

SPONSORSHIP PROSPECTUS

Your invitation to amplify
Alteryx Inspire Europe 2019

WELCOME TO INSPIRE EUROPE 2019



Steve Walden

SVP, Business Development
Alteryx, Inc.

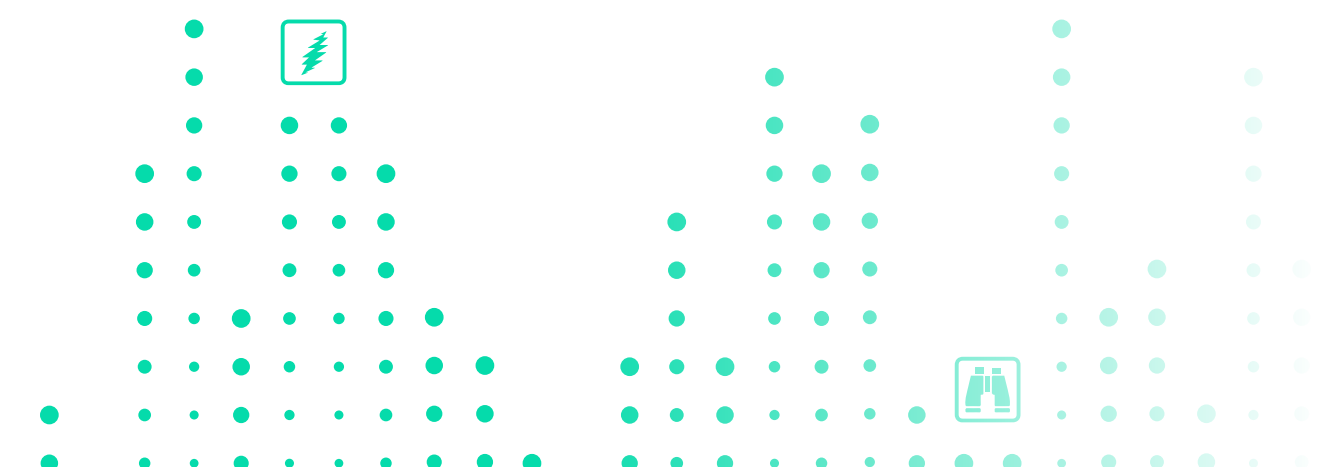
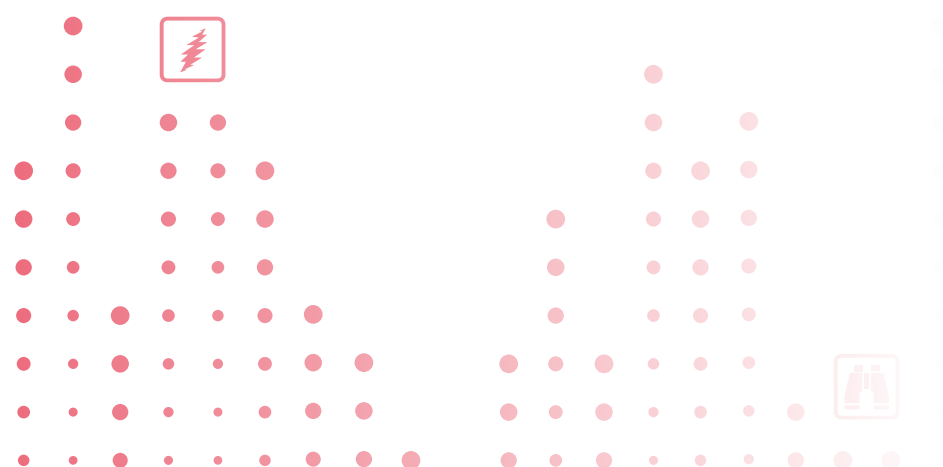
Please join us in London, UK, 14-17 October for Alteryx Inspire Europe 2019. It is a truly inspirational, educational and fun celebration for those driving the analytics insights of today and tomorrow.

Inspire Europe 2018 was a sold-out event, and we expect our 2019 conference to be even bigger. Not only did we add another half-day to the conference to accommodate all of our speakers and content, but we are prepared to host 2,000+ attendees. It will be four packed days of hands-on trainings, business perspectives, tips from industry leaders and networking with other analytics leaders and drivers.

At Inspire Europe 2019, we are offering a wide variety of marketing and promotional opportunities designed to provide unparalleled access to the best and brightest in

analytics. As one of our trusted partners helping further the analytics ecosystem, I hope to see you there as a sponsor.

Should you have any questions or concerns, please do not hesitate to reach out to me. I look forward to seeing you in London for Inspire Europe 2019!



AUDIENCE DEMOGRAPHICS



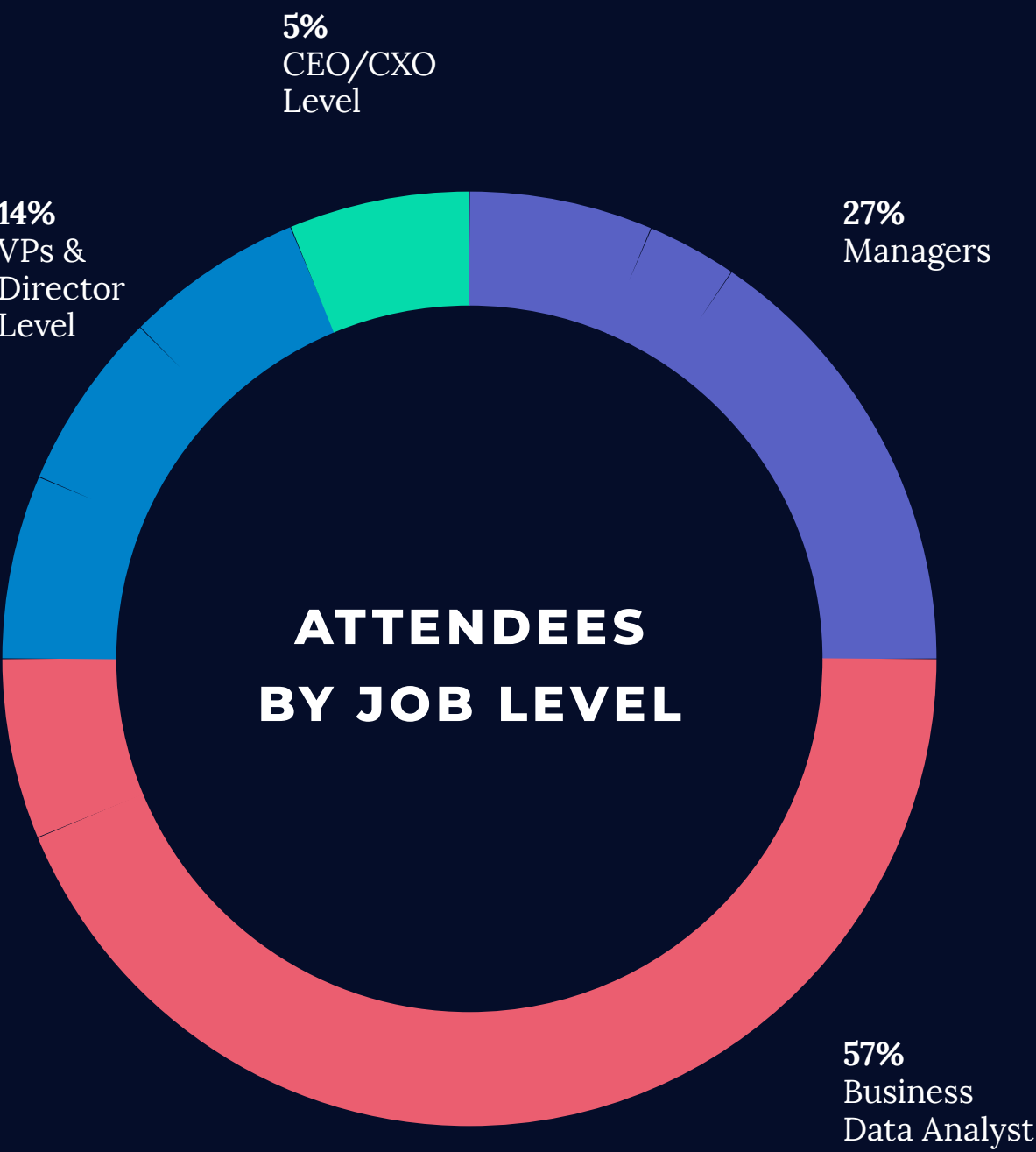
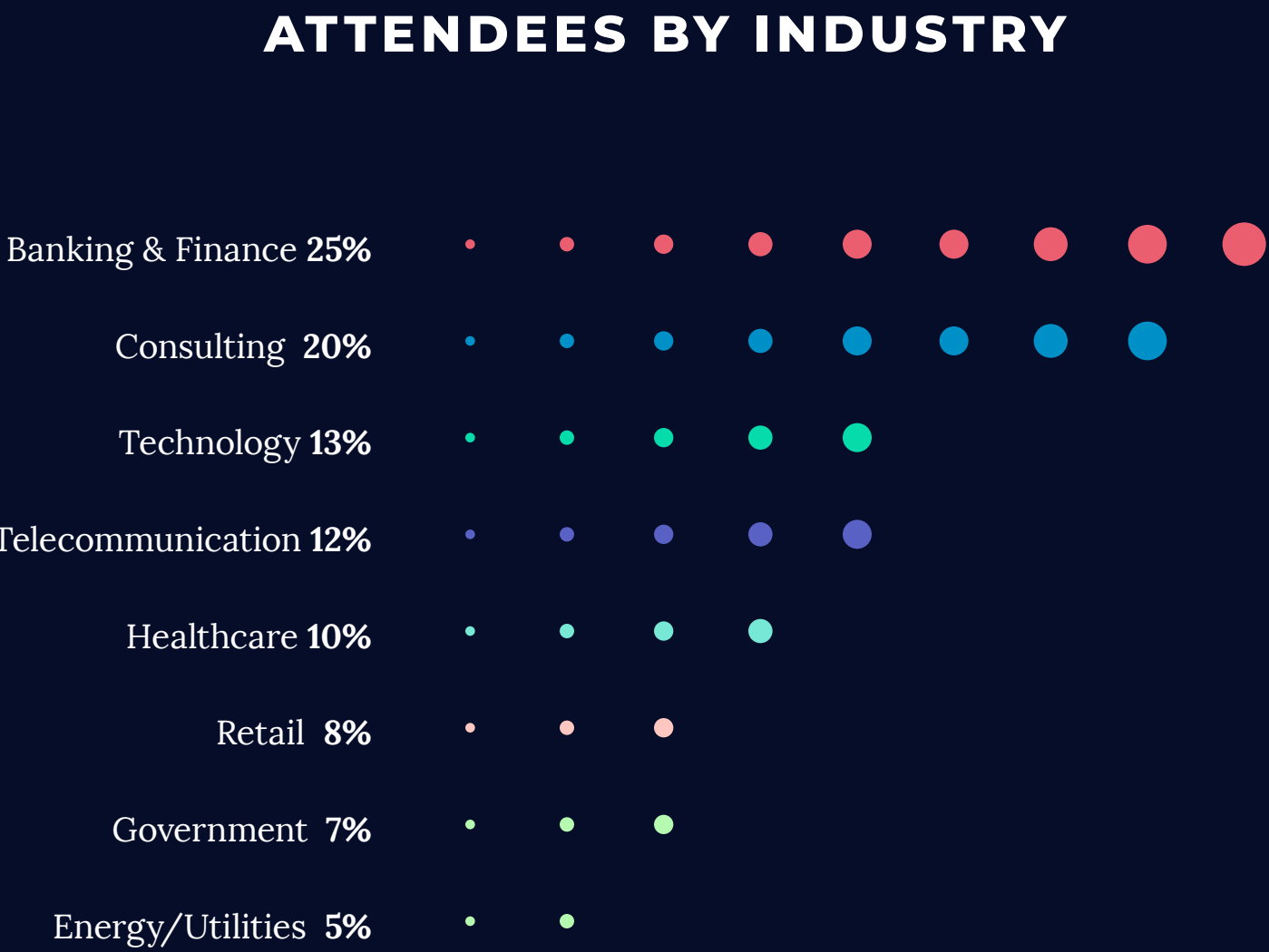
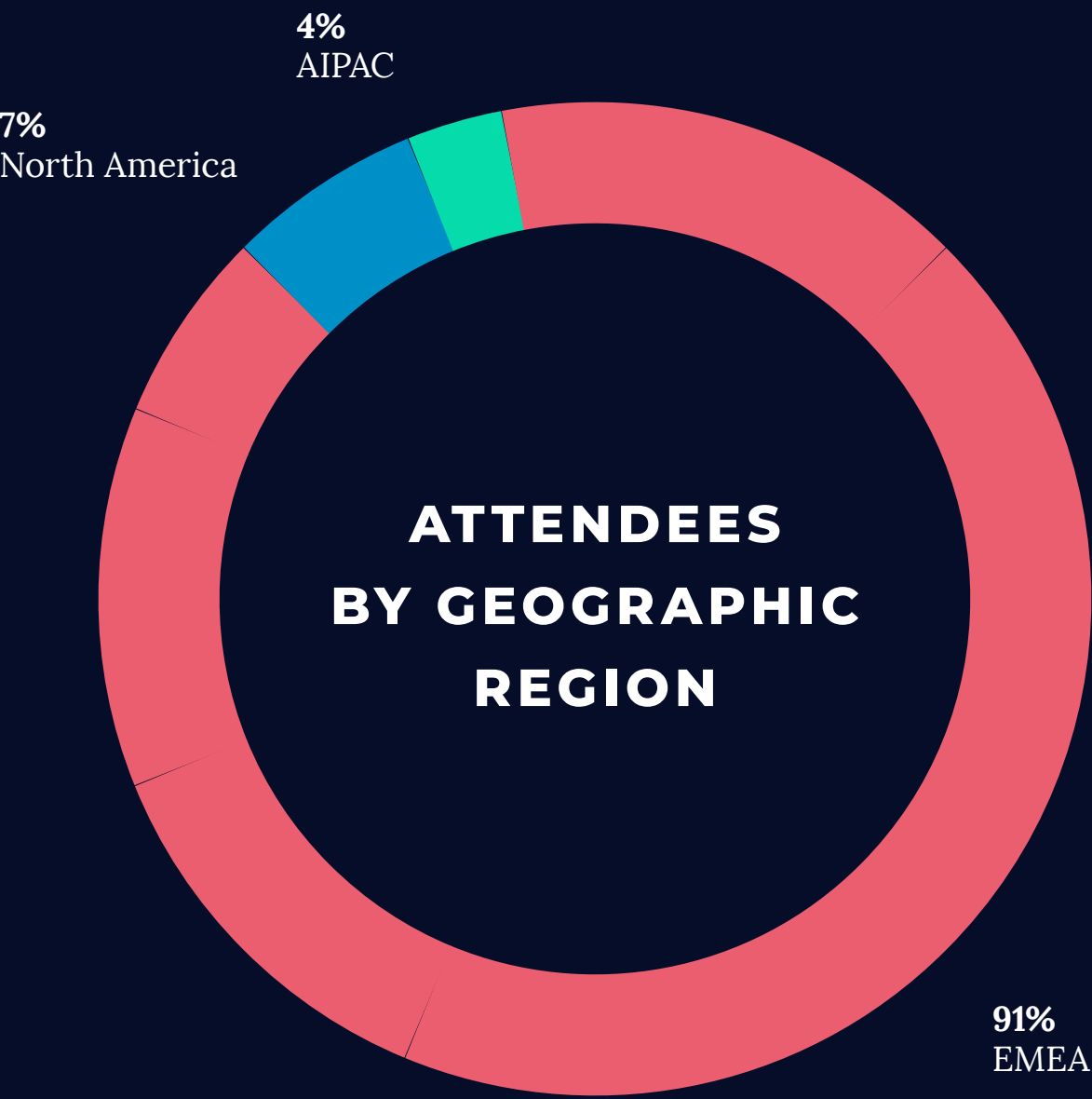
TOTAL ATTENDANCE
YEAR OVER YEAR

480
ATTENDED IN 2016

750
ATTENDED IN 2017

1,538
ATTENDED IN 2018

2,000+
EXPECTED IN 2019



EVENT DETAILS

GENERAL INFORMATION

Alteryx Inspire Europe 2019
London, UK
14-17-October 2019

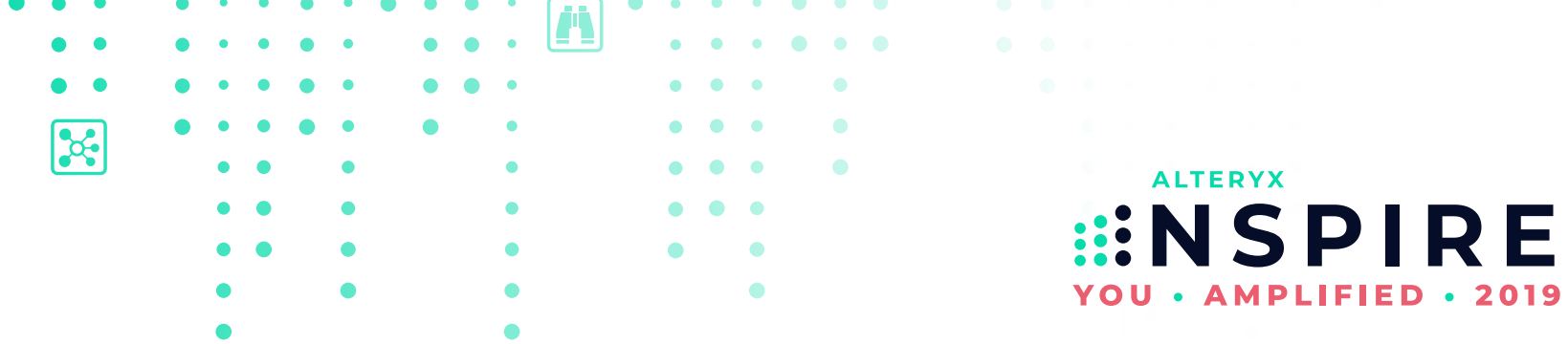
VENUE INFORMATION

Tobacco Dock
Tobacco Quay,
Wapping Lane,
London
E1W 2SF

WEDNESDAY, 15 OCTOBER		ATTENDEE EXPOSURE: 9 HOURS
10:30 – 18:30	Expo Open	
10:30 – 11:15	Morning Break HIGH EXPO TRAFFIC	
12:00 – 13:15	Lunch HIGH EXPO TRAFFIC	
14:45 – 15:15	Afternoon Break HIGH EXPO TRAFFIC	
17:00 – 18:30	Welcome Reception HIGH EXPO TRAFFIC	
THURSDAY, 16 OCTOBER		ATTENDEE EXPOSURE: 5.5 HOURS
9:00 – 13:30	Expo Open	
10:45 – 11:15	Morning Break HIGH EXPO TRAFFIC	
12:00 – 13:00	Lunch HIGH EXPO TRAFFIC	
15:15 – 16:15	Extended Expo Hours	

Expo Hours: The Expo Hall will be open all day on conference days, closing only during keynotes.
High Expo Traffic: High traffic times are immediately before or after keynotes, during breaks and at lunches.
Alteryx Solution Center: Back by popular demand, the Alteryx Solution Center will be housed in the expo hall to ensure high traffic and optimal visibility.

BOOTH PACKAGES



	DIAMOND <small>(By Invitation Only)</small>	PLATINUM	GOLD	SILVER
Pricing	SOLD	£18,000	£12,000	£7,200
Expo Booth Size	7m x 2.5m	3m x 2.5m	3m x 2.5m	Kiosk
Comped Sponsor Conference Passes	(8)	(5)	(3)	(1)
Comped Customer Conference Passes	(10)	(7)	(5)	(2)
Option to Purchase Additional Discounted Full Conference Passes	X	X	X	X
Lead Retrieval Licenses	(4)	(3)	(2)	(1)
Inclusion in Pre-Conference Email Promotion	X	X	X	X
Inclusion on Event Website	X	X	X	X
Inclusion on all On-site Sponsor Recognition Signage	X	X	X	X
Mobile App Listing	X	X	X	X
Sponsor Recognition in Post-Conference Email	X	X	X	X
Twitter Sponsorship Mention	X	X	X	
Mobile App Push Notification	X	X		
F2F Executive Meeting	X	X		
Breakout Session (45 min)	X	Available in Lieu of Expo Booth		
Private Meeting Room	X			
Welcome Reception Sponsorship	X			

SPONSORSHIP PACKAGES

DIAMOND LEVEL SOLD

(1) AVAILABLE*

**Available by invitation only.*

PACKAGE HIGHLIGHTS:

EXPO BOOTH

- 7m x 2.5m turnkey booth space with custom graphics

INCLUDED WITH DIAMOND SPONSORSHIP:

ACCESS

- (4) Lead retrieval licenses
- (8) Complimentary sponsor conference passes
- (10) Complimentary customer conference passes
- Option to purchase additional conference passes at 50% off the attendee rate
- F2F Alteryx executive meeting
- All-day private meeting room (Oct 16-17th)
- Welcome Reception Sponsorship

PRE-CONFERENCE MARKETING

- Company description (75) words, logo, hyperlink on the Inspire 2019 website
- Sponsorship acknowledgment in pre-conference attendee communication

ON-SITE MARKETING

- Mobile app listing including company name, booth location, logo, URL, and company description
- Mobile app push notification
- Inclusion in all-conference signage
- Twitter mention

POST-CONFERENCE MARKETING

- Sponsorship acknowledgment in post-conference email

SPONSORSHIP PACKAGES

PLATINUM LEVEL

£18,000

(4) AVAILABLE

Expo Booth Sponsorship OR*

Breakout Session Sponsorship

* Sponsor must choose one: Booth or Session

CHOOSE EXPO BOOTH OR SESSION:

EXPO BOOTH

- 3m x 2.5m turnkey booth space with custom graphics

OR

BREAKOUT SESSION

- 45 minute session
Topics to be approved by Alteryx.

INCLUDED WITH PLATINUM SPONSORSHIP:

ACCESS

- (3) Lead retrieval licenses
- (5) Complimentary sponsor conference passes
- (7) Complimentary customer conference passes
- Option to purchase additional conference passes at 50% off the attendee rate
- F2F Alteryx executive meeting

PRE-CONFERENCE MARKETING

- Company description (50) words, logo, hyperlink on the Inspire 2019 website
- Sponsorship acknowledgment in pre-conference attendee communication

ON-SITE MARKETING

- Mobile app listing including company name, booth location, logo, URL, and company description
- Mobile app push notification
- Inclusion in all-conference signage
- Twitter mention

POST-CONFERENCE MARKETING

- Sponsorship acknowledgment in post-conference email

SPONSORSHIP PACKAGES

GOLD LEVEL

£12,000

PACKAGE HIGHLIGHTS:

EXPO BOOTH

- 3m x 2.5m turnkey booth space with custom graphics

INCLUDED WITH GOLD SPONSORSHIP:

ACCESS

- (2) Lead retrieval licenses
- (3) Complimentary sponsor conference passes
- (5) Complimentary customer conference passes
- Option to purchase additional conference passes at 50% off the attendee rate

PRE-CONFERENCE MARKETING

- Company description (50) words, logo, hyperlink on the Inspire 2019 website
- Sponsorship acknowledgment in pre-conference attendee communication

ON-SITE MARKETING

- Mobile app listing including company name, booth location, logo, URL, and company description
- Inclusion in all-conference signage
- Twitter mention

POST-CONFERENCE MARKETING

- Sponsorship acknowledgment in post-conference email

BOOTH PACKAGES

SILVER LEVEL

£7,200

PACKAGE HIGHLIGHTS:

EXPO BOOTH

- Turnkey kiosk space

INCLUDED WITH SILVER SPONSORSHIP:

ACCESS

- (1) Lead retrieval licenses
- (1) Complimentary sponsor conference passes
- (2) Complimentary customer conference passes
- Option to purchase additional conference passes at 50% off the attendee rate

PRE-CONFERENCE MARKETING

- Company description (50) words, logo, hyperlink on the Inspire 2019 website
- Sponsorship acknowledgment in pre-conference attendee communication

ON-SITE MARKETING

- Mobile app listing including company name, booth location, logo, URL, and company description
- Inclusion in all-conference signage

POST-CONFERENCE MARKETING

- Sponsorship acknowledgment in post-conference email

Sponsorship Agreement Form



If you wish to take advantage of any of the available sponsorship opportunities, please complete, print or scan the below and send to your sponsorship point of contact. If you are not currently working with an Inspire team member please email cpensato@alteryx.com

Agreement Disclaimer: Sponsorships are available on a first-come, first-served basis. Send in your sponsorship registration form early to ensure that you get your top choice! All sponsorship deliverables are due no later than 30 August 2019

Important: 100% payment due net 30 days. An invoice with further payment instruction will be emailed to the primary and billing contact upon receipt of signed agreement. Purchase Order (PO) is required at the time of contract unless a credit card is provided to cover all fees. A 5% processing fee will apply to credit card payments.

PRIMARY CONTACT INFORMATION:

Name: _____

Company: _____

Title: _____

Contact Email: _____

Phone: _____

SELECT SPONSORSHIP PACKAGE LEVEL:

Diamond Sponsor £25,000	Gold Sponsor £12,000
Platinum Sponsor £18,000	Silver Sponsor £7,200

PAYMENT DETAILS:

Package Total:	<div>£</div>		
Credit Card	Cheque	Wire Transfer	ACH
Purchase Order	PO#: _____		

BILLING INFORMATION:

Company: _____

Street: _____

City: _____ **State:** _____

Country: _____ **Postal Code:** _____

VAT#: _____

Billing Contact Email: _____

Additional Billing Instructions: _____

EVENT TERMS



INSPIRE 2019 EVENT TERMS The following terms and conditions (“Event Terms”) shall apply to Sponsor’s sponsorship at Inspire Europe 2019 being held by Alteryx UK Ltd. in London, United Kingdom (“Alteryx”). Any capitalized terms used but not defined herein shall have the meanings ascribed to them in the Event Sponsorship Agreement entered into by the parties in connection with Inspire Europe 2019 (the Event Sponsorship Agreement and the Event Terms shall be referred to herein as the “Agreement”).

In consideration of the mutual promises and covenants contained in this Agreement, the parties hereby agree as follows:

1. SPONSORSHIP

a. For its participation as a Sponsor in the Event, Sponsor shall pay to Alteryx the fee (the “Sponsorship Fee”) for the level of sponsorship checked below (benefits for each level of sponsorship is described in the Inspire Europe 2019 Sponsorship prospectus):

INSPIRE EUROPE 2019 DIAMOND SPONSORSHIP
INSPIRE EUROPE 2019 PLATINUM SPONSORSHIP
INSPIRE EUROPE 2019 GOLD SPONSORSHIP
INSPIRE EUROPE 2019 SILVER SPONSORSHIP

b. Inspire Europe 2019 sponsorship payment terms are net 30 days. The Sponsor agrees to pay the Sponsorship Fee in full within 30 days of signed Event Sponsorship Agreement and receipt of invoice from Alteryx. Alteryx reserves the right to withdraw the sponsorship if payment is not received within 30 days of signed Event Sponsorship Agreement.

2. EVENT TERMS Each party agrees to comply with the obligations and requirements set forth in the Inspire Europe 2019 Event Terms provided herewith and incorporated herein.

3. SPONSOR TRADEMARKS SPONSOR MATERIALS Subject to the terms and conditions of this Agreement, Sponsor grants to Alteryx a non-exclusive non- transferable right to use Sponsor’s trademarks, trade names, logo designs and company description as prepared and delivered to Alteryx by Sponsor (“Sponsor Materials”) solely in connection with promotion of the Event.

4. TERM Subject to the terms and conditions herein, this Agreement shall be effective upon the Effective Date and shall continue through the last day of the Event, unless earlier terminated as otherwise provided in this Agreement (the “Term”).

5. GOVERNING LAW/JURISDICTION This Agreement, and all matters arising out of this Agreement, shall be governed and interpreted in accordance with the laws of England and Wales, without regard to its conflict of laws principles.

6. ASSIGNMENT This Agreement may not be assigned by either party without prior written consent of the other party.

7. ON-SITE SPACE & RESTRICTIONS For those sponsorships that include exhibit space, the following terms shall apply:

a. Alteryx shall provide exhibit space at the Event (“Space”) for Sponsor to display its products and services (“Sponsor Products”). Alteryx shall assign the Space to Sponsor according to sponsorship level. Space assignments may be revised, or the Event layout or venue modified, at any time prior to commencement of the Event by Alteryx, in its sole discretion. The Space is for Sponsor’s use only and may not be shared in any manner without Alteryx’s prior written consent.

b. All Sponsor Products must be assembled before and removed after the Event by Sponsor in accordance with Alteryx’s schedule. Alteryx may refuse to grant consent for use by Sponsor of any Sponsor Products that Alteryx deems unsuitable, objectionable or inconsistent with the Event purpose and goals. At the Event, Sponsor may not assist any other party in soliciting business, or exchange money or goods, in each case, without Alteryx’s prior written consent.

8. CANCELLATION/TERMINATION

a. Cancellation. Alteryx may cancel the Event for convenience upon written notice to Sponsor and Sponsor’s sole and exclusive remedy shall be to obtain a full refund of the Sponsorship Fee paid to Alteryx under the Agreement. Alteryx may also cancel the Event due to any Force Majeure Event, and Sponsor’s sole and exclusive remedy shall be to obtain a pro rata portion of the Sponsorship Fee paid to Alteryx under the Agreement based on the time remaining prior to the scheduled date of the Event. A change in the name, date, hours or venue of the Event shall not be deemed a cancellation of the Event. For the purposes of the Agreement, a “Force Majeure Event” means any event beyond Alteryx’s reasonable control, including but not limited to fire, flood, epidemic, earthquake, explosion, act of God or public enemy, riot or civil disturbance, strike, lockout or labour dispute, war (declared or undeclared), terrorist threat or activity, or any federal state or local government law, order, or regulation, order of any court or jurisdiction, or other cause not reasonably within Alteryx’s control.

b. Termination by Sponsor. Sponsor may terminate the Agreement and its participation as a Sponsor of the Event upon written notice to Alteryx at least ninety (90) days prior to the Event, in which case Alteryx will work with Sponsor to provide a partial fund of its sponsor fee. If Sponsor cancels fewer than 90 days prior to the Event, Sponsor shall not be entitled to any refund of, and Alteryx shall be entitled to retain, the Sponsorship Fee paid to Alteryx under the Agreement (“Liquidated Damages Amount”). Sponsor acknowledges that the actual damages likely to result from termination of the Agreement and cancellation of sponsorship are difficult to estimate on the date of the Agreement and would be difficult for Alteryx to prove. The parties intend that the Liquidated Damages Amount would serve to compensate Alteryx for such termination and cancellation, and they do not intend for it to serve as a forfeiture or penalty for any such termination and cancellation by Sponsor.

c. Termination by Alteryx. Alteryx may terminate Sponsor’s participation in the Event and take possession of the Space assigned to Sponsor if Sponsor fails to meet any of its obligations under the Agreement, including but not limited to maintaining all exhibited Sponsor Products in good working order, staffing the Space in a timely manner, and exhibiting professional conduct, and no refund of any Sponsorship Fee shall be due.

EVENT TERMS (CONTINUED)



9. WARRANTIES Sponsor hereby represents and warrants that: (i) this Agreement is a legal and valid obligation binding upon it and enforceable according to its terms. The execution, delivery, and performance of this Agreement does not conflict with any agreement, instrument, or understanding, oral or written, to which Sponsor is a party or by which it may be bound, nor violate any law or regulation of any court, governmental body, or administrative or other agency having jurisdiction over it; (ii) Sponsor will comply with all applicable federal and local laws and regulations in connection with its participation in the Event; (iii) Sponsor Products and any other item in the Space is constructed safely, and meets the highest industry standard engineering practices; (iv) Sponsor’s participation in the Event will not violate the proprietary rights of any third party; and (v) Sponsor will contact only those Event attendees who have voluntarily provided their contact information and agreed to be contacted by Sponsor for purposes of learning about Sponsor Products.

10. TAXES Sponsor is solely responsible for obtaining any licenses and permits, and payment of all taxes (including sales and use taxes), license fees, or other charges applicable to its participation in the Event, including, if applicable, taxes collected by Alteryx.

11. INSURANCE Sponsor agrees to maintain the following insurance coverage in full force during the term of the Agreement. Sponsor shall maintain commercial general liability insurance, on an occurrence basis, covering all operations by or on behalf of Sponsor against bodily injury (including, without limitation, death) and property damage (including, without, limitation, loss of use), including, without limitation, premises/operations, personal and advertising injury, products/ completed operations, and contractual liability, with limits of liability of not less than £1,000,000 per occurrence, combined single limit for bodily injury and property damage, with a £2,000,000 general aggregate. Alteryx and the Event Parties shall be included as additional insureds under Sponsor’s commercial general liability insurance policy. Sponsor shall obtain and maintain Employer’s Liability Insurance in an amount not less than £1,000,000. Sponsor shall provide Alteryx with certificates of insurance evidencing all of the insurance coverage required by this Agreement prior to commencing work hereunder. Sponsor shall obtain a waiver of rights of subrogation by each insurer in favour of Alteryx and the Event Parties. For the purposes of the Agreement, “Event Parties” means the venue at which the Event is held, and, if applicable, such venue’s parent companies, affiliates, shareholders, officers, directors, employees, agents, successors and assigns.

12. LIMITATION OF LIABILITY AND INDEMNITY

a. THE LIMIT OF ALTERYX’S LIABILITY FOR ANY AND ALL CLAIMS SHALL NOT IN THE AGGREGATE EXCEED THE FEES AND EXPENSES PAID BY SPONSOR TO ALTERYX UNDER THE AGREEMENT. IN NO EVENT SHALL EITHER PARTY BE LIABLE FOR CONSEQUENTIAL, INCIDENTAL OR PUNITIVE LOSS, DAMAGES OR EXPENSES, INCLUDING WITHOUT LIMITATION LOST PROFITS OR GOODWILL, EVEN IF SUCH PARTY HAS BEEN ADVISED OF THEIR POSSIBLE EXISTENCE.

b. SPONSOR AGREES TO DEFEND, INDEMNIFY, AND HOLD HARMLESS ALTERYX AND EVENT PROVIDERS FROM AND AGAINST ANY CLAIM, LOSS, LIABILITY, OR DAMAGE SUFFERED DUE TO (I) SPONSOR’S CONSTRUCTION OR MAINTENANCE OF AN UNSAFE PRODUCT OR SPACE, AND/OR (II) THE NEGLIGENCE OR MISCONDUCT OF COMPANY OR ITS AGENTS OR SPONSOR’S BREACH OF ANY COMMITMENT MADE HEREUNDER. SPONSOR MUST MAINTAIN PROPER INSURANCE COVERAGE FOR ITS PROPERTY AND LIABILITY, AND REPRESENTS AND WARRANTS THAT IT HAS OBTAINED ADEQUATE INSURANCE TO COVER ITS POTENTIAL LIABILITY HEREUNDER. SPONSOR ACKNOWLEDGES AND AGREES THAT THE TERMS AND CONDITIONS OF THIS AGREEMENT ARE SUBJECT AND SUBORDINATE TO THE TERMS AND CONDITIONS OF ALTERYX’S AGREEMENT WITH THE EVENT PROVIDERS. SPONSOR SHALL INDEMNIFY AND HOLD ALTERYX, ITS OFFICERS, DIRECTORS, EMPLOYEES AND AGENTS, HARMLESS FROM AND AGAINST ANY CLAIM, LOSS, LIABILITY OR DAMAGES CAUSED TO ALTERYX AS A RESULT OF SPONSOR’S ALLEGED OR ACTUAL INFRINGEMENT OF ANY THIRD PARTY’S PROPRIETARY RIGHTS.

13. RELEASE Sponsor acknowledges that the Event may be recorded and reproduced in any form (including but not limited to digital formats), and hereby authorizes Alteryx and its designees to record, transcribe, modify, reproduce, publicly perform, display, distribute, redistribute, and transmit in any form and for any purpose any such recording of the Event, and agrees to execute any additional release presented by Alteryx, its licensees, or permittees, in connection with such activity or to give effect to this provision. Sponsor hereby releases Alteryx and its designees from and waives all claims it or its employees or agents may possess, now or in the future, in connection with such activities, and specifically waives any statutory restriction on waivers of future claims or moral rights.

14. NOTICES All notices between the Parties shall be in writing and shall be deemed given as of the day they are received either by messenger, facsimile, delivery service, or in the United States of America mails, postage prepaid, certified or registered, return receipt requested, and addressed as follows: Alteryx UK Ltd., 186 City Road 2nd Floor London EC1V 2NT United Kingdom and to Sponsor at the Contact information provided below, or to such other addresses as the Party to receive the notice or request so designates by written notice to the other Party.

Sponsor Company:

Address:

Phone:

Email:

15. MISCELLANEOUS The Parties hereunder are operating as independent contractors, and nothing in the Agreement shall be construed as creating a partnership, franchise, joint venture, employer employee or agency relationship. If any provision of the Agreement shall be held by a court of competent jurisdiction to be illegal, invalid or unenforceable, the remaining provisions shall remain in full force and effect. The Parties intend that the provisions of the Agreement be enforced to the fullest extent permitted by applicable law. Accordingly, the Parties agree that if any provisions are deemed not enforceable, they shall be deemed modified to the extent necessary to make them enforceable. The Agreement constitutes the entire agreement between the Parties with respect to the subject matter hereof and supersedes all prior and contemporaneous agreements or communications. The Agreement shall not be modified except by a written agreement dated subsequent to the date of the Agreement and signed on behalf of Sponsor and Alteryx by their respective duly authorized representatives. No waiver of any breach of any provision of the Agreement shall constitute a waiver of any prior, concurrent or subsequent breach of the same or any other provisions here of, and no waiver shall be effective unless made in writing and signed by an authorized representative of the waiving Party. The parties may sign and deliver the Agreement by facsimile transmission, electronic transmission in Portable Document Format ("PDF") or electronic signature. Each party agrees that the delivery of this Amendment by facsimile, PDF or electronic signature shall have the same force and effect as delivery of original signatures.

EVENT TERMS AGREEMENT



Agreed and Accepted:

ALTERYX, INC.

By: _____
Signature (Authorized Representative Only)

Name: _____

Title: _____

Date: _____

SPONSOR

By: _____
Signature (Authorized Representative Only)

Name: _____

Title: _____

Date: _____

By signing above, parties agree to be bound by the event sponsorship terms & conditions.
Please email completed agreement to cpensato@alteryx.com