In 2020, we will once again bring together customers and prospects from the entire EMEA region for Tableau Conference Europe. The biggest and best data conference of its kind, we invite you to join us in London for two-plus days of educational events and exceptional opportunities to engage with the Tableau Community and grow your business.

Every year, Tableau Conference Europe brings together the brightest and most innovative minds in EMEA around a common theme – the power of data visualization. Building off the success of last year’s conference in Berlin, we will continue to highlight the trends, ideas, and insights that will drive everyone’s use of data analytics forward. Conference attendees include all roles and skill levels, but one thing is true of everyone: Whether they are new to the product or a power user, everyone at Tableau Conference Europe is a Data Person. Attending the conference gives everyone the chance to explore opinions, ideas, and knowledge around harnessing and unleashing the power of data that they wouldn’t find anywhere else.

For 2020, we want to continue our proud tradition of putting you, our partners, at the centre of the action. Becoming a sponsor is a remarkable opportunity to engage with our entire EMEA community, including existing Tableau customers and new prospects, and make those powerful connections that will prove beneficial for the rest of the year. As a Tableau partner, you are essential to our mission and the success of our growing conference programmes. Your success is our success. I invite you to sponsor Tableau Conference Europe 2020 as we continue this journey together.

Let’s get started!

Ed Dolman
VP, EMEA Partners
Tableau
Why sponsor?
TC Europe 2019 Demographics

- Engage with the dynamic, diverse and passionate audience of Tableau customers and prospects
- Deepen your partner relationship with members of the Tableau partner ecosystem
- Increase awareness of your company through quality interactive brand experiences

DELEGATES BY DEPARTMENT VS JOB LEVEL

DELEGATES BY INDUSTRY

DELEGATES BY JOB LEVEL

DELEGATES BY DEPARTMENT
The best of Tableau Conference is coming back to London in 2020 as well as a sponsorship opportunity that’s right for you. Stand out in the Tableau community with a Platinum package that puts you front and centre of the conference, or contact us to learn more about our specialized engagements. If you are looking to showcase a new product, capability, thought leadership or find new networking opportunities, we have the right sponsorship engagement for you. Sponsoring Tableau Conference Europe is the best way to engage with the EMEA branch of the Tableau community.

**2020 Sponsorship — What’s new, event details**

ExCeL
London, UK
29 June - 1 July, 2020
Expected Attendance: 2,800
SPONSORSHIP LEVEL

Platinum Package
£52,000

Stand out as a premier sponsor with the only package that allows you to bring your own custom stand. The Platinum package will allow you to fully maximize your exposure with elite-level thought leadership opportunities and the largest Data Village footprint to engage directly with attendees. New to this year, Platinum packages include a Hands-on Training session.

CONTENT
• 60 Minute Breakout Session (Customer Speaker Required)
• 120 Minute Hands-on Training - NEW

PRESENCE
• 6m x 3m Exhibit Booth Space (Opportunity to Bring Your Own Booth)
• 4 Lead Scanning Devices
• 2 Hardline Internet Drops

ACCESS
• 4 Full Conference Passes
• 2 Expo-Only Staff Passes
• 1 Full Conference Pass for Customer Speaker
• Option to Purchase Additional Full Conference Passes at the discounted rate of £1,000 (Discount valid until 1 June 2020)*
• Option to Purchase Additional Expo-Only Staff Passes at the rate of £550*
• Shared Storage for Sponsors
• Access to Sponsor Staff Lounge

ONSITE ELEMENTS/BRANDING
• Rotating Session Ad
• Shared Dedicated Storage for Sponsors

PROMOTIONS
• Shared feature in post-event blog post
• Conference Website Recognition on Home Page
• Conference Website Recognition on Sponsor Page (logo, link, and 100-word description)
• Conference Mobile App Branding on Sponsor Page (logo, link, and 100-word description)
• Access to Social Promotional Kit
• 1 Tableau Official Tweet during conference (must be pre-approved by Tableau)
• 1 Push Notification via TC Europe App
• Keynote Recognition - Logo on slide and verbal recognition

CONFERENCE COMMUNICATIONS
• Acknowledgment in pre-event registered attendee email communication (distribution = 2,800)
• Ability to Issue Press Release (required to use Tableau PR Template)

*Full Conference and Expo-Only Passes within sponsorship packages are for sponsor use only and not for resale.
SPONSORSHIP LEVEL

Gold Package

£36,000

The Gold package is the perfect mix of content and Data Village presence with two sessions included as well as 5m x 3m turnkey booth footprint. Impress attendees with your thought leadership and engage with them in a prime location in the expo hall with the Gold package.

CONTENT
• 60 Minute Breakout Session (Customer Speaker Required)
• 30 Minute Mini Session (No Customer Speaker Required)

PRESENCE
• 5m x 3m Turnkey Exhibit Booth
• 3 Lead Scanning Devices
• 1 Hardline Internet Drop

ACCESS
• 3 Full Conference Passes
• 2 Expo-Only Staff Passes
• 1 Full Conference Pass for Customer Speaker
• Option to Purchase Additional Full Conference Passes at the discounted rate of £1,000 (Discount valid until 1 June 2020)*
• Option to Purchase Additional Expo-Only Staff Passes at the rate of £550*
• Shared Storage for Sponsors
• Access to Sponsor Staff Lounge

ONSITE ELEMENTS/BRANDING
• Shared Dedicated Storage for Sponsors

PROMOTIONS
• Conference Website Recognition on Home Page
• Conference Website Recognition on Sponsor Page (logo, link, and 75-word description)
• Conference Mobile App Branding on Sponsor Page (logo, link, and 75-word description)
• Access to Social Promotional Kit
• 1 Push Notification via TC Europe App
• Keynote Recognition - Logo on slide

CONFERENCE COMMUNICATIONS
• Acknowledgment in pre-event registered attendee email communication (distribution = 2,800)
• Ability to Issue Press Release (required to use Tableau PR Template)

*Full Conference and Expo-Only Passes within sponsorship packages are for sponsor use only and not for resale.
SPONSORSHIP LEVEL
Silver Package
£22,000

Looking to engage attendees in Data Village? The Silver package might be right for you. A 4m x 3m turnkey booth is included as well as a 30 Minute Mini Session. The perfect opportunity for a first time sponsor to meet the dynamic EMEA Tableau Community.

CONTENT
• 30 Minute Mini Session (No Customer Speaker Required)

PRESENCE
• 4m x 3m Turnkey Exhibit Booth
• 2 Lead Scanning Devices
• 1 Hardline Internet Drop

ACCESS
• 2 Full Conference Passes
• 2 Expo-Only Staff Passes
• Option to Purchase Additional Full Conference Passes at the discounted rate of £1,000 (Discount valid until 1 June 2020)*
• Option to Purchase Additional Expo-Only Staff Passes at the rate of £550*
• Shared Storage for Sponsors
• Access to Sponsor Staff Lounge

ONSITE ELEMENTS/BRANDING
• Shared Dedicated Storage for Sponsors

PROMOTIONS
• Conference Website Recognition on Sponsor Page (logo, link, and 50-word description)
• Conference Mobile App Branding on Sponsor Page (logo, link, and 50-word description)
• Access to Social Promotional Kit
• Keynote Recognition - Logo on slide

CONFERENCE COMMUNICATIONS
• Acknowledgment in pre-event registered attendee email communication (distribution = 2,800)
• Ability to Issue Press Release (required to use Tableau PR Template)

*Full Conference and Expo-Only Passes within sponsorship packages are for sponsor use only and not for resale.
SPONSORSHIP LEVEL

Bronze Package

£10,000

The Bronze package is the perfect package to maximize budget and engage with attendees through a 3m x 3m turnkey booth space. This economical opportunity will allow you to enjoy the energy from Data Village and give you direct access to the dynamic Tableau Community.

PRESENCE

• 3m x 3m Turnkey Exhibit Booth
• 1 Lead Scanning Devices
• 1 Hardline Internet Drop

ACCESS

• 2 Full Conference Passes
• 1 Expo-Only Staff Passes
• Option to Purchase Additional Full Conference Passes at the discounted rate of £1,000 (Discount valid until 1 June 2020)*
• Option to Purchase Additional Expo-Only Staff Passes at the rate of £550*
• Shared Storage for Sponsors
• Access to Sponsor Staff Lounge

ONSITE ELEMENTS/BRANDING

• Shared Dedicated Storage for Sponsors

PROMOTIONS

• Conference Website Recognition on Sponsor Page (logo, link)
• Conference Mobile App Branding on Sponsor Page (logo, link)
• Access to Social Promotional Kit
• Keynote Recognition - Logo on slide

CONFERENCE COMMUNICATIONS

• Ability to Issue Press Release (required to use Tableau PR Template)

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*Full Conference and Expo-Only Passes within sponsorship packages are for sponsor use only and not for resale.
## Package comparison grid

<table>
<thead>
<tr>
<th></th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tr>
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<td>£ 52,000</td>
<td>£ 36,000</td>
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<td><strong>LONDON</strong></td>
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<td><strong>EXHIBIT HALL</strong></td>
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<tr>
<td>Turnkey exhibit booth with customizable graphics panel</td>
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<td>5m x 3m</td>
<td>4m x 3m</td>
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<td>Hardline Internet Drops</td>
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<td><strong>ONSITE ELEMENTS/BRANDING</strong></td>
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<td>Rotating Session Ad</td>
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<td>Full Screen</td>
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<td>✓</td>
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<td><strong>CONTENT</strong></td>
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<td></td>
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<tr>
<td>120 Minute Hands-on Training</td>
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<td></td>
<td></td>
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<tr>
<td>60 Minute Breakout Session – Customer Speaker</td>
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<tr>
<td>30 Minute Session – Partner Speaker</td>
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<td></td>
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## Package comparison grid

(continued)

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<tr>
<td>Expo-Only Staff Passes</td>
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<tr>
<td>Full Conference Pass for Customer Speaker</td>
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<td>1</td>
<td></td>
<td></td>
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<tr>
<td>Opportunity to Purchase Additional Full Conference Passes at the discounted rate of £1,000</td>
<td>No Limit</td>
<td>No Limit</td>
<td>No Limit</td>
<td>No Limit</td>
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<tr>
<td>Opportunity to Purchase Additional Expo-Only Passes at the discounted rate of £550</td>
<td>Limit 5</td>
<td>Limit 4</td>
<td>Limit 3</td>
<td>Limit 2</td>
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<tr>
<td>Access to Sponsor Staff Lounge</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

| PROMOTIONS | | | | |
| Conference Website Recognition on Home Page | ✓ | ✓ | | |
| Conference Website Recognition on Sponsor Page | Logo, Link + 100-word description | Logo, Link + 75-word description | Logo, Link + 50-word description | Logo, Link |
| Conference Mobile App Branding on Sponsor Page | Logo, Link + 100-word description | Logo, Link + 75-word description | Logo, Link + 50-word description | Logo, Link |
| Push Notification via Tableau Conference TC Europe App | 1 | 1 | | |
| Social Media Post Shared on Tableau’s Official Twitter Account During Conference | 1 | | | |
| Access to Social Promotional Kit | ✓ | ✓ | ✓ | ✓ |
| Keynote Recognition- Thank You Message | Logo on slide + verbal recognition at Morning Keynote | Logo on slide | Logo on slide | Logo on slide |

| COMMUNICATIONS | | | | |
| Acknowledgment in Pre-Event Registered Attendee Email Communication | Logo | Logo | | |
| Ability to Issue Press Release | ✓ | ✓ | ✓ | ✓ |
Sponsorship Enhancements

**Dedicated Meeting Room: £2,000**
Host meetings throughout Tableau Conference Europe with a dedicated meeting room. This space will be available for your company to host sales meetings, networking meetings or other meetings you plan to host at TCE. As a dedicated meeting room, this space will be exclusive reserved for your company.

*Limit of 5 dedicated meeting spaces available

**Silent Disco Headsets: Direct Bill from Vendor**
New to this year, Silent Disco headset presentations will only be allowed in Data Village through this offering. This will guarantee sponsors will have an uninterfered frequency and attendee undivided attention during Silent Disco presentations.

*Limit of 6 Sponsors
New Custom Engagements

Engage with delegates in a unique exclusive engagement, contact sponsorship@tableau.com for more information.

Data Leaders
The new Data Leaders Summit will bring up to 100 EMEA business decision-makers together for a one-day summit. These key influencers, typically at a director level or above, will gather for a general session, breakouts, networking and collaborative activities focused on how to create a culture of data within their organizations. Present a 30-min session and participate in collaborative content. Your brand will be featured onsite, in communications and in the onsite lounge. Socialize with summit attendees for pre-Welcome Reception drinks.

Data Night Out
The opportunity to be one of a limited number of partners telling their story through engaging brand opportunities at the week’s largest event: Data Night Out. This can’t-miss celebration will attract all delegates to an exclusive night of unique engagements and fun with your brand front and centre.

Iron Viz Presenting Sponsor
Iron Viz is the world’s premiere visualization showdown featuring three contestants (cherry-picked from highly competitive feeder competitions throughout the year) as they face off before eager TCE crowds. Yielding identical datasets and a set amount of time, each contestant will battle to build the finest visualization in the arena. You will have the opportunity to be the presenting sponsor and gain prime visibility in this exclusive opportunity.

Additional Custom Engagements
Have additional ideas for a custom sponsorship engagement? Contact us at Sponsorship@tableau.com. Additional custom engagements start at £36,000 and up.
1. DEFINITIONS. As used herein, the following terms shall have the following meanings:

a. “Company” means the company defined in the Sponsorship Form.

b. “Event” means the event defined in the Sponsorship Form.

c. “Event Provider” means the company defined in the agreement concerning the use of the Event.

d. “Tableau” means Tableau Software, Inc. or its Affiliate that is hosting the Event.

e. “Data Protection Laws” means, (a) EU Regulation 2016/679 (“GDPR”); and (b) any laws or regulations ratifying, implementing, amending, supplementing or replacing GDPR (or any guidance or codes of practice issued by a government or regulatory body or in relation to compliance with the foregoing, in each case, to the extent in force, and as such are updated, amended or replaced from time to time; and (d) any other state, local, or federal laws or regulations governing privacy or protection of personal information or data.

2. ASSIGNMENT AND USE OF EXHIBIT SPACE/RESTRICTIONS.

f. “Sponsorship Form” means the written form specifying the details of the Event.

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Sponsorship Contract

LOGISTICS CONTACT

Main Contact (Required):
- First Name: 
- Last Name: 
- Company: 
- Title: 
- Email Address: 
- Phone: 

Additional Contact:
- First Name: 
- Last Name: 
- Company: 
- Title: 
- Email Address: 
- Phone: 

Additional Contact:
- First Name: 
- Last Name: 
- Company: 
- Title: 
- Email Address: 
- Phone: 

SPONSORSHIP LEVEL

Select Sponsorship: 
- Platinum: £52,000
- Gold: £36,000
- Silver: £22,000
- Bronze: £10,000

PAYMENT (REQUIRED)

Select Payment Type:
- Check
- Wire
- PO
- Credit Card

Credit Card Submission Contact Name: 
Contact Email: 

MARKETING PROMOTIONAL OPPORTUNITIES

- Dedicated Meeting Space: £2,000
- Silent Disco Headsets: Direct bill from vendor

CONTRACT SIGNATURE (REQUIRED)

Sponsorship Package: £
Enhancement Total: £
Total: £

Printed Name: 
Billing Address: 
City: State: Zip Code: Country: 
Signature: Date: 

* Note: By signing above, Sponsor accepts and agrees to the Sponsorship Terms and Conditions set forth on Appendix A of this Sponsorship Prospectus.

Tableau reserves the right to refuse sponsorship by any company for any reason. Please see attached Sponsorship Terms & Conditions (Appendix A) for cancellation policy and all other rules and regulations regarding sponsorships. Sponsorships are not confirmed until payment is received.
Sponsorship Contract

Thank you for your support and purchase of a Tableau Conference Europe sponsorship. We accept the following payment types: wire (bank) transfer and credit card. Complimentary registration codes, included in each sponsorship package, will be distributed upon receipt of payment. Note: UK 20% VAT is not included in the sponsorship package pricing, but will be included in Invoices.

**Sponsorship Payment Instructions**

**Wire Transfers:**
Please instruct your bank to include your Company Name and Invoice Number(s) with your transfer to ensure timely and accurate application of your payment. Please send remittance advice to ar@tableau.com. Payments must be made in GBP. All transfer fees must be covered by the sender and should be specified upon initiation of the transfer.

**Credit Cards:**
Tableau accepts MasterCard, Visa and American Express. All cards will only be charged in GBP so exchange rates may apply. Complete ‘Credit Card contact email’ on Appendix B of the sponsorship form and a Credit Card payment link will be emailed to you.

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</tr>
<tr>
<td>Tableau Software UK Limited</td>
<td><strong>Receiving Bank:</strong> HSBC UK Bank PLC</td>
</tr>
<tr>
<td>The Secretary</td>
<td><strong>Beneficiary (for credit to):</strong></td>
</tr>
<tr>
<td>837 N 34th Street</td>
<td>Tableau Software UK Limited</td>
</tr>
<tr>
<td>Suite 200, Seattle</td>
<td><strong>Account #:</strong> 30099457</td>
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<tr>
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