
20 Available

Includes everything listed on previous page, plus:

- 10x10 booth space
- 2 Experience attendee passes\*

\*Additional passes will be available for purchase.

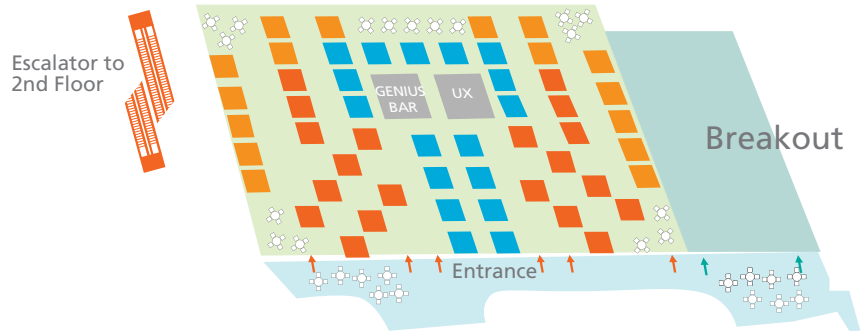
# Exhibitor Floor Plan



## MANCHESTER GRAND HYATT

### First Floor

- Booth Type**
- Turnkey Kiosk ■
  - Turnkey Booth (10x10) ■
  - Premium Island (20x20) ■
  - Deluxe Booth (10x10) ■
  - Preferred Booth (10x10) ■
  - Standard Booth (10x10) ■



Exhibitor floor plan is subject to change.

## Turnkey Booths & Kiosks

**Focus on leads, not labor.** Our turnkey exhibit package lets you eliminate busywork, avoid logistical hiccups, and focus on generating leads and building relationships. With our turnkey exhibits, your booth or kiosk is shipped, assembled and connected for you, so you can arrive at Experience ready to roll.

### TURNKEY BOOTH

Price: \$18,000

12 Available

Includes everything in standard exhibit package, plus:

- 10x10 booth space in preferred location
- 32" monitor
- Custom graphic panel
- Electrical outlet
- Logo on booth header
- Shipping, labor, signage, and booth drayage costs included
- 4 Experience attendee passes\*
- All-inclusive audio/visual, installation and, electrical support
- Stool and wastebasket

### TURNKEY KIOSK

Price: \$13,000

30 Available

Includes everything in standard exhibit package, plus:

- 32" monitor
- One custom graphic panel
- Electrical outlet
- Logo on booth header
- Shipping, labor, signage, and booth drayage costs included
- 2 Experience attendee passes\*
- All-inclusive audio/visual, installation and, electrical support
- Stool and wastebasket

\*Additional passes will be available for purchase.

## Turnkey Booths & Kiosks

### Be near the center of the action

Turnkey exhibitors will be located near our Marketplace Innovation Zone, a hotspot for attendees to gather during meals, breaks, and free time.



Turnkey Booth and Kiosk renderings are subject to change.

## Terms & Conditions

### EXPERIENCE 2020 EXHIBITOR TERMS AND CONDITIONS

This is a legal agreement ("Agreement") between either an individual or a legal entity ("you", "your", "Exhibitor", or "Sponsor") and Ellie Mae, Inc. ("we", "us", "our" or hereinafter referred to as "Show Management") that governs your use of the exhibit space for Ellie Mae's 2020 Experience, which will take place on March 23 – March 25, 2020 at Manchester Hyatt San Diego and Marriott Marquis San Diego Marina (the "Event Center"). These rules and regulations are a bona fide part of the application/contract for sponsorship/exhibit space with Show Management. Any additional guidelines published by the Event Center will be made available to you and are incorporated into this Agreement. Show Management reserves the sole right to render all interpretations of, amend and enforce these rules and regulations and to establish any and all further rules and regulations not specifically covered below to assure the general success and wellbeing of the Show. Each exhibitor, for itself, its employees and contractors, agrees to abide by these rules and regulations and any amendments or additions hereafter made by Show Management. Show Management reserves the right to decline, prohibit, deny access or remove any exhibit which in its sole judgment is contrary to the character, objectives, and best interests of the Show or suitable for its attendee audience.

This reservation includes, but is not limited to, any violation of any public policy or these rules and regulations and extends to persons, things, printed matter, products, and conduct. Show Management reserves the right to refuse applications of any exhibitor for any reason, as well as the right to curtail exhibits or parts of exhibits. Show Management's decision and interpretation shall be accepted as final in all cases.

1. **PAYMENT OF SPACE.** Applications submitted may be accompanied by total sponsorship/exhibit cost (payable in U.S. funds and drawing on a U.S. bank) or may be invoiced under standard net thirty (30) terms, provided that payment for any Applications received after January 16, 2020 shall be due and payable immediately. 2019 exhibitors in good standing may place a non-refundable five thousand dollar (\$5,000) deposit (the "Deposit") in March 2019 in order to be offered 2019 exhibitor prices for 2020 Experience. The Deposit shall be due within thirty (30) days of invoice receipt and the balance shall be due within thirty (30) days of receipt of an invoice from Ellie Mae of the remainder of your applicable fees, which second invoice shall be sent on or around June 1, 2019.

2. **CANCELLATION AND REFUNDS.** All cancellations of booth space must be received in writing by Show Management, as set forth below. If space is reduced, the net reduction of space will be treated as a cancellation of that space. The Deposit is non-refundable. If Show Management receives a written request for cancellation of space prior to November 1, 2019, Exhibitor will be eligible for a refund equal to fifty percent (50%) of the total booth cost minus the Deposit. No refunds will be made after November 1, 2019. It is expressly agreed by you that in the event you fail to pay the space rental charge at the times specified, or fail to comply with any other provisions contained in these rules and regulations concerning your use of the exhibit space, Show Management shall have the right to reassign the confirmed booth location shown or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper. In the event of your default, as set forth in the previous sentence, you shall forfeit as liquidated damages the amount paid by you for the exhibit space reservation, regardless of whether or not Show Management enters into a further lease for the space involved. In case the Show shall not be held for any reason whatsoever, the rental and lease of the exhibit space shall be terminated. In such case, Show Management shall return to you the amount paid for your exhibit space for the Show as your sole remedy.

3. **SPACE RENTAL AND ASSIGNMENT OF LOCATION.** Show Management will assign your exhibit space in January 2020 SHOW MANAGEMENT, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE SHOW.

4. **USE OF SPACE, SUBLETTING OF SPACE.** You shall not assign, sublet or share the space allotted to you with another business or firm, unless approval has been obtained in writing from Show Management. You are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in your display, parent or subsidiary companies are excepted. You must show only goods manufactured or dealt with by you in the regular course of your business.

Should an article of a non-exhibiting firm be required for operation or demonstration in your display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business. No firm or organization not assigned exhibit space will be permitted to solicit business within the exhibit areas.

5. **EXHIBITORS AUTHORIZED REPRESENTATIVE.** You must name one person to be your representative in connection with installation, operation and removal of your exhibit space. At least one person must be present at the exhibit booth during the event's exhibiting hours. Such representative shall be authorized to enter into such service contracts as may be necessary and for which you shall be responsible. You shall assume responsibility for such representative being in attendance throughout all exhibition periods and this representative shall be responsible for keeping your exhibit space neat, manned and orderly at all times. For their own safety and protection, persons under the age of twenty-one (21) will not be admitted to the exhibit halls during move-in and move out.

6. **INSTALLATION AND REMOVAL.** Exhibit booths must be installed by 3pm local time and any exhibit booths not installed by such time may incur reasonable charges for labor as necessary to complete installation without disruption to the event. Show Management reserves the right to modify the time for the installation of an exhibit booth prior to the Show opening and for its removal after the conclusion of the Show. Any exhibit space not claimed and occupied by three (3) hours prior to the published Show opening time may be resold or reassigned without refund. Installation of all exhibits must be fully completed by the opening time of the Show. If you are late in removing your exhibit, which causes Show Management to incur overtime or other costs, then you will be responsible for those costs. Exhibits must be staffed during all Show hours and may not, to any extent, be dismantled before the Show's closing. Any early dismantling or packing shall be considered a breach of this Agreement and may affect future applications.

7. (a) **ARRANGEMENT OF EXHIBITS.** Each exhibitor will be provided an Official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by Show Management for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of Show Management, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning during the Show. Exhibits not conforming as set forth herein may be dismantled or modified, at Exhibitor's cost, at the sole discretion of Show Management. Booth space is 10' wide by 8' deep, booths have a back wall drape that is 8' high, with sidewall drapes that are 36" high. Total height of exhibits (including decorations) may not exceed 8'3" in height, with the exception of island spaces which may be up to 16' in height, subject to Ellie Mae's prior review of any designs exceeding 8'3". All display fixtures over 4' in height and placed within the exhibit space must be confined to the area of the exhibit space that is at least 4' from the aisle line. No solid exhibit construction may exceed 42" in height, except in the rear one-half of the booth. The intent of the height and depth restrictions is that each exhibitor is entitled to a reasonable sight line from the aisle, regardless of the size of exhibits

(b) **TURNKEY EXHIBITS.** A limited number of turnkey exhibit booths shall be provided by Show Management, including consistent space allocation, kiosks and identification signage. If you select this type of booth space and arrangement you may not bring any tabletop displays or any signage outside of your demo kiosk area. The exhibit area for turnkey booths does not have any provision for pop-up booths, hanging signs or floor displays. Any signage that does not fit on the tabletop area of your turnkey kiosk will have to be removed.

8. **EXHIBITS & PUBLIC POLICY.** Each exhibitor is charged with implied knowledge of all State, County, and City laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in this Show. No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed, taped or otherwise affixed to any pillars, doors, walls or other parts of the building. Any and all damages, losses, expenses, and/or costs resulting from failure to observe this notice shall be payable by you. You must, at your expense, maintain and keep in good order your exhibit and your exhibit space. Show Management and service contractors shall have no responsibility pertaining to the compliance with applicable laws or public policy regarding your and other exhibitors' exhibit spaces, materials and operations. Should you have any questions as to the application of such



## Terms & Conditions

laws, ordinances and regulations, Show Management will endeavor to answer them. However, you must comply with City and State fire regulations. All booth decorations including carpeting must be flame proofed and all hangings must clear the floor. All exits, hallways, aisles and fire control apparatus must remain clear and unobstructed at all times. Use of butane or bottled gas is not permitted. Use of propane and helium balloons is prohibited. Electrical equipment and wiring must conform to the National Electrical Code Safety Rules. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurs a fire hazard, Show Management reserves the right to cancel all or such part of an exhibit that it deems in its sole discretion may be irregular and effect the removal of same at Exhibitor's expense. If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, you should communicate with Show Management for information concerning facilities or regulations. Independent contractors must conform to IAEM, ESCA and ED&PA guidelines and must be signatory to a current local collective bargaining agreement.

9. SHIPPING, STORAGE OF PACKING CRATES AND BOXES. All exhibit booths and related freight must be delivered directly to the show floor consistent with the written instructions provided by Ellie Mae. Unattended freight in any display space as of one hour prior to Show opening will be removed and stored at your sole risk and expense. Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period; but these, when properly marked, will be stored and returned to the booth by service contractors. It is your responsibility to mark and identify your crates and boxes. Crates and boxes not properly marked or identified may be destroyed. Show Management assumes no responsibility for the contents of crates or boxes improperly labeled as "empty." Because of the lack of storage facilities, it may be necessary to store empty crates, boxes and exhibit material outside the building. Every effort will be made to protect the crates from the elements, but none of Show Management or its service contractors will assume any responsibility for damage to them. Show Management will charge you its then- prevailing rates for the removal and return of large crates that cannot be handled by hand trucks. Crates, boxes or other exhibit materials unclaimed by you after the Show will be removed at your expense. Exhibitors will be billed by the service contractor for removal time and materials at their then-prevailing rates. Neither Show Management, the service contractor, nor the exhibit facility shall assume any liability whatsoever for loss or damage to such materials.

10. OPERATION OF EXHIBITS. Show Management reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the Show as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by Show Management to be objectionable to the successful conduct of the Show as a whole. Use of so called "barkers" or "pitchmen" is strictly prohibited. All signage, demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.

Alcoholic & Non-Alcoholic Beverages; Food. Exhibitors may not serve alcoholic beverages, non-alcoholic beverages nor food of any kind in the exhibit hall except with the written permission of both Show Management and the conference venue catering services.

Contests, Drawings and Lotteries. All unusual promotional activities must be approved in writing by Show Management no later than 60 days prior to the opening of the Show.

Literature Distribution. All demonstrations or other activities must be confined to the limits of the exhibitor's booth. Distribution of circulars may only be made within the space assigned to the exhibitor distributing such materials. You may not advertise or distribute circulars, catalogs, folders or devices in the aisles, meeting rooms, registration areas, lounges or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Show. Trade publications may be distributed from your booth, but automatic distribution is prohibited.

Copyright Licensing. Exhibitor is solely responsible for obtaining any required licenses to broadcast, perform, or display any copyrighted materials, including but not limited to, music, video, and software. Exhibitor shall indemnify and hold harmless Show Management, its directors, officers, employees and agents and facility where the Show is located, against cost, expense, or liability which may be incident to, arise out of or be caused by Exhibitor's failure to obtain such requisite licenses.

Sound. Exhibits which include the operation of musical instruments, radios, sound projection equipment, or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the Show opens. Show Management shall be the sole judge of what constitutes appropriate sound levels.

Live Animals. Live animals are prohibited.

Booth Representatives. Booth representatives, including models or demonstrators, must be properly registered and wear badges, and be properly and modestly clothed. Excessively revealing attire is prohibited.

Irregular Activities. All giveaway items, with the exception of plastic bags, pens, pencils, luggage tags, pocket calendars, and Exhibitor's product, must be submitted for approval to Show Management three (3) weeks prior to the opening of the Show. Noisemakers of any kind will not be permitted. All exhibitors distributing approved "stick-ons" may not place the "stick-ons" on the attendees' badges.

11. SOCIAL ACTIVITIES. Any social function or special event planned by an exhibiting company, to take place during the Show, must be pre-approved by Show Management. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official conference and exhibition activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by Ellie Mae. The distribution of any physical items to conference participants in or around their hotel rooms shall only be permitted with the prior written consent of Show Management and all expenses related to such distribution shall be your responsibility.

12. CONTESTS. Any contests, raffles, sweepstakes or the like planned by an exhibiting company, to take place during the Show, must be pre-approved by Show Management if any participant is eligible to win a prize in excess of \$100 fair market value.

13. LIABILITY AND INSURANCE. All of your property will remain under your custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. None of Show Management, its service contractors, the management of the exhibit hall nor any of their respective officers, staff members or directors will be responsible for the safety of such property from theft, damage by fire, accident, vandalism or other causes, and you expressly waive and release any claim or demand you may have against any of them by reason of any damage to or loss of any your property. It is recommended that you obtain adequate insurance coverage, at your own expense, for property loss or damage and liability for personal injury.

14. INDEMNIFICATION. Exhibitor agrees that it will indemnify and hold and save Show Management harmless from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against Show Management on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the exhibit space leased hereunder with the express or implied invitation or permission of Exhibitor, or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the exhibit space

## Terms & Conditions

leased hereunder. Such indemnification of Show Management by Exhibitor shall be effective unless such damage or injury directly results from the gross negligence or willful misconduct of Show Management. Exhibitor covenants and agrees that in case Show Management shall be made a party to any litigation commenced by or against Exhibitor or relating to this lease of the exhibit space leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorney's fees and court costs, incurred by or imposed upon Show Management by virtue of any such litigation.

Exhibitor hereby assumes entire responsibility and hereby agrees to protect, defend, indemnify and save the Event Center, its owners and operator, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents harmless against all claims, losses or damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by its installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole gross negligence of the Event Center and its employees and agents.

Exhibitor shall obtain and keep in force during the term of the installation and use of the exhibit premises, policies of Comprehensive General Liability Insurance and Contractual Liability Insurance, insuring and specifically referring to the Contractual liability set forth in this Exhibit Agreement, in an amount not less than \$2,000,000 Combined Single Limit for personal injury and property damage.

In addition, Exhibitor acknowledges that the Event Center maintain insurance covering exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance insuring any losses by Exhibitor.

**Property Damage.** None of Show Management nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion, or other insurable casualty not caused by a party, and Show Management and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage ("force majeure incident"). In the event that such force majeure incident results in cancellation of the Show, each party hereby releases the other from obligations under this Agreement. Accordingly, it shall be the responsibility of Show Management and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

**Use of Certain Property.** Exhibitor will assume all costs arising from the use of patented, trademarked, or franchised materials, devices, processes or dramatic rights used on or incorporated in the Exhibitor's space. Exhibitor shall indemnify, defend and hold harmless Show Management, the City and their officers, directors, members, agents, and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys' fees, and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

**15. WAIVER.** Show Management shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by Show Management. No delay or omission by Show Management in exercising any of its rights shall operate as a waiver of such rights and a waiver of such rights in writing on one occasion shall not be construed as a consent to or a waiver of any right or remedy on any future occasion.

**16. ATTORNEYS' FEES.** Should Show Management find it necessary to employ an attorney or attorneys to enforce any of the provisions of this Agreement, or to protect in any manner its interest or interests under this Agreement, Show Management, if it is the prevailing party, shall be entitled to recover from Exhibitor all reasonable costs, charges, and expenses including attorneys' fees.

**17. AMERICANS WITH DISABILITIES ACT.** Exhibitor acknowledges its responsibilities under the Americans with Disabilities Act (hereinafter "Act") to make its exhibit booth accessible to disabled persons. Exhibitor shall also indemnify and hold harmless Show Management, its officers, directors, members, agents, and employees and the facility where the Show is located against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor's failure to comply with the Act.

**18. OTHER REGULATIONS.** Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of Show Management. THE SHOW MANAGEMENT SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITOR RECEIVES NOTICE OF ANY AMENDMENTS WHEN MADE. EXHIBITOR AND ITS EMPLOYEES AGREE TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF THIS AGREEMENT OR WHO, IN THE OPINION OF SHOW MANAGEMENT, CONDUCT THEMSELVES UNETHICALLY, MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.

**EllieMae**<sup>®</sup>  
Technology Powering  
the American Dream<sup>™</sup>

Ellie Mae, Inc. | 4420 Rosewood Drive, Suite 500 | Pleasanton CA 94588 | 925-227-7000 | FAX 925-227-9030 | [elliemae.com](http://elliemae.com)

© 2019 Ellie Mae, Inc. Ellie Mae<sup>®</sup>, Encompass<sup>®</sup>, AllRegs<sup>®</sup>, Mavent<sup>®</sup>, Velocify<sup>®</sup>, the Ellie Mae logo and other trademarks or service marks of Ellie Mae, Inc. appearing herein are the property of Ellie Mae, Inc. or its subsidiaries. All rights reserved. Other company and product names may be trademarks or copyrights of their respective owners. 189608 030519KN