Sponsorship Program
May 7–12, 2017  •  Orange County Convention Center  •  Orlando, FL
Sponsorship Program

May 7–12, 2017 • Orange County Convention Center • Orlando, FL

Knowledge17 is the world’s largest gathering of service management professionals—a “can’t miss” event for customers ready to connect, explore, and expand their ServiceNow footprint.

2016 was our biggest year ever! With 94% of survey participants saying they plan to return, we expect an estimated 15,000 attendees to join us in Orlando in 2017. Knowledge17 is truly a unique opportunity to connect with the entire ServiceNow ecosystem. With a 97% satisfaction rate, the ExpoNow Exhibition Hall provides unprecedented access to a receptive audience of buyers, influencers, industry analysts, and investors.

Knowledge17 has something to offer everyone. From compelling keynotes to hands-on labs and hundreds of customer-led breakout sessions, the entire event experience centers around high-quality learning and networking opportunities.

Every year, Knowledge attendees discover the future of service firsthand. Sign up as a Knowledge17 sponsor to extend your reach and take your business to the next level.

Interested in sponsoring Knowledge17? Contact: knowledgesponsorship@servicenow.com
Go to eventsponsor.servicenow.com/EventRegister.do to complete your sponsorship contract.
Sponsorship Program

What is Knowledge17?

Knowledge17 is the service management event of the year, bringing together thousands of professionals, partners, luminaries, and thought leaders from around the world.

This annual conference offers:

• World-class learning and networking
• Role-based journeys for everyone from CIOs to developers
• 200+ breakout sessions (majority customer led) and hands-on labs
• 1:1 interaction with ServiceNow experts
• Deeply discounted training rates for pre-conference classes

Sponsorship Benefits

Sponsors will find a unique opportunity to engage with highly qualified buyers seeking the next-wave of service solutions to modernize their enterprise. With tiered packages designed for a variety of engagements, you’re sure to find the sponsorship opportunity to maximize your experience and results.

Secure your sponsorship today to:

• Showcase your company, products, and services to ~15,000 ServiceNow customers, prospects, and partners
• Close business with influential service management buyers
• Build and accelerate pipeline opportunities through extensive networking
• Gain visibility with ServiceNow executives, experts, and sales and marketing teams
• Grow productive, long-term relationships with key decision makers across industries

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Knowledge16 Highlights

2016 marked the tenth anniversary of Knowledge, and Knowledge16 was our biggest event, attended by roughly 12,000 customers and partners from around the world.

2016 Event at a Glance

• 12,000 registered attendees
• 342 breakouts and labs
• 85% of breakouts led by customers such as:
  - Bristow
  - Campbell Soup
  - T-Mobile
  - Time Warner
  - Weill Cornell Medicine
• 1,800 pre-conference attendees
Knowledge16 Demographics

Attendees
- Customers 53%
- Partners 22%
- Employees 13%
- Prospects 11%
- CIO Decisions 1%

Attendee Job Role
- IT 85%
- Customer Service Support 6%
- Shared Services 3%
- HR/HC 2%
- Security 1%
- Sales 1%
- Finance 1%
- Facilities 1%

Attendee by Industry
- Technology 30%
- Unknown 19%
- Services 14%
- Financials 13%
- Healthcare & Pharmaceuticals 8%
- Education 4%
- Industrials 4%
- Government 3%
- Consumer Goods 3%
- Energy & Utilities 1%
- Other 1%
Roy Illsley
On my way back home from knowledge16, a great event with some new twists, what else do we expect from ServiceNow #know16 #Know16Caption

Arti Shah
Awesome demo of revolutionizing onboarding experience @servicenow @Know365 #know16

Hichem Guemiri
Last day at #know16—it was an incredible conference with so much valuable and insightful, I dare to say “Knowledge”. See you all next year!

Gordon Greenland
Heading home from #LasVegas much richer- in Knowledge- after an insightful @servicenow #know16 @Know365

ValueFlow IT
The numbers at 3know16 this year are simply mind blowing & no wonder w/so many great industry minds to hear from.

AJ Simpkin
@Know365 @servicenow #know16 love how you guys run this crazy little circus! 10 years running and still amazing. Thank you.

Venki Subramanian
@CSC Having a blast! One of the best conferences ever! So many engaging conversations with our partners and customers #know16

Ewan
@Know365 the hackathon was a lot of fun even for a non-Dev like me. Highly recommend.

Steven St. Germain
Last day @servicenow #know16. Tired, sore, and filled with visions of grandeur and world domination! 5 times here and still my favorite!

Gordon Greenland
Heading home from #LasVegas much richer- in Knowledge- after an insightful @servicenow #know16 @Know365

Big and Bald... Jon
Great keynote this morning.. Love benchmarking and can't wait to work with customer service management #know16

Victor Peinado
#Know16 had a great time at knowledge and met many cool folks!! Wish I could stay longer
Diamond Sponsorship Opportunities

2 Opportunities - $390,000

Invitation-only sponsorship delivering maximum visibility through a comprehensive package of speaking opportunities and exclusive branding throughout Knowledge17. This top level sponsorship also includes a Diamond Sponsorship in two cities at Americas NowForum 2017.

Diamond Sponsorship Highlights:

Content
- Recognition in CEO keynote with ~15,000 expected attendees
- Four speaking opportunities in 50-minute breakout sessions (3 Customer Sessions and 1 Sponsor Session) and two TheaterNow 15-minute presentations. ServiceNow will provide sponsor with company, name, and title of these session’s attendees
- One Power Session with mini keynote, 50-minutes, capacity for 2,000 attendees

NowForum
- NowForum Diamond Sponsorship opportunity in two cities at the Americas NowForum 2017 in October/November 2017, with a target audience of ~600 per city.

Space
- Up to 30x30 exhibit space located in premium position in the ExpoNow Exhibition Hall
- One dedicated VIP meeting room for customer meetings during all three days of the conference

Passes
- 20 full conference passes, 20 booth staff passes, and 20 discounted customer passes

Onsite Marketing
- Live broadcast interview at theCUBE and participation in the Knowledge17 studio interview program promoted through ServiceNow social media channels
- Reserved VIP seating in prime location during General Session
- One premium item chair drop in General Session (sponsor covers cost of item)

Pre and Post Event Marketing
- Prominent positioning in Knowledge17 marketing materials, conference website, mobile app, and signage
- Participation in Social Media Promotions
- Access to the attendee list post-show, includes: company, contact name, and title
- Access to Press and Analyst list

Interested in sponsoring Knowledge17? Contact: knowledgesponsorship@servicenow.com
Go to eventsponsor.servicenow.com/EventRegister.do to complete your sponsorship contract.

“When you look at Diamond sponsorship, the exposure to the leadership that attends this event is fantastic. We get to meet all the right people at the right time to talk about the right things.”

Robert Cojocaru
KPMG
Platinum Sponsorship Opportunities

6 Opportunities - $200,000

This invitation-only sponsorship is aimed at providing partners great visibility through high-profile speaking and marketing activities.

Platinum Sponsorship Highlights:

Content
- Two customer speaking opportunities in 50-minute breakout sessions and two TheaterNow 15-minute presentations. ServiceNow will provide sponsor with company, name, and title of those who attend these sessions.

Space
- 20x30 exhibition space positioned in a prominent spot in the ExpoNow Exhibition Hall
- One dedicated VIP meeting room for customer meetings during three days of conference

Passes
- 14 full conference passes, 14 booth staff passes, and 14 discounted customer passes

Onsite Marketing
- Participation in a live broadcast interview at theCUBE and the Knowledge17 studio interview program promoted through ServiceNow social media channels
- Reserved VIP seating in General Session
- One item chair drop in General Session (sponsor covers cost)

Pre and Post Event Marketing
- Company logo, URL, and description in the Knowledge17 mobile app and on the conference website
- Participation in Social Media Promotions
- Access to the attendee list post-show which includes: company, contact name, and title
- Access to Press and Analyst list

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Gold Sponsorship Opportunities

12 Opportunities - $100,000

This sponsorship delivers enhanced presence at Knowledge17, with speaking opportunities, exhibition hall prominence and a high-level of brand presence around the conference.

Gold Sponsorship Highlights:

Content
- One customer speaking opportunity in 50-minute breakout session. ServiceNow will provide sponsor with company name and title of attendees in this session
- One TheaterNow 15-minute presentation held in the ExpoNow Exhibition Hall

Space
- 20x20 exhibition space in main traffic area in the ExpoNow Exhibition Hall
- One VIP meeting room for one day during the conference

Passes
- 10 full conference passes, 10 booth staff passes, and 10 discounted customer passes

Onsite Marketing
- Participation in Knowledge17 studio interview program promoted through ServiceNow social media channels
- Visibility on sponsor banners throughout conference

Pre and Post Event Marketing
- Company logo, URL, and description in the Knowledge17 mobile app and on the conference website
- Participation in Social Media Promotions
- Access to the attendee list post-show which includes: company and title
- Access to Press and Analyst list

“IT is our 8th year sponsoring and it is always the most important part of our year. As we have watched Knowledge grow, it has become about customers telling each other ‘Look at what I did! How can I learn from what you did?’ For enthusiasm and energy, nothing beats this week.”

Patrick Stonelake
Fruition Partners, A CSC Company

Interested in sponsoring Knowledge17? Contact: knowledgesponsorship@servicenow.com
Go to eventsponsor.servicenow.com/EventRegister.do to complete your sponsorship contract.
Silver Sponsorship Opportunities

25 Opportunities - $45,000

This sponsorship is designed for partners who want to increase awareness through targeted communications and maximize customer and prospect engagement in the exhibition hall.

Silver Sponsorship Highlights:

Space
- 10x20 exhibition space in the ExpoNow Exhibition Hall

Passes
- 6 full conference passes, 6 booth staff passes, and 6 discounted customer passes

Onsite Marketing
- Participation in Knowledge17 studio interview program promoted through ServiceNow social media channels
- Visibility on sponsor banners throughout conference

Pre and Post Event Marketing
- Company logo, URL, and description in the Knowledge17 mobile app and on the conference website
- Access to the attendee list post-show which includes: company name
- Access to Press and Analyst list

“Our Silver sponsorship for Knowledge is a mission critical requirement…It is a tremendous source of new business development, and builds our brand and visibility within ServiceNow.”

Tom Stanford
Nuvolo

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Bronze Sponsorship Opportunities

Multiple Opportunities - $22,500

This sponsorship is aimed at partners interested in face-to-face customer and prospect engagement in the exhibition hall. Branding is included to drive valuable interactions.

Bronze Sponsorship Highlights:

Space
- 10x10 exhibition space in the ExpoNow Exhibition Hall

Passes
- 4 full conference passes, 4 booth staff passes, and 4 discounted customer passes

Onsite Marketing
- Company name, logo, and URL in the Knowledge17 mobile app
- Visibility on sponsor banners throughout conference

Pre and Post Event Marketing
- Company logo, URL, and description on conference website

“If you are serious about being a Services partner, you have got to be at Knowledge. It is an absolute necessity. As a product and development company, we are able to network with other technology partners we can bring our expertise to.”

Mark Stanger
Crossfuze

Interested in sponsoring Knowledge17? Contact: knowledgesponsorship@servicenow.com
Go to eventsponsor.servicenow.com/EventRegister.do to complete your sponsorship contract.
Exhibitor Opportunities

Multiple Opportunities - $10,000

This sponsorship is aimed at partners wanting to interact with the ServiceNow ecosystem at the exhibition hall. Ideal for smaller companies seeking to engage directly with the Knowledge17 attendees.

Exhibitor Sponsorship Highlights:

Space
- Turn-key demonstration pod, includes:
  - 1 graphic
  - 1 electrical outlet
  - 1 trash can
  - Daily cleaning

Passes
- 2 full conference passes, 2 booth staff passes, and 2 discounted customer passes

Pre and On Site Marketing
- Company name and URL in the Knowledge17 mobile app and on the conference website

Interested in sponsoring Knowledge17? Contact: knowledgesponsorship@servicenow.com
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Emerging Innovator Opportunities

Multiple Opportunities - $5,000

This sponsorship was created specifically for companies that are new to Knowledge17 and ready to engage the ServiceNow audience for the first time at our largest event of the year.

Emerging Innovator Sponsorship Highlights:

Space
• Table top, includes:
  - 1 black draped table
  - 1 company logo graphic
  - 1 electrical outlet
  - 1 trash can
  - Daily cleaning

Passes
• 1 full conference pass, 1 booth staff pass and 2 discounted customer passes

Pre and On Site Marketing
• Company name and URL in the Knowledge17 mobile app and on the conference website

Interested in sponsoring Knowledge17? Contact: knowledgesponsorship@servicenow.com
Go to eventsponsor.servicenow.com/EventRegister.do to complete your sponsorship contract.
# Sponsorship Packages

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Description</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
<th>Exhibitor</th>
<th>Emerging Innovator</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Content</strong></td>
<td><strong>Recognized in CEO Keynote</strong></td>
<td>Limited to 2</td>
<td>Limited to 6</td>
<td>Limited to 12</td>
<td>Limited to 25</td>
<td>Multiple</td>
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<tr>
<td></td>
<td>Exclusive</td>
<td>$390,000</td>
<td>$200,000</td>
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<td></td>
<td>Power Session with Mini Keynote</td>
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<td>TheaterNow: 15 Minute Session</td>
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<td><strong>NowForum</strong></td>
<td>Top Level Sponsorship Opportunity in Americas (2 cities)</td>
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<td><strong>Space</strong></td>
<td>Exhibition Space</td>
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<td>Turn-key Pod</td>
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<td>Aerial Signage - Restrictions Apply*</td>
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<td>Prime Booth Location</td>
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<td></td>
<td>Private Meeting Room**</td>
<td>1 Room / 3 Days</td>
<td>1 Room / 3 Days</td>
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<td>Lead Retrieval</td>
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<td><strong>Passes</strong></td>
<td>Full Conference Passes</td>
<td>20</td>
<td>14</td>
<td>10</td>
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<td>Discount Passes for Customers</td>
<td>20</td>
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<td>10</td>
<td>6</td>
<td>4</td>
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<tr>
<td><strong>Onsite Marketing</strong></td>
<td>VIP Seating in General Session</td>
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<tr>
<td></td>
<td>General Session Premium Item Chair Drop</td>
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<tr>
<td></td>
<td>Logo on General Session Presentation</td>
<td>✓</td>
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<td>✓</td>
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<tr>
<td></td>
<td>Collateral in Conference Bag</td>
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<td></td>
<td>Tiered Logo on Conference Signage</td>
<td>✓</td>
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<tr>
<td></td>
<td>Mobile App Banner Placement</td>
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<td></td>
<td>Mobile App Promotion</td>
<td>Logo, URL and 150 Word Description</td>
<td>Logo, URL and 125 Word Description</td>
<td>Logo, URL and 100 Word Description</td>
<td>Logo, URL and 75 Word Description</td>
<td>Logo, URL and 50 Word Description</td>
<td>Company Name and URL</td>
<td>Company Name and URL</td>
</tr>
<tr>
<td>1 Emerging Innovator is an entry level sponsorship and is open to companies new to Knowledge17. This level sponsorship opportunity is only allowed for the introductory year.</td>
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</tr>
<tr>
<td>2 Breakout Session content (including customer abstract and speaker name/company) must be in final draft by April 3, 2017 with the final presentation content due April 24, 2017 to be eligible for this sponsorship benefit. Any content received after this date relinquishes this benefit and will not be given any discounts, refunds or alternative marketing opportunities for this missed date.</td>
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<td>* Aerial signage is at the expense of the sponsor</td>
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<tr>
<td>** Selection of meeting room dates and times are based on contract date</td>
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</tbody>
</table>

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### Sponsorship Packages continued page 2 of 2

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<th>Bronze</th>
<th>Exhibitor</th>
<th>Emerging Innovator*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre &amp; Post Event Marketing</td>
<td>Logo on Attendee Email Invitation</td>
<td>Exclusive</td>
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<tr>
<td></td>
<td>Logo on ServiceNow's Pre-show Promotion</td>
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<td>✓</td>
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<tr>
<td></td>
<td>Banner Ad on Knowledge17 Website</td>
<td>✓</td>
<td>-</td>
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<tr>
<td></td>
<td>Branding on Sponsorship page of Knowledge17 Website</td>
<td>Logo, URL and 150 Word Description</td>
<td>Logo, URL and 125 Word Description</td>
<td>Logo, URL and 100 Word Description</td>
<td>Logo, URL and 75 Word Description</td>
<td>Logo, URL and 50 Word Description</td>
<td>Company Name and URL</td>
<td>Company Name and URL</td>
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<tr>
<td></td>
<td>Co-Branded Marketing Kit</td>
<td>✓</td>
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</tr>
<tr>
<td></td>
<td>Email to Attendee List</td>
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<td></td>
<td>Attendee List</td>
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<td>Company, Title</td>
<td>Company</td>
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</tr>
<tr>
<td>PR and Analysts</td>
<td>Access to Show Press and Analyst List</td>
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<td>✓</td>
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<tr>
<td></td>
<td>Mention in ServiceNow Event Press Release</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td></td>
<td>Live Broadcast Interview at theCUBE</td>
<td>1-Customer and 1-Sponsor</td>
<td>1-Sponsor</td>
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<tr>
<td></td>
<td>Video during theCUBE Broadcast***</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td></td>
<td>Participation in the Knowledge17 Studio Interview Program</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Social Media</td>
<td>Social Media Toolkit and Guest Blog Post</td>
<td>✓</td>
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<tr>
<td></td>
<td>LinkedIn Template Ads</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>-</td>
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<td>-</td>
</tr>
</tbody>
</table>

* Emerging Innovator is an entry level sponsorship and is open to companies new to Knowledge17 sponsorship. This level sponsorship opportunity is only allowed for the introductory year.

*** 30-120 second videos, must be produced by the sponsor and submitted for approval by ServiceNow, due April 12, 2017 to be eligible for this sponsorship benefit. Any video received after this date relinquishes this benefit and will not be given any discounts, refunds or alternative marketing opportunities. Placement of the video is determined by ServiceNow.

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