

servicenow[®]

Federal Forum 2022

The Future of [Government] Work:
Agile, Efficient, Effective

March 10, 2022

Washington DC Renaissance Hotel

Produced by:

MeriTalk[®]





Sponsorship FAQs

Sponsorship Commitments

When is the deadline to come on board as a sponsor?

- The last day to sign a sponsor contract is February 1, 2022

What is the cancellation policy?

- Once a contract is signed, your organization is legally bound to participate in the ServiceNow Federal Forum. If the event is rescheduled due to COVID-19, your contract will carry over to the new date

What will you need after I've committed to a sponsorship opportunity?

- Thanks so much for sponsoring! Deliverables are outlined in your sponsorship package. The MeriTalk Sponsor team will be in touch with specific deadlines

My sponsorship includes a speaking component. What are the deadlines to confirm a speaker and submit the topic to ServiceNow?

- The deadline to confirm your speaker and topic is January 31, 2022

COVID Precautions

What COVID precautions are ServiceNow and the venue taking?

- Your safety is our priority; we will adhere to the local guidelines at the time of the Federal Forum. We will also have multiple hand sanitizing stations, crowd control protocols, and will implement social distancing efforts throughout the event venue

Registration

How do I register for the event as a sponsor?

- Sponsors are only allocated a specific number of passes based on their sponsorship level. Please select the "Sponsor" button, choose your company in the drop-down box on the registration page, enter the special rate code provided to you, and hit submit. From there, we'll approve your registration. If your organization exceeds the number of allotted passes, you have the option to purchase five additional passes at the discounted rate of \$95 each

What is the cost to attend?

- The Federal Forum is free to government employees, and \$195 to industry employees

Kiosk Information

How big is the kiosk space and what does it include?

- Your sponsorship level determines your kiosk size. Please contact the MeriTalk Sponsor team for more information. Each kiosk is equipped with:
 - Power and freestanding monitor
 - Lead scanner

What can I expect for kiosk electricity and internet connection?

- Each kiosk will have a standard 120-volt outlet. Sponsors can connect to the internet via the event Wi-Fi. If additional AV items are required, the sponsor can complete an AV order form to purchase those materials

Can I demo my product at the event?

- Yes, you can demo your product at your kiosk space

What are the kiosk set up and break down times?

- Set up times are Wednesday, March 9 between 2:00 and 5:00 p.m. and Thursday, March 10 between 6:00 and 7:00 a.m.
- Break down is Thursday, March 10 at 5:00 p.m.



Kiosk Information (Cont.)

Are raffles permitted?

- Yes. Please let us know if you plan to do a raffle and we will share the Terms and Conditions form. We must receive the signed form from for you to do a raffle

Leads

When will I receive my leads?

- You will receive leads within one week of the event

What contact information will I receive with my leads?

- You will receive attendee names, titles, organizations, email addresses, phone numbers, states, and countries

Pre-Event Logistics

How can I send materials to the venue?

- If you would like to ship any materials for your kiosk, we ask that you please ship the materials directly to the Renaissance Hotel, to **arrive no earlier than Friday, February 21**
- Before shipping, please notify your sponsorship contact, Elizabeth Donovan and Aliyah Hall, so they can coordinate day-of pickup

- Packages will be available for pickup inside the FedEx Office business center (receiving fee will apply, which the sponsor is responsible for paying)

- Package Labeling Instructions:

Hold for guest:
(Guest Name) (Guest Cell Number)
c/o FedEx Office at Washington DC
Renaissance Hotel
999 Ninth Street NW
Washington, DC, 20001
(Convention/Conference/Group/
Event Name)

Box ____ of ____

Day of Event Logistics

Where do I park?

- We recommend taking public transportation or a ride sharing service
- If you plan on riding the metro, take the orange line to Metro Center, exit on to G. Street NW, turn left on 9th Street NW, and the Renaissance will be on your right

If you plan on driving, please consider the below parking options:

- A self-parking garage is accessible from both I Street and 7th Street
 - Once you have passed through the gate, you may park wherever you see a spot on the 2nd, 3rd, or 4th levels of the garage. These are labeled at P2, P3, and P4
 - Attendees can follow the sign to the Hotel section and take the elevator up to the lobby level
- Other nearby garage options:
 - PMI Parking (900 9th Street NW)
 - City Center Garage (870 9th Street NW)
 - 601 K Street NW Parking

What are the anticipated attendee demographics?

- The Federal Forum audience will include professionals from the Federal government and private sector, ServiceNow and its partner ecosystem, and members of the press

Will there be a hybrid/online component?

- We are currently not offering a hybrid or online component to the event. Should this change, all sponsors and registered attendees will be notified