



theCUBE

“Extracting the Signal from the Noise”

KubeCon Austin 2017



KubeCon

December 6-7, 2017

Austin Convention
Center

Austin, TX

SiliconANGLE Media Inc - theCUBE



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theCUBE FAQs:

What is theCUBE?

theCUBE is the leading internet TV show covering the enterprise technology industry. We cover everything from the innovations at the major vendors, to the rise of emerging technologies and new startups. **theCUBE** is there to capture and share the knowledge & experiences from leading minds in the industry. We go out to the events to “Extract the Signal from the Noise”, and share the knowledge & insights with the broader community.

Where is theCUBE filmed?

Most of our productions happen on-site at major industry shows. Our productions range in scale from large, multi-day conferences with tens of thousands of attendees, to smaller more intimate events. We also do in-studio productions at our offices in Palo Alto and Boston.

What is the format of the show?

theCUBE show is built around a unique interview format utilising analysts and other industry experts in dialogue with company experts and thought leaders. The interviews create an authentic experience for viewers that generates deeper engagement compared to typical company-branded in-house productions.

What sponsorship opportunities does theCUBE offer?

theCUBE offers a limited number of sponsorship opportunities for each event, which include:

- Segment Sponsorship (1 interview segment)
- Spotlight Sponsorship (4 interview segments)
- Headline Sponsorship (60% of a show's interview inventory)
- Exclusive Show Sponsorship (All of the show's interview inventory)

Is my Company's branding shown in the interview?

Yes, each sponsorship package is distinguished with their own in-depth interview segment(s) with your company's logo and speaker title in the superimposed in the “lower thirds”. In addition, for *Headline* and *Exclusive* levels of sponsorships, theCUBE provides additional branding opportunity in the intro package acknowledging the sponsorship level, as well as multiple on-air acknowledgements from **theCUBE** hosts.

Are the interviews broadcast live or recorded?

The exact distribution method depends on each individual show, but in most cases the answer is BOTH. We broadcast the interviews using various providers with live streaming links on SiliconANGLE.com on theCUBE.net. We also record the interviews and then post them on YouTube.com within a few hours of the live broadcast.

Does theCUBE help promote the interviews?

Yes, **theCUBE** provides supporting promotion and social media amplification. This includes a tweet using a specially designed *CubeCard* (image of interviewee plus quote) and *CubeGem* (short clip). Many interviews also get written up in SiliconANGLE.com, which provides strong SEO exposure.

Are the media assets reusable?

Yes, you have unlimited reuse rights to the video assets for your own campaigns at no additional cost. Each video segment is published under Creative Commons license, which is an open source licensing format. At theCUBE, our highest priority is to highlight our guests, share their knowledge, and promote our sponsors who make our coverage possible.

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Sponsorship Options:

Please review the options below and complete the Sponsorship Agreement. After we receive your contract, our team will reach out to you to discuss key details about your proposed segment or spotlights. We will arrange a briefing with the content team to help focus your sponsorship plan for the greatest possible impact on your audience.

Option 1:

"Spotlight" Sponsorship (4 Segment Package)

Spotlight Sponsors receive 4 (four) sponsored segments (approx. 14 min. +/- 3 min.) and the following promotional consideration:

- **Pre-Show:** Promotion by SiliconANGLE Media Inc. including identification as sponsor of theCUBE.
- **During Show:** Recognition as theCUBE spotlight sponsor from hosts and sponsor logo on lower-third during four (4) sponsored segments.
- **Post-Show:** Permanent lower-third branding on the sponsored segments, which is made available on-demand and is available for use in sponsors' marketing initiatives.

Summary: Spotlight Sponsorship for theCUBE's coverage of 2017 Big Data shows includes all of the above plus pre-event preparation and content development by SiliconANGLE editors and Wikibon analysts. Also included are video and written content distribution via social media channels, copies, and creative common rights to all socially distributed media assets.

Investment:
\$30,000
(\$10,000 discount)

Option 2:

"Segment" Sponsorship (Individual Segment Package)

Segment Sponsors receive one sponsored segment (approx 14 min. +/- 3 min.) and the following promotional consideration:

- **Pre-Show:** Promotion by SiliconANGLE Media Inc. including identification as sponsor of theCUBE.
- **During Show:** Recognition as theCUBE spotlight sponsor from hosts and sponsor logo on lower-third during the sponsored segment.
- **Post-Show:** Permanent lower-third branding on the sponsored segment, which is made available on-demand and is available for use in sponsors' marketing initiatives.

Summary: Spotlight Sponsorship for theCUBE's coverage of 2017 Big Data shows includes all of the above plus pre-event preparation and content development by SiliconANGLE editors and Wikibon analysts. Also included are video and written content distribution via social media channels, copies, and creative common rights to all socially distributed media assets.

Investment:
\$10,000

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Application and Contract for theCUBE Sponsorship:

COMPLETE THE FORM AND RETURN AS REQUESTED:

Company Name:			
Primary Billing Contact:		Billing Contact Phone #:	
Primary Event Contact:		Event Contact Phone #:	
Billing/Mailing Address:			City:
		State:	Zip Code:
Billing Contact Email:			Country:
Event Contact Email:			

TERMS & CONDITIONS:

- Sponsored segments are subject to availability
- **theCUBE** needs permission to record and publish guest video, audio, and photos.
- Your signature authorizes consent, and acts as release waiver.
- **theCUBE** is a LIVE production, and subject to unforeseen issues (technical, environmental, etc) that may negatively impact production. **theCUBE** team will exercise “commercially reasonable” efforts to perform their contractual obligations, but sometimes unforeseen issues will negatively impact delivery.
- The client has the right to utilize and distribute the open source outputs worldwide. **SiliconANGLE Media Inc.** retains full rights to the intellectual property used in the execution of this agreement, including but not limited to proprietary algorithms, economic models, processes, content, customer contacts, previous works and **SiliconANGLE Media Inc.** customer, subscriber, and community lists.
- **SiliconANGLE Media Inc.** will invoice in full upon execution of this agreement. Sponsor will pay according to its standard payable terms. Payment by credit card will add an additional 3% for processing fees .
- This is a fixed fee agreement, and may not be terminated by either party without cause.

of Spotlights | (\$30,000 per spotlight)

+

of Segments | (\$10,000 per segment)

=

Total Investment =

(Please Sign Below to Acknowledge and Agree)

Approved by (Print):

Title:

Authorized Signature:

Date:

Please Note: Payment will be made to 'SiliconANGLE Media Inc.'. Your billing contact (above) will receive an invoice with payment options (credit card, wire, check) and details for payment submittal.

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