

2025 Sponsorship Prospectus



● HOUSTON, TX | OCT 14-16, 2025



Groundbreak Overview

Join the movement of leaders and experts who are shaping the future of our industry at the global construction innovation event of the year. Procore Groundbreak brings together passionate professionals, trusted experts, and forward-thinking innovators from the global construction community to share firsthand how the latest technology is transforming how we build.

2024 SPONSOR

“The Expo hall layout this year was excellent. The number and quality of sponsors is very impressive and provides incredible opportunities to learn what the industry is doing.”

- Team IM

2024 SPONSOR

“The Expo Hall at Procore Groundbreak was a dynamic hub of innovation and connection. The layout encouraged meaningful interactions, and the atmosphere was energizing. It's clear the Procore team put a lot of thought into creating an engaging space for exhibitors and attendees alike.”

- eSquared Communication Consulting



Important Dates 2025

Please make note of the following dates for Groundbreak 2025*:

| | |
|-----------------|--|
| MAY 2025 | Sponsor applications open |
| JUNE-JULY 2025 | Exhibitor Resource Center (ERC) opens, booth selection begins, sponsor kits distributed |
| AUGUST 2025 | Groundbreak 2025 agenda released publicly on Groundbreak.com |
| AUGUST 2025 | Sponsor booth artwork due |
| OCT 14-16, 2025 | Groundbreak held live in Houston, TX at the George R. Brown Convention Center |

*ALL DATES SUBJECT TO CHANGE

2025 Agenda at a Glance

A detailed agenda with specific timelines will be available on the Groundbreak conference website in the summer of 2025.

NOTE: The Expo Hall will be closed on Friday, Oct 17.

| | TUES, OCT 14 | WED, OCT 15 | THURS, OCT 16 |
|--|---|---|--|
| EXPO HALL HOURS | 8:00AM - 4:00PM | 6:30AM – 7:00PM | 6:30AM - 5:00PM |
| Expo Hall Hours - Exhibitors Only | 8:00AM - 4:00PM | | |
| Exclusive Expo Time for Executive Forum attendees and Exhibitors | | | 7:30AM - 8:00AM |
| Expo Hall Hours - Open to All GBK Attendees | | 7:30AM - 7:00PM | 8:00AM - 5:00PM |
| Registration Opens Badge Pick Up | 8:00AM - 4:00PM Workshop, Sponsors & Partner Experience Only | 7:30AM - 6:00PM All attendees | 7:30AM - 5:00PM All attendees |
| Dedicated Expo Hall Time | | 7:30AM - 9:00AM | 8:00AM - 9:30AM |
| Opening Keynote | | 9:00AM - 10:15AM | 9:30AM - 10:30AM |
| Dedicated Expo Hall Time | | 10:15AM - 11:45AM | 10:30AM - 11:30AM |
| Lunch + Dedicated Time in the Expo Hall | | 12:25PM - 2:00PM | 12:00PM - 2:00PM |
| Closing Keynote | | 4:30PM - 5:30PM | 3:00PM - 4:00PM |
| Dedicated Expo Hall Time | | 5:30PM - 7:00PM | 4:00PM - 5:00PM |
| SPECIAL EVENTS | 2:00PM - 6:00PM Partner Experience** (Networking Reception, Keynote, Breakouts) | 5:30PM - 7:00PM Expo Hall Networking Reception *Sponsor Opportunities Available | 7:00PM - 10:00PM BASH *Sponsor Opportunities Available |

* AGENDA IS SUBJECT TO CHANGE

26 Hours of Expo Action — 11 Fully Dedicated to You!

Maximize visibility with 11 hours of uninterrupted Expo Hall time and 26 total hours of open-floor engagement. More face time, more leads, more impact.

Conference Pass Access

| PASS TYPE | FULL | EXHIBIT |
|---------------------------|------|---------|
| Keynotes | ✓ | ✓ |
| Expo Hall | ✓ | ✓ |
| Conference Meals & Snacks | ✓ | ✓ |
| Breakout Sessions | ✓ | |
| Groundbreak Bash | ✓ | ✓ |

Join Us for Partner Experience

We are excited to share that the Partner Experience will take place on Tuesday, October 14th. The Groundbreak Partner Experience will include dedicated content tracks, networking time and access to all Groundbreak programming. If you are interested in attending, please email groundbreak@procore.com

**Sponsors MUST be Procore Ecosystem Partners to attend Partner Experience

Thank You to Our 2024 Groundbreak Sponsors

PLATINUM



GOLD



SILVER



STARTUP



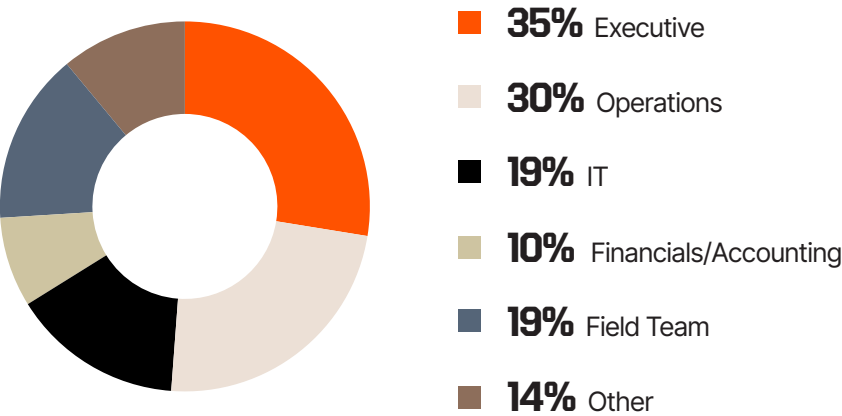
EXHIBITOR



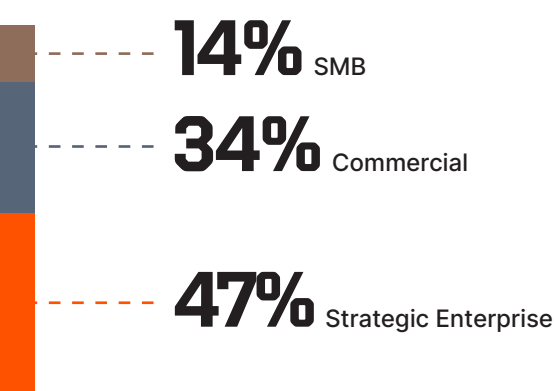
Groundbreak 2024 Attendee Breakdown

Groundbreak is the construction event of the year, bringing together the industry's most innovative and influential professionals. From groundbreaking technology to bold ideas, this is where the future of construction takes shape. Designed for leaders, changemakers, and doers, Groundbreak is where connections are made and progress begins.

Registration by Role



Attendees by Company Size



Audience Type



By the Numbers

| | |
|---------------------------------------|------|
| Industry Professionals | 4909 |
| Number of Countries Represented | 36 |
| Number of Keynote Sessions | 4 |
| Number of Breakout Sessions | 87 |
| Number of Sponsor Exhibits | 134 |

Top Job Titles

- ✓ Office Operations
- ✓ Field Operations
- ✓ Executive
- ✓ Finance
- ✓ Precon/Planning
- ✓ HR



Top Audience By Region

| | |
|-----|-------|
| 90% | US |
| 06% | CAN |
| 02% | APAC |
| 02% | EMEA |
| 02% | LATAM |

90%



Would recommend Groundbreak to a colleague/friend

90%



Overall attendee satisfaction with Groundbreak

Sponsorship Packages Overview

| | TITLE SPONSOR | TITANIUM | PLATINUM | GOLD | SILVER+ | SILVER | STARTUP/ NON-PROFIT |
|---|--------------------|--------------|---|----------------------------------|--------------------------|--------------------------------|-----------------------------|
| | Price Upon Request | \$150,000 | \$85,000 | \$45,000 | \$20,000 | \$13,500 | \$5,000 |
| | | 3 Available | 6 Available | 15 Available | Unlimited | Unlimited | 10 Available * Must qualify |
| REGISTRATION & PASSES | | | | | | | |
| Full Conference | [8] Passes | [6] Passes | [4] Passes | [3] Passes | [2] Passes | [1] Pass | — |
| Speaker | [1] Pass | [1] Pass | <i>Must use a full conference pass for any speakers</i> | — | — | — | — |
| Exhibitor <i>* Additional passes available to purchase</i> | [8] Passes | [6] Passes | [4] Passes | [3] Passes | [2] Passes | [2] Passes | [1] Pass |
| NEW Executive Forum (Reg criteria to be met and Procore to approve) | [2] Passes | [1] Pass | — | — | — | — | — |
| Discounted Partner Experience Passes (Must be a Procore partner to attend) | Included | Included | Included | Included | Included | Included | Included |
| For any additional Exhibitor passes, early bird price (\$1,195) throughout sales, until sold out | Included | Included | Included | Included | Included | Included | Included |
| For any additional Full Conference passes, early bird price (\$1,595) throughout sales, until sold out | Included | Included | Included | Included | Included | Included | Included |
| EXHIBIT | | | | | | | |
| Booth Size | 40×40 [BYOB] | 30×30 [BYOB] | 20×20 [BYOB] | 10×20 Booth [Turnkey or BYOB] | 10×15 [Turnkey Booth] | 10×10 Booth [Turnkey Booth] | Kiosk |
| Lead Scanner License | [4] Included | [4] Included | [4] Included | [3] Included | [2] Included | [1] Included | Not Included |
| THOUGHT LEADERSHIP & CONTENT | | | | | | | |
| NEW Breakout Session | [1] Session | [1] Session | — | — | — | — | — |
| Panel Session in collaboration with Procore | — | — | [1] Session | — | — | — | — |
| ENGAGEMENT OPPORTUNITIES | | | | | | | |
| NEW SiteQuest Gamification Program (see pages 19–20) | Capstone Level | Frame Level | Foundation Level | — | — | — | — |
| NEW Private Meeting Room | Included | — | — | — | — | — | — |
| SPONSOR ENHANCEMENTS | | | | | | | |
| Marketing Promotional Opportunity (MPO) Discount (MPO discount cannot exceed \$20K) | 30% Discount | 20% Discount | 10% Discount | — | — | — | — |
| DATA AND ANALYTICS | | | | | | | |
| NEW Post Event Sponsor Report to include social media, email, app and web impressions, onsite images, attendee demographics session and booth scan analytics, session evaluation information | Included | Included | — | — | — | — | — |

Sponsorship Packages Overview CONTINUED...

| | TITLE SPONSOR | TITANIUM | PLATINUM | GOLD | SILVER+ | SILVER | STARTUP/ NON-PROFIT |
|--|--------------------|-------------------|------------------|--------------|-----------|-----------|-----------------------------|
| | Price Upon Request | \$150,000 | \$85,000 | \$45,000 | \$20,000 | \$13,500 | \$5,000 |
| | | 3 Available | 6 Available | 15 Available | Unlimited | Unlimited | 10 Available * Must qualify |
| MARKETING & BRANDING | | | | | | | |
| ONSITE & DURING GROUNDBREAK | | | | | | | |
| Printed Signage (Company Logo Featured on Conference Signage in Prominent Locations) | Included | Included | Included | Included | Included | Included | Included |
| Mobile App Push Notification | [2] Notifications | [2] Notifications | [1] Notification | — | — | — | — |
| NEW Keynote Walk-In Slide - Grouped thank you by level with logo | Included | Included | Included | — | — | — | — |
| NEW Keynote Acknowledgement (Live audience and on Groundbreak+ Digital Experience. Includes mention from Mainstage, slide with CTA and Walk-In slide) | Included | — | — | — | — | — | — |
| NEW Onsite Digital Signage | Included | — | — | — | — | — | — |
| NEW Branding on Groundbreak+ Digital Experience | Included | — | — | — | — | — | — |
| NEW Mobile app rotating banner ad | Included | Included | — | — | — | — | — |
| POST EVENT | | | | | | | |
| NEW Logo and CTA in one [1] post-event email that is sent to attendees | Included | — | — | — | — | — | — |

Sponsorship Packages Overview

CONTINUED...

Graphics seen below are samples, sponsors will provide custom graphics for backdrop.

10 X 15 BOOTH



*FURNITURE IS FPO ONLY

10 X 20 BOOTH



*FURNITURE IS FPO ONLY

We are proud to partner with Encore + Hargrove for Groundbreak 2025.

STARTUP KIOSK



*ADDITIONAL FURNISHINGS AVAILABLE FOR PURCHASE IN THE EXHIBITOR KIT



Title Sponsor

PRICE UPON REQUEST

Title Sponsorship includes the following:

REGISTRATION & PASSES

- + Full Conference: [8] Passes
 - + Speaker: [1] Pass
 - + Exhibitor: [6] Passes
 - + Executive Forum: [2] Passes
- **Executive Forum passes included in your sponsorship can only be redeemed by executive leadership and is subject to Procore's approval*
- + Partner Experience Discount Passes (Must be a Procore partner to attend)
 - + Early Bird Pricing for Additional Full Conference Passes (\$1,595 per pass until sold out)
 - + Additional Exhibitor Passes (\$1,195 per pass until sold out)

EXHIBIT

- + 40 X 40 BYOB Booth Space (Turnkey booth option available upon request)
- + [4] Lead Scanning Devices

THOUGHT LEADERSHIP & CONTENT

- + Breakout Session
- Includes session attendee list. Speaker must adhere to submission deadlines and guidelines provided by Procore. Presentation content must be reviewed and approved by Procore.*

MARKETING & BRANDING

Pre Event

- + Company Logo on Conference Website
- + Mobile App Listing
- + [1] Dedicated Social Post (Social channel of choice and post executed by Procore)
- + One [1] dedicated sponsor email pre-conference to all registered attendees (Sponsor to provide HTML, Sent out 1 week before conference // Content and distribution managed by Procore)

Onsite & During Groundbreak

- + Printed Signage - Company Logo Featured on Conference Signage in Prominent Locations (Procore to design and execute)
- + [2] Mobile App Push Notifications
- + Keynote Acknowledgement (Live audience and on Groundbreak+ digital experience)
 - + Mention from Tooey during his keynote address
 - + Slide with CTA to sponsor presented before keynote content
 - + Keynote walk-in Thank You slide
- + Onsite Digital Signage
 - + Includes logo and key message for audience
 - + Logo, booth number, image and CTA included
 - + Procore to design and sponsor approve
- + Branding on Groundbreak+ Digital Experience
 - + Logo in predominate digital spaces and in featured content. (Procore to design and sponsor approve)
- + Mobile app rotating banner ad (Sponsor to design, Procore to approve)

Post Event

- + Logo and CTA in one [1] post-event email that is sent to attendees (Email content to be created by Procore)

ENGAGEMENT OPPORTUNITIES

- + SiteQuest Gamification Program (see page 19)
- Capstone Level**
- + Sponsor is included in SiteQuest program
 - + Attendees earn 100 points for Capstone sponsor scan
 - + [1] Lead Scanner
 - + Booth Signage - SiteQuest Capstone level badge
 - + SiteQuest badge on interactive floor plan indicating sponsor is participating and point value
 - + Option to provide 4000 pieces of swag for display and distribution at SQ redemption counter (must be Procore approved)
- + Private Meeting Room
 - + Food and Beverage options available for purchase
 - + Furnishing and design available for purchase
 - + Space may be used during Procore allocated hours

SPONSOR ENHANCEMENTS

- + 30% Marketing Promotional Opportunity (MPO) Discount
 - + Select 1 enhancement from list
 - + MPO discount cannot exceed \$20K

NEW DATA AND ANALYTICS

- + Post Groundbreak Sponsor Report
 - + Includes: social media, email, app and web impressions, onsite images, attendee demographics session and booth scan analytics, session evaluation information

SPONSORSHIP LEVELS

Titanium

\$150,000 | 3 AVAILABLE

Titanium Sponsorship includes the following:

REGISTRATION & PASSES

- + Full Conference: [6] Passes
- + Speaker: [1] Pass
- + Exhibitor: [6] Passes
- + Executive Forum: [1] Pass
 - **Executive Forum passes included in your sponsorship can only be redeemed by executive leadership and is subject to Procore's approval*
- + Partner Experience Discount Passes (Must be a Procore partner to attend)
- + Early Bird Pricing for Additional Full Conference Passes (\$1,595 per pass until sold out)
- + Additional Exhibitor Passes (\$1,195 per pass until sold out)

EXHIBIT

- + 30 X 30 BYOB Booth Space (Turnkey booth option available upon request)
- + [4] Lead Scanning Devices

THOUGHT LEADERSHIP & CONTENT

- + Breakout Session
 - Includes session attendee list. Speaker must adhere to submission deadlines and guidelines provided by Procore. Presentation content must be reviewed and approved by Procore.*

MARKETING & BRANDING

Pre Event

- + Company Logo on Conference Website
- + Mobile App Listing
- + [1] Dedicated Social Post (Social channel of choice and post executed by Procore)
- + Sponsor featured in final pre-event email to conference attendees (Email content curated by Procore)
- + Keynote Walk-In Slide - Grouped thank you by level with logo

Onsite & During Groundbreak

- + Printed Signage - Company Logo Featured on Conference Signage in Prominent Locations (Procore to design and execute)
- + [1] Mobile App Push Notification
- + Mobile app rotating banner ad (Sponsor to design, Procore to approve)

ENGAGEMENT OPPORTUNITIES

- + SiteQuest Gamification Program (see page 19-20)
 - Frame Level**
 - + Sponsor is included in SiteQuest program
 - + Attendees earn 60 points for scan
 - + Booth Signage - SiteQuest Frame level badge
 - + SiteQuest badge on interactive floor plan indicating sponsor is participating and point value

SPONSOR ENHANCEMENTS

- + 20% Marketing Promotional Opportunity (MPO) Discount
 - + Select 1 enhancement from list
 - + MPO discount cannot exceed \$20K

NEW DATA AND ANALYTICS

- + Post Groundbreak Sponsor Report
 - + Includes: social media, email, app and web impressions, onsite images, attendee demographics session and booth scan analytics, session evaluation information

SPONSORSHIP LEVELS

Platinum

\$85,000 | 6 AVAILABLE

Platinum Sponsorship includes the following:

REGISTRATION & PASSES

- + Full Conference: [4] Passes
- + Exhibitor: [4] Passes
- + Partner Experience Discount Passes (Must be a Procore partner to attend)
- + Early Bird Pricing for Additional Full Conference Passes (\$1,595 per pass until sold out)
- + Additional Exhibitor Passes (\$1,195 per pass until sold out)

***All speakers must have a Full Conference pass assigned from your package or purchased separately*

EXHIBIT

- + 20 X 20 BYOB Booth Space (Turnkey booth option available upon request)
- + [4] Lead Scanning Devices

THOUGHT LEADERSHIP & CONTENT

- + Panel Session in collaboration with Procore
Includes session attendee list. Speaker must adhere to submission deadlines and guidelines provided by Procore. Presentation content must be reviewed and approved by Procore.

MARKETING & BRANDING

Pre Event

- + Company Logo on Conference Website
- + Mobile App Listing
- + [1] Social Post grouped with Platinum Sponsors (Social channel of choice and post executed by Procore)

Onsite & During Groundbreak

- + Printed Signage - Company Logo Featured on Conference Signage in Prominent Locations (Procore to design and execute)
- + [1] Mobile App Push Notification
- + Keynote Walk-In Slide - Grouped thank you by level with logo

ENGAGEMENT OPPORTUNITIES

- + SiteQuest Gamification Program (see page 19-20)
Foundation Level
 - + Sponsor is included in SiteQuest program
 - + Attendees earn 35 points for scan
 - + Booth Signage - SiteQuest Foundation level badge
 - + SiteQuest badge on interactive floor plan indicating sponsor is participating and point value

SPONSOR ENHANCEMENTS

- + 10% Marketing Promotional Opportunity (MPO) Discount
 - + Select 1 enhancement from list
 - + MPO discount cannot exceed \$20K

SPONSORSHIP LEVELS

Gold

\$45,000 | 15 AVAILABLE

Gold Sponsorship includes the following:

REGISTRATION & PASSES

- + Full Conference: [3] Passes
 - + Exhibitor: [2] Passes
 - + Partner Experience Discount Passes (Must be a Procore partner to attend)
 - + Early Bird Pricing for Additional Full Conference Passes (\$1,595 per pass until sold out)
 - + Additional Exhibitor Passes (\$1,195 per pass until sold out)
- **All speakers must have a Full Conference pass assigned from your package or purchased seperately*

EXHIBIT

- + 10 X 20 Turnkey Booth Space (BYOB booth allowed upon request)
- + Includes:
 - + Fabric Backwall - Graphic Printed + Installed (Design provided by sponsor)
 - + 2M Wrapped Counter with Sponsor logo on the front
 - + 6" Bar Table
 - + [4] Barstools
 - + [2] Wastebaskets
 - + Standard Carpeting
 - + [3] Lead Scanning Devices

Ability to purchase additional booth services and amenities (to be provided through show services partner, Hargrove)

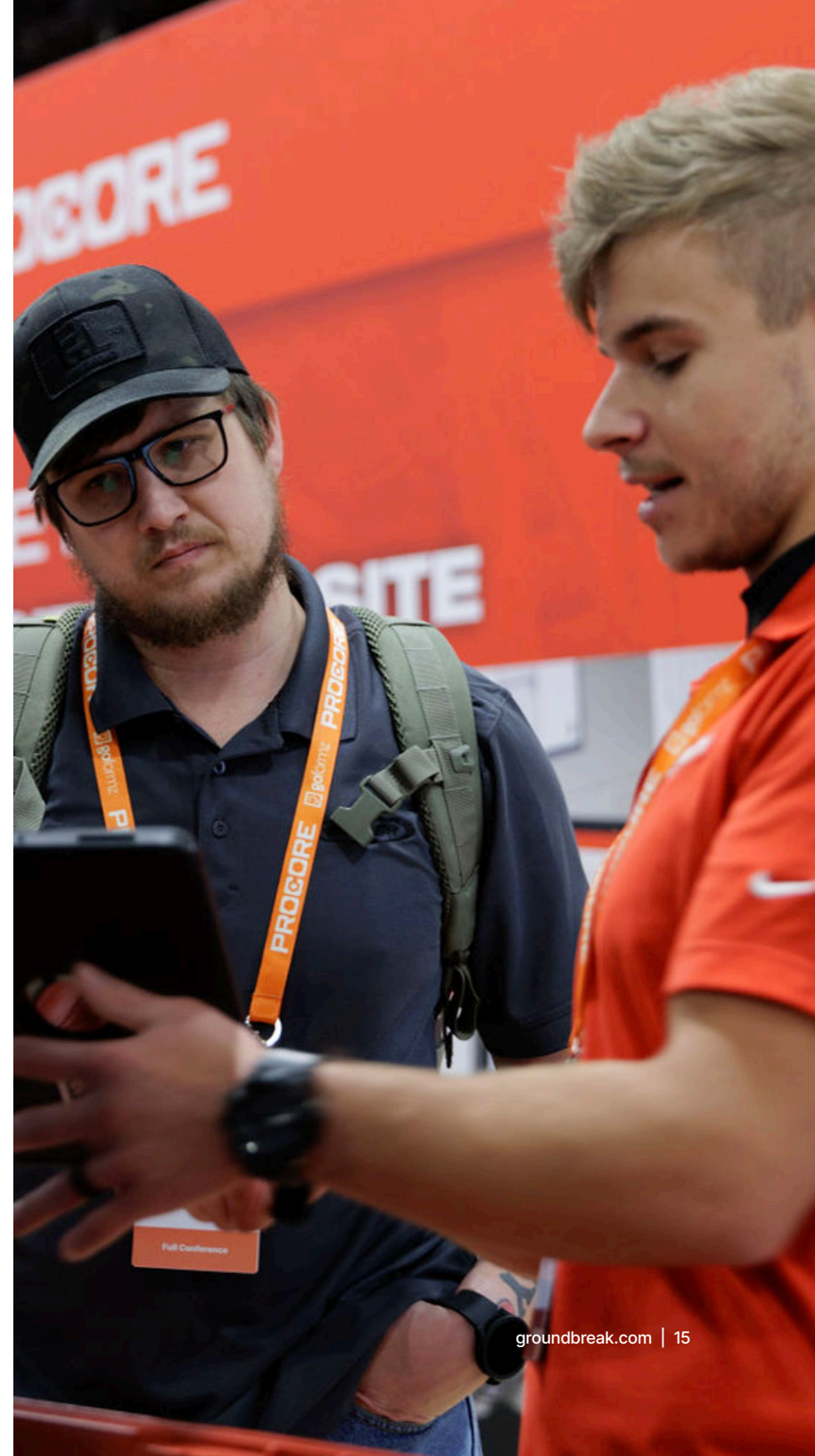
MARKETING & BRANDING

Pre Event

- + Company Logo on Conference Website
- + Mobile App Listing
- + [1] Social Post grouped with Gold Sponsors (Social channel of choice and post executed by Procore)

Onsite & During Groundbreak

- + Printed Signage - Company Logo Featured on Conference Signage in Prominent Locations (Procore to design and execute)



SPONSORSHIP LEVELS

Silver+

\$20,000 | UNLIMITED

Silver+ Sponsorship includes the following:

REGISTRATION & PASSES

- + Full Conference: [2] Passes
- + Exhibitor: [2] Passes
- + Partner Experience Discount Passes (Must be a Procore partner to attend)
- + Early Bird Pricing for Additional Full Conference Passes (\$1,595 per pass until sold out)
- + Additional Exhibitor Passes (\$1,195 per pass until sold out)

***All speakers must have a Full Conference pass assigned from your package or purchased separately*

EXHIBIT

- + 10 X 15 Turnkey Booth Space (BYOB booth allowed upon request)
- + Includes:
 - + Fabric Backwall - Graphic Printed + Installed (Design provided by sponsor)
 - + 1M Wrapped Counter with Sponsor logo on the front
 - + 6" Bar Table
 - + [2] Barstools
 - + [2] Wastebaskets
 - + Standard Carpeting
 - + [2] Lead Scanning Devices

Ability to purchase additional booth services and amenities (To be provided through show services partner, Hargrove)

MARKETING & BRANDING

Pre Event

- + Company Logo on Conference Website
- + Mobile App Listing

Onsite & During Groundbreak

- + Printed Signage - Company Logo Featured on Conference Signage in Prominent Locations (Procore to design and execute)



SPONSORSHIP LEVELS

Silver

\$13,500 | UNLIMITED

Silver Sponsorship includes the following:

REGISTRATION & PASSES

- + Full Conference: [1] Pass
 - + Exhibitor: [2] Passes
 - + Partner Experience Discount Passes (Must be a Procore partner to attend)
 - + Early Bird Pricing for Additional Full Conference Passes (\$1,595 per pass until sold out)
 - + Additional Exhibitor Passes (\$1,195 per pass until sold out)
- **All speakers must have a Full Conference pass assigned from your package or purchased separately*

EXHIBIT

- + 10 X 10 Turnkey Booth Space (BYOB booth allowed upon request)
 - + Includes:
 - + 10 X 8 SEG Fabric Backwall - Graphic Printed + Installed (Design provided by sponsor)
 - + 1M Wrapped Counter with Sponsor logo on the front
 - + [1] Pedestal Table
 - + [2] Barstools
 - + [1] Wastebasket
 - + Standard Carpeting
- Ability to purchase additional booth services and amenities (To be provided through show services partner, Hargrove)*
- + [1] Lead Scanning Device

MARKETING & BRANDING

Pre Event

- + Company Logo on Conference Website
- + Mobile App Listing

Onsite & During Groundbreak

- + Printed Signage - Company Logo Featured on Conference Signage in Prominent Locations (Procore to design and execute)



SPONSORSHIP LEVELS

Start-Up

\$5,000 | 10 AVAILABLE

Start-Up Sponsorship includes the following:

REGISTRATION & PASSES

- + Exhibitor: [1] Pass
- + Partner Experience Discount Passes (Must be a Procore partner to attend)
- + Early Bird Pricing for Additional Full Conference Passes (\$1,595 per pass until sold out)
- + Additional Exhibitor Passes (\$1,195 per pass until sold out)

EXHIBIT

- + Kiosk Turnkey Booth Space
- + Includes:
 - + Logo on Kiosk Backwall + Installed (Design provided by sponsor)
 - + 1M Wrapped Counter with Sponsor logo on the front
 - + [2] Barstools
 - + [1] Wastebaskets
 - + Standard Carpeting

Ability to purchase additional booth services and amenities (To be provided through show services partner, Hargrove)

MARKETING & BRANDING

Pre Event

- + Company Logo on Conference Website
- + Mobile App Listing

Onsite & During Groundbreak

- + Printed Signage - Company Logo Featured on Conference Signage in Prominent Locations (Procore to design and execute)



SiteQuest

Your path to Engagement & Visibility

SiteQuest is back, and this year, we're offering an even more exciting opportunity for sponsors to engage with attendees! This interactive experience will take attendees on an immersive journey throughout the event, where they'll collect points and badges to unlock exclusive swag and interactive experiences on the Expo Floor. It's a fresh, dynamic way to enhance networking, learning, and brand exposure.

What's new for Sponsors?

- + **Boost Booth Traffic & Lead Generation** – Sponsors can now opt in to be a part of SiteQuest, driving more engagement and attracting high-quality leads.
- + **Sponsor a Prize Tier & Give Away your Company's Branded Swag** – Elevate your brand by sponsoring a prize tier! Your swag item will be featured at the SiteQuest counter, with over 4,000+ attendees vying to win. (Procore to approve all items.)
- + **Enhanced Visibility** – Participating sponsors will have a designated SiteQuest badge on their booth and event map, signaling to attendees that they can earn points by visiting your booth.

With hidden activations and exclusive experiences waiting to be unlocked, SiteQuest is the perfect blend of fun, networking, and learning—ensuring your brand stands out in a memorable way.

Are you ready to take part in the adventure?

2024 TESTIMONIAL FROM ATTENDEE WHO PLAYED:

“SiteQuest actually gave me an incentive to explore as much of the expo hall as possible and talk to more vendors than I normally would, and rewarded me for it! The community aspect was so rewarding, as well as getting actual quality swag as prizes!”

- Kevin, BI Engineer



SiteQuest

CONTINUED...

Why Join SiteQuest?

Boost your visibility, engagement, and leads with these proven results:

- + **90% of attendees** played SiteQuest in 2024 – it's a hit!
- Connect with the leads you're eager to build relationships with:
- + Top leaderboard titles included:
 - + Controller
 - + Sr. Project Controller
 - + VP of Technology
 - + Director of Operations
 - + Project Executive
 - + Sponsor booths were one of the top destinations for attendees to redeem points
 - + All lead scans from the game are yours – direct, high-intent connections!
 - + Have your swag distributed to 4,000+ attendees – reach out to learn more.

Don't miss out on the action! Participate in SiteQuest this year!
Find the right package for your goals in the Enhancements section of the prospectus.

2024 TESTIMONIAL FROM ATTENDEE WHO PLAYED:

“I really enjoyed SiteQuest! Because we had to interact with so many collaborators to earn points, I'm sure people connected with vendors much more than they would have otherwise.”

- Jules, Assistant Project Manager



Gamification: SiteQuest

Maximize your presence at Groundbreak with these additional sponsorship enhancements:

SiteQuest *Opt-In Level* 60 AVAILABLE

\$2,000

- + Sponsor is included in SiteQuest program
- + Attendees earn 15 points for scan
- + Booth Signage - SiteQuest Opt In level badge
- + SiteQuest badge on interactive floor plan indicating sponsor is participating and point value

SiteQuest *Foundation Level* 30 AVAILABLE

\$5,000

- + Sponsor is included in SiteQuest program
- + Attendees earn 35 points for scan
- + Booth Signage - SiteQuest Foundation level badge
- + SiteQuest badge on interactive floor plan indicating sponsor is participating and point value

SiteQuest *Frame Level* 15 AVAILABLE

\$7,500

- + Sponsor is included in SiteQuest program
- + Attendees earn 60 points for scan
- + Booth Signage - SiteQuest Frame level badge
- + SiteQuest badge on interactive floor plan indicating sponsor is participating and point value

SiteQuest *Capstone Level* 5 AVAILABLE

\$10,000

- + Sponsor is included in SQ program. Attendees earn 100 points for scan
- + Includes Lead Scanner
- + SQ badge on interactive floor plan indicating sponsor is participating and point value
- + Option to provide 4000 pieces of swag for display and distribution at SQ redemption counter (must be Procore approved)

Brand Amplification

Alcove Charging Lounge **4 AVAILABLE**

\$15,000

Give attendees a comfortable place to recharge—both themselves and their devices—with lounge seating placed in high-traffic main corridors. Featuring integrated charging furniture and premium branding opportunities, this activation keeps your company visible where the foot traffic never stops.

Expo Hall Cyber Cafe **1 AVAILABLE**

\$75,000

Recharge and reconnect in the heart of the Expo Hall at the Cyber Café—complete with charging stations, cozy lounge seating, and a premium coffee bar. This high-traffic hub offers the perfect spot for attendees to power up and unwind, keeping your brand front and center.

Hospitality Lounge with Relax + Recharge Headline Sponsor **1 AVAILABLE**

\$75,000

Offer attendees a peaceful escape in this wellness-focused lounge designed to help them reset and unwind, with your brand leading the experience. Includes:

- + Chair Massages
- + Aromatherapy
- + Blue light Meditation

Hospitality Lounge Chair Massage Station **1 AVAILABLE**

\$15,000

Offer attendees a peaceful escape in this wellness-focused lounge designed to help them reset and unwind, with your brand leading the experience. Includes:

- + Chair Massages
- + Aromatherapy
- + Blue light Meditation

Accessibility Sponsorship **1 AVAILABLE**

\$25,000

Ensure your brand is associated with inclusivity by sponsoring key accessibility services at the event. From closed captioning to ASL interpretation, this sponsorship helps create a more welcoming experience for all attendees—while showcasing your commitment to accessibility and equity.

Conference Lanyards Sponsor **1 AVAILABLE**

\$30,000

Exclusive logo exposure on all general attendee lanyards (co-branded with Procore). Does not include placement on Executive Forum lanyards. Procore will design and produce.

Expo Hall Networking Reception Sponsor **5 AVAILABLE**

\$15,000

Celebrate Day 1 of Groundbreak with the high-energy Networking Reception immediately following the closing Keynote. All attendees will head to the Expo Hall where you will have an in-booth bar, prominent signage, and dedicated promotion across event channels. Includes:

- + [1] Bar setup (beer & wine) placed at sponsor booth during the reception
- + Option to place Procore-approved promotional items at bar set up in sponsor space (sponsor provided)
- + Company logo and booth number featured on signage throughout expo hall
- + Recognition as a networking reception sponsor on conference website
- + [1] dedicated push notification in the Groundbreak Conference mobile app

Conference WiFi sponsor **1 AVAILABLE**

\$15,000

Help conference attendee connect by sponsoring Groundbreak's WiFi. Includes:

- + Customizable WiFi Name + Password (based on venue criteria) and customizable re-direct page when a user initially connects
- + Printed on all attendee badges, signs at registration and info desks
- + Listed in mobile app

Brand Amplication

CONTINUED...

Hotel Key Cards sponsor **2 AVAILABLE**

\$10,000

Put your brand in every attendee's hand—literally—with custom hotel key cards distributed across all primary event hotel blocks. With creative branding and a compelling call-to-action, this touchpoint drives booth traffic before attendees even step foot in the convention center.

- + Sponsor-provided graphic featured on printed hotel key cards (Procore approved)
- * *Branding tip: Add a QR code or incentive to drive traffic to your booth and boost engagement*

Hydration Sponsorship **1 AVAILABLE**

\$75,000

Keep Groundbreak attendees hydrated. Includes - 30k recyclable banded water bottles, provided in branded bins through Expo Hall

Demolition Room **1 AVAILABLE**

\$40,000

Channel the spirit of the jobsite in this high-impact activation where attendees suit up in branded safety gear and take a swing at breaking down barriers—literally. This unforgettable experience combines adrenaline with awareness, showcasing the importance of PPE in a fun, construction-themed environment. Includes:

- + Sponsor-branded PPE (gloves, goggles, hard hats, etc.) worn during the experience
- + Branded signage and presence throughout the activation space
- + Option to provide branded takeaway or swag item (Procore approved)
- + Promotion as the official "Demolition" Room sponsor in event materials and onsite signage

Charging Lockers **1 AVAILABLE**

\$6,000

Keep attendees powered up and worry-free with branded charging stations and secure lockers placed in high-traffic areas. Your logo stays front and center while attendees recharge their devices and safely store personal items throughout the day.

360 Photo Booth **1 AVAILABLE**

\$10,000

Give attendees a share-worthy moment with a 360° Photo Booth experience that captures the energy of Groundbreak. Your brand will be featured in every spin, creating lasting impressions both onsite and online.

Meeting Pods **1 AVAILABLE**

\$40,000

Attendees are always looking for a quiet nook to take a call, answer emails or meet with fellow attendees. Includes:

- + Branded meeting pods (4 Pods) located in high traffic areas

Networking Reception: Mechanical Bull **1 AVAILABLE**

\$25,000

Sponsor branding on a mechanical bull. This will be a main attraction highlight of the Networking Reception on Day 1.

Digital Experience

ONSITE DIGITAL SIGNAGE

Premium Digital Signage Package
4 AVAILABLE

\$25,000

Amplify your brand presence with high-impact digital visibility throughout the event. Includes:

- + Branded advertisements featured on digital posters placed in key locations across the Expo Hall and convention center
- + [1] Sponsored push notification through the official event mobile app to drive traffic or promote your message

MOBILE APP

Mobile App Push Notification sponsorship
6 AVAILABLE

\$2,500

Craft a mobile push notification to share with all conference app users. Design it to the beat of your brand, following Procore's guidelines, of course, and create a notification that keeps attendees buzzing with excitement!

GROUNDBREAK+

Groundbreak+ Title Sponsor 1 AVAILABLE

\$30,000

Gain exclusive visibility with branding across the entire digital event experience, Groundbreak+, reaching virtual attendees throughout the event. Feature your logo on the Groundbreak+ Attendee Portal login page with a prominent "Powered By" placement. It's a high-visibility moment that connects your brand to every attendee's digital experience from the very first click. Includes:

- + Exclusive branding of the live event experience
- + Inclusion in pre/post event marketing materials
- + 30 sec video ad spot on the Groundbreak+ landing page prior to keynote broadcast

Groundbreak+ Digital Banner 1 AVAILABLE

\$5,000

Show up where digital attendees engage most with a featured banner ad on the Groundbreak+ digital attendee portal. Includes a clickable CTA that drives traffic directly to your sponsor site, boosting visibility and online interaction throughout the event.

Groundbreak+ Pre-Session Video Advertisement
1 AVAILABLE

\$10,000

Grab Attention Before the Action Starts! Showcase your brand with a :15 second video that plays before Groundbreak+ sessions begin. It's a powerful way to get in front of a captive audience—right when they're most tuned in.

Groundbreak+ Session Branding 1 AVAILABLE

\$5,000

Make Every Session Yours! Put your brand at the start and finish of every Groundbreak+ session with custom title and closing cards. It's a subtle but powerful way to stay top-of-mind throughout the digital experience.

Engagement

Podcast Sponsorship 1 AVAILABLE

\$75,000

Align your brand with industry insights and innovation by sponsoring The Power of Construction podcast at Groundbreak. Recorded live in the Expo Hall Mini Theater, this high-visibility activation brings your brand into every conversation—both onsite and long after the event ends. Includes:

- + Prominent sponsor branding on the podcast stage setup within the Expo Hall
- + Sponsor mention at the beginning of all podcast episodes recorded during Groundbreak (e.g., “This session is sponsored by [Your Company Name]”)
- + Opportunity for a representative from your company to be a featured guest on one podcast episode recorded live at the event
- + Ongoing brand exposure through podcast episode distribution post-event across streaming platforms and event content hubs

Top-Level Performance Snapshot (as of April 2025)

Unique Listeners: 15,855
Total Downloads: 16,911
YouTube Views: 16,735
Watch Time (YouTube): 1,997 hours

(Sponsor and Procore will partner to identify appropriate customer speakers to tell a joint story that speaks to the Future of Construction)

The Hidden Oasis 1 AVAILABLE

\$150,000

Back by popular demand, the Hidden Oasis was the highest-rated Expo Hall activation at Groundbreak 2024—and it's returning even bigger and better. This tucked-away, surprise-and-delight lounge offers Groundbreak attendees a unique escape from the buzz of the show floor while positioning your brand as the hero behind the experience. Includes:

- + Prominent branding throughout the lounge and activation space
- + A thoughtfully designed, immersive lounge that surprises and delights attendees
- + Libations and optional branded giveaway opportunities to drive engagement
- + A dedicated SiteQuest achievement that encourages attendee visits and interaction

Headshot Lounge 1 AVAILABLE

\$50,000

Everyone needs a great LinkedIn photo—make sure they get it at this popular, high-traffic lounge. Includes:

- + Branded signage throughout the Headshot Lounge
- + Professional photographers offering complimentary headshots to attendees
- + High-touch, premium lounge experience that reflects your brand's professionalism
- + Option to provide a branded mirror cling, selfie station, or small takeaway item
- + Recognition in event materials and mobile app as the official Headshot Lounge Sponsor

Barista Bar sponsorship (in-booth) 4 AVAILABLE

\$8,000

Get ready to brew up some excitement! Snag the exclusive sponsorship for the specialty coffee station located smack dab in your booth, only one spot available per day! Includes:

- + Specialty coffee station at booth during morning dedicated Expo Hall hour
- + Custom branded coffee sleeves and napkins (Procore designed & provided)

Mini Theater Session 4 AVAILABLE

\$15,000

Includes:

- + [1] 20 minute Mini Theater session
- + 2 People speaking session
- + Session will be featured on conference agenda
- + Presentation content subject to Procore's approval
- + List of session attendees, post-Groundbreak

Exact date and times of presentations will be communicated upon finalized agenda.

Add to Agenda 4 AVAILABLE

\$5,000

Get On Their Schedule-Make it easy for attendees to plan a visit to your booth with the “Add to Agenda” feature. Promote your product demo or activation by reserving a timeblock during Expo Hall hours—directly on their personalized event agenda.

Groundbreak Bash Engagement

Groundbreak Bash is the closing party for Groundbreak. Typically we host approximately 3,000 attendees and this year Bash will be an outdoor music festival. Help us to create an amazing Bash experience by sponsoring one (or more!) of the Groundbreak Bash activations.

| BRANDING OPPORTUNITIES | Available | Sponsorship Price |
|------------------------|-----------|-------------------|
| DJ | 1 | \$5,000 |
| LED Wristbands | 1 | \$50,000 |

| ENGAGEMENT EXPERIENCES | | |
|-------------------------|---|-----------|
| VIP Viewing Platform | 1 | \$ 25,000 |
| Lounge Seating | 2 | \$ 15,000 |
| Whiskey Bar | 1 | \$ 40,000 |
| Custom Cocktail Station | 1 | \$ 50,000 |
| Beer Garden | 1 | \$ 25,000 |

| FESTIVAL GAMES | | |
|---------------------------|---|-----------|
| Inflatable Human Foosball | 1 | \$ 5,000 |
| Human Wrecking Ball | 1 | \$ 5,000 |
| Ferris Wheel | 1 | \$ 50,000 |
| Drone Show | 1 | \$ 75,000 |

| FOOD ACTIVATIONS | | |
|--|---|-----------|
| Funnel Cake Food Truck Mini 4" funnel cake with ice cream and choice from (3) toppings | 1 | \$ 40,000 |
| Cotton Candy Booth (per serving) Includes Cotton Candy Machine, attendant, and decorative booth | 1 | \$ 7,500 |
| Slider Food Truck Choice of: Chicken Sliders, Beef Sliders, Brisket Slider, Brisket Fries | 1 | \$ 60,000 |

Have an idea you'd like to bring
to life at Groundbreak Bash?

Reach out to:

exhibitgbk@procore.com

Groundbreak 2025 Sponsorship Terms

These “Terms” govern the agreement between the entity listed as the Sponsor (the “Sponsor”) in the Groundbreak 2025 Sponsorship Application (“Application”) with respect to exhibit space at the Procore Technologies, Inc. (“Procore”) 2025 Groundbreak event (the “Event”) to be held October 14, 2025 –October 16, 2025 at the George R. Brown Convention Center, 1001 Avenida De Las Americas, Houston, TX 77010 (the “Venue”), and related services offered by Procore to Sponsor. Procore, Houston First Corporation (manager of the Venue), and all Venue and Event agencies, contractors and security services are referred to collectively in these terms as the “Event Providers.” By completing and submitting an Application, Sponsor agrees to abide by these Terms. Procore’s acceptance of Sponsor’s Application constitutes a binding contract.

1. GENERAL

Sponsor and its owners, affiliates, officers, directors, officials, employees, agents, vendors, contractors, legal representatives, and other representatives “Representatives”) shall abide by the rules and regulations set forth in the Application and these Terms, along with the Event Terms and Conditions agreed to by attendees upon registration for the Event (“Event Terms”) and any other Event policies provided by the Event Providers to Sponsor in connection with the Event, including, but not limited to, the Exhibitor Kit (together, the “Agreement”). Procore has the sole authority to interpret and enforce all rules and regulations included in the Agreement, to make any amendments thereto, and to make further rules and regulations Procore deems necessary to ensure the orderly conduct of Groundbreak, in its sole discretion.

2. SPONSORSHIP RIGHTS

The “Sponsorship Rights” granted to Sponsor by Procore in connection with the Event are set forth in the Application and described more fully in the Exhibitor Kit. Procore’s grant of Sponsorship Rights to Sponsor is not exclusive and does not preclude other entities from becoming sponsors of the Event.

3. EXHIBIT SPACE

Procore may designate the space and time for, and make changes in the location, size, layout, arrangement, time, and display limits of any Sponsorship Rights. Positioning of Sponsorship Rights is at Procore’s discretion. For all reserved exhibit spaces, the fees and items included with the Sponsorship Rights are specified in the Application and the Exhibitor Kit. All other expenses incurred in connection with Sponsor’s exhibit or participation at the Event are Sponsor’s sole responsibility. The character and content of Sponsor’s exhibit, including any materials or publications displayed or distributed by Sponsor at or in connection with the event, are subject to Procore’s approval. Event sponsors will be limited to those companies or other entities offering materials, products,

or services of specific interest to registrants. Procore may prohibit and/or remove any exhibit, in whole or in part, which, in Procore’s sole judgment, is not suitable to or in keeping with the character or purpose of the Event. Sponsor agrees that Procore will not be liable for any damages incurred by anyone in connection with the removal or prohibition of any exhibit or portion of an exhibit. If any of Sponsor’s exhibit materials fail to arrive at the Venue, Sponsor is nevertheless responsible for all fees set forth in the Agreement. Procore makes no representations or warranties with respect to the number of Event attendees or the demographic nature of such attendees.

Space Reductions: Procore may approve requests for space reductions in its sole discretion. Requests for space reductions must be made in writing before August 29, 2025 and sent to exhibitgbk@procore.com. Requests for space reductions will not be deemed accepted unless approved by Procore in writing (email to suffice). If Procore approves a space reduction request, Sponsor will remain liable for the greater of: (a) 75% of the original space fee, and (b) the fee for the reduced space. Any difference in rates between the Sponsor’s initial space rate and the downsized space rate cannot be applied to any other services.

4. SPONSORSHIP FEES

Sponsor shall pay the applicable sponsorship fees indicated in the Application in U.S. Dollars. Sponsor shall pay a non-refundable deposit equal to fifty percent (50%) of the sponsorship fees immediately upon Procore’s acceptance of Sponsor’s Application. The remaining fifty percent (50%) of the sponsorship fees is due by the earlier of: (a) thirty (30) days after Procore’s acceptance of Sponsor’s Application, and (b) two (2) days before the Event start date. Procore may disqualify Sponsor from the Event if Sponsor does not make payments as required by the Agreement. Procore may release Sponsor’s reserved space, if any, if Procore does not receive payments in accordance with the Agreement; in such event, Sponsor will remain liable for the full sponsorship fee.

5. CANCELLATION; EVENT CHANGES

By Sponsor: Cancellation requests must be received in writing via email to exhibitgbk@procore.com. By cancelling its sponsorship, Sponsor: (a) relinquishes all benefits associated with the Event; and (b) will incur a cancellation fee according to the following schedule:

- ✦ Fifty percent (50%) of the total sponsorship fee for cancellations received up to and including ninety (90) days before the Event start date.
- ✦ One hundred percent (100%) of the total sponsorship fee for cancellations received eighty-nine (89) days or fewer days before the Event start date.

By Procore: Procore may cancel the Event as the result of any Force Majeure event (as defined in Section 12). If Procore cancels the Event due to Force Majeure, Sponsor shall remain liable for fifty percent (50%) of the sponsorship fees, and Procore's liability to Sponsor will be limited to a refund of fifty percent (50%) of the sponsorship fees (to the extent such fees have already been paid by Sponsor).

Procore may terminate this Agreement if Procore reasonably expects that association with Sponsor would harm Procore's reputation, in which case Procore's liability to Sponsor will be limited to a refund of any sponsorship fees paid by Sponsor.

Procore may terminate this Agreement if Sponsor fails to comply with any provision of the Agreement without liability to Sponsor as described in Section 11 below. If Procore terminates as a result of a breach of the Agreement by Sponsor, Sponsor shall remain liable for the entire sponsorship fee and shall not receive a refund of any fees already paid as of the date of termination.

Procore may change the Event location, dates, and/or the terms of the Agreement upon notice to Sponsor (email to suffice). Any such change shall be incorporated into and made part of this Agreement. Procore shall not be liable for any costs, damages, fees, or other expenses incurred by Sponsor as a result of any such changes.

6. SPONSOR EVENTS

All events or promotions Sponsor holds in connection with the Event must be pre-approved by Procore in writing. Sponsor shall not schedule or sponsor any event that overlaps or conflicts with any Event session, including between the hours of 8:00 AM to 10:00 PM local time on October 14, 2025, October 15, 2025, or October 16, 2025, without Procore's prior written approval.

7. FURTHER INSTRUCTIONS

In addition to the terms of this Agreement, Sponsor shall comply with all written or verbal instructions from the Event Providers; Sponsor's failure to do so is grounds for Procore to terminate this Agreement without liability to Sponsor.

8. GRANT OF LICENSE

Sponsor hereby grants to the Event Providers a worldwide, non-exclusive, non-transferable, sub-licensable, royalty-free right and license to use and display Sponsor's name, trademarks, service marks, copyrights, logos, products, services, publications, and any other Sponsor content or materials provided or distributed by Sponsor or its agents or employees in connection with the Event ("Sponsor Materials") at the Event, in connection with promoting the Event and other events (whether before, during, and/or after the Event), and in carrying out its rights and obligations under the Agreement, in any and all media (whether now known or hereafter devised), an unlimited number of times, in perpetuity. Sponsor shall execute any additional releases provided by the Event Providers in connection with this grant, and hereby waives any future claims or moral rights. Sponsor shall not use Procore's name, trademarks, service marks, copyrights, or logo, including the use of Event logos, for any purpose, including in any of Sponsor's materials or products, without Procore's prior written permission in each instance.

9. OWNERSHIP AND RECORDINGS

Sponsor hereby agrees that the Event Providers and their agents, designees, and assigns shall have the right to photograph, record, and otherwise capture images, audio, and video at and of the Event, including, but not limited to, Sponsor's exhibit and any of Sponsor's Representatives and any Sponsor Materials contained therein ("Recordings"). The Event Providers and their agents, designees, and assigns may use such Recordings to: (a) report on, publicize, promote, market and advertise the Event or other events or promotions; (b) in Procore content such as webinars and presentations; (c) for the Event Providers' internal business purposes; and (d) to market, promote and advertise the businesses, products, and/or services of the Event Providers. As between Sponsor and Procore, except for the Sponsor Materials, Procore shall own all rights to the Event, exhibit, Recordings, and the results and proceeds therefrom, worldwide, in any and all media (whether now known or hereafter devised). Without limiting the foregoing, all data related to Procore's customers, speakers, and Event attendees collected by Procore or its contractors or agents in connection with the Event (including, but not limited to, Personal Information as defined below) shall be owned by Procore.

10. NO INTERFERENCE

Sponsor shall not take any action or make any statement (whether written or oral) that is likely to, or does, interfere with or adversely affect Procore's reputation, business, good will, or relationship with any Procore user, customer, potential customer, partner, employee, or supplier, or any other Event sponsor.

11. SPONSOR BREACH

If Sponsor breaches any of its obligations under the Agreement: (a) Event Providers may immediately, without notice, prohibit Sponsor from occupying the exhibit space and/or participating in or accessing the Event and any future events run by any of the Event Providers, and may terminate this Agreement; (b) Sponsor shall remain liable for the entire sponsorship fee; and (c) Event Providers may pursue any other legal or equitable remedies to which they may be entitled.

12. LIABILITY FOR DAMAGES

The Event Providers, the City of Houston, and each of their respective Representatives, will not be responsible for the safety of or any loss, theft, destruction, or damage to property of, or for any injury to, Sponsor or its Representatives for any reason, including, without limitation, due to theft, strikes, fire, water, storm, vandalism, acts of God, air conditioning or heating failure, roof leaks, Event visitors and guests, shipments coming in or out of the Venue, inadequately packed property, or other causes. Any such items are brought to the Event and displayed at Sponsor's own risk and should be safeguarded at all times. Sponsor and its Representatives waive all claims against Event Providers, the City of Houston, and their respective Representatives, and release them from all liabilities, with respect to the same. Procore is not responsible for any errors or omission in the listings in the official sponsors directory or in any promotional materials.

Procore will not be liable to Sponsor or any third party under any circumstances for any consequential, indirect, incidental, exemplary, punitive, or enhanced damages; loss of income, profits, or revenue; or other economic losses arising out of or related to the Agreement or Sponsor's or Sponsor's Representatives' participation in the Event. Procore's total maximum liability arising out of or related to this Agreement will not exceed the amount of the sponsorship fees paid by Sponsor to Procore.

13. FORCE MAJEURE

Event Providers shall not be liable for the non-occurrence of the Event if such non-occurrence is due to Force Majeure as defined herein. If, in the sole discretion of the Event Providers, the Venue shall become unfit for occupancy, or the holding of the Event or the performance of Event Providers is interfered with as the result of a Force Majeure (as

defined below), the Agreement and/or the Event (or any part thereof) may be terminated, postponed and/or re-located by the Event Providers. The Event Providers shall not be responsible for delays, damage, loss, increased costs or other unfavorable conditions arising by virtue of Force Majeure. A "*Force Majeure*" means any cause or causes not reasonably within the control of Event Providers, and shall include, but not be limited to the following: fire; casualty; flood; epidemic; World Health Organization travel advisory or travel alert; earthquake; explosion or accident; blockade embargo; inclement weather; governmental restraints; restraints or orders of civil defense or military authorities; act of public enemy; riot or civil disturbance; act or threatened act of terrorism, strike, lockout, boycott or other labor disturbance; Venue cancellation, inability to secure sufficient labor; technical or other personnel failure; impairment or lack of adequate transportation facilities; inability to obtain necessary supplies or equipment; and local, state or federal laws, ordinances, rules, orders, decrees or regulations whether legislative, executive or judicial, and whether constitutional or unconstitutional.

14. INSURANCE

Sponsor shall, at its own expense, secure and maintain throughout the duration of the Event, inclusive of move-in and move-out days, commercial general liability insurance with a combined single limit of at least five million dollars (US\$5,000,000) per occurrence and five million dollars (US\$5,000,000) in the annual aggregate, for personal and advertising injury, bodily injury (including death) and property damage, including contractual liability, with extraterritorial coverage. Such insurance must name Procore Technologies, Inc., Houston First Corporation (manager of the Venue), the City of Houston, any additional person or entity that Event Providers may reasonably request, and each of their respective Representatives as additional insureds. Sponsor shall also maintain at its sole cost and expense workers compensation insurance in an amount compliant with at least the statutory minimum for any workers participating in the Event, as required by law.

If any Sponsor engages any vendor or contractor to provide services to Sponsor in connection with the Event (in accordance with the terms of this Agreement and the Event policies), then Sponsor shall, prior to commencement of any performance of such services by the vendor, notify Procore and provide such vendor or contractor's certificate(s) of insurance to Procore evidencing that such vendor or contractor of Sponsor maintains the same insurance policies, minimum limits and coverage required of Sponsor hereunder, including but not limited to the requirement to name the parties listed above as additional insureds.

All insurance required hereunder must be with insurers currently rated A VII or better by A.M. Best and must be primary to and not contributing with any other insurance, self-insurance or captive insurance maintained by Sponsor, its subsidiaries, related and affiliated companies. Each required insurance policy shall be endorsed to include a waiver of subrogation as to and any and all rights of subrogation against Procore, its subsidiaries and its related and affiliated companies' officers, directors, agents, employees and assigns. Sponsor's failure to comply with the insurance requirements in this Section shall not relieve Sponsor of its indemnification obligations herein.

Sponsor shall provide Procore with certificate(s) of insurance evidencing such coverage no later than sixty (60) days before the move-in date for the Event. If Sponsor fails to provide an adequate certificate of insurance, Procore may terminate the Agreement, and disqualify Sponsor from participating in the Event, without liability, and Sponsor shall remain liable for all sponsorship fees.

Regardless of the insurance obligations in the Agreement, it is Sponsor's responsibility to maintain appropriate insurance in connection with any risks under the Agreement and its participation in the Event. Without limiting the foregoing, Sponsor understands that neither the Event Providers nor the owner of the Venue maintains insurance covering the Sponsor Materials or any property of Sponsor or its Representatives, and it is the sole responsibility of Sponsor to obtain such insurance.

15. REPRESENTATIONS & WARRANTIES

Sponsor represents and warrants that Sponsor's and its Representatives' activities in connection with the Event and/or the Agreement and the Sponsor Materials: (a) shall comply with all applicable laws, rules, and regulations; and (b) shall not infringe the rights of any third party (including, without limitation, the contractual rights, intellectual property, rights of publicity, privacy, or other personal or proprietary rights of any third party).

16. INDEMNIFICATION

Sponsor and its Representatives shall indemnify, defend, and hold harmless (and, to the maximum extent permissible under applicable law, hereby expressly release and discharge) the Event Providers, the City of Houston, all Event sponsors, exhibitors, and speakers, and each of their respective Representatives, from and against any and all alleged and/or actual claims, actions, lawsuits, proceedings, damages, penalties, demands, losses, expenses, fees (including reasonable attorneys' fees), costs, and liabilities of any kind or nature whatsoever (each a "Claim"), including but not limited to any Claim for property damage and/or personal injury, in connection with, caused by, or arising out of participation in the Event by (a) Sponsor, (b) its Representatives and any

other party acting on Sponsor's behalf, or (c) any of Sponsor's invitees or guests (any of the foregoing in clauses (b) or (c), a "Related Party"), whether or not foreseeable, as a result of (i) Sponsor's or any Related Party's act, omission, negligence, or willful misconduct; (ii) Sponsor's or any Related Party's actual or alleged violation or breach of the Agreement or any policy of, or other agreement with, any Event Provider; (iii) Sponsor's or any Related Party's actual or alleged violation of any applicable laws, rules or regulations; (iv) the Sponsor Materials; (v) Sponsor's or any Related Party's actual or alleged infringement of any third party's intellectual property, rights of publicity, privacy, or other personal or proprietary rights, or any Sponsor allegations of infringement against another sponsor or exhibitor; (vi) any actions taken by the Event Providers at the request of Sponsor regarding Sponsor's asserted intellectual property rights, or at the discretion of the Event Providers where the Event Providers have a reasonable belief as to the legitimacy of such action in regard to Sponsor's asserted intellectual property rights; or (vii) any liability for damages or other relief arising under federal or state employment laws relating to or involving Sponsor's Representatives. Sponsor's indemnification obligations will not apply to the extent a Claim is caused solely by Procore's own negligence or willful misconduct.

17. DATA PRIVACY & SECURITY

For the purposes of this section, the terms "Personal Information", "Sell", and "Sale" have the meanings given to them in the California Consumer Privacy Act ("CCPA"). Sponsor acknowledges that Sponsor does not receive any Personal Information from Procore as part of the Sponsorship Rights or as consideration under this Agreement. If Procore provides Sponsor with Personal Information of Event attendees who have opted-in to receiving marketing communications from Sponsor, Sponsor shall use such Personal Information in compliance with all applicable laws (including, but not limited to, honoring and tracking subsequent opt-out requests), and shall not disclose any such information to any third party. Sponsor shall not Sell the Personal Information or take any action that would cause any transfers of Personal Information, either to Sponsor or from Sponsor, to qualify as a Sale of Personal Information under the CCPA. If Sponsor chooses to collect information directly from Event attendees, Sponsor shall do so in a manner that clearly identifies that Sponsor, and not Procore, is the entity collecting the information. Sponsor will ensure that administrative, technical, and physical safeguards are in place for the protection of the Personal Information while in its possession.

Sponsor warrants that its privacy policy and practices comply with all laws, statutes, ordinances, or regulations (including any export control laws or regulations administered by the U.S. Commerce Department, OFAC, or any other U.S. or foreign government agency). If there is a conflict between the terms of Sponsor's privacy policy and this

Agreement, this Agreement will take precedence. Sponsor also warrants on behalf of itself and its subprocessors, if any, that Sponsor shall: (a) limit its processing of data received from Procore or attendees to the instructions provided by attendees or by Procore on behalf of attendees; (b) act only as instructed and put in place appropriate security safeguards to avoid any destruction, degradation, or breach of any information; (c) provide written notice immediately if Sponsor is no longer able to meet the obligations associated with the data, and shall either cease processing or remediate; and (d) assist, as appropriate, in responding to individuals' requests around notice, choice, access, and privacy-related complaints, and shall respond to any such request within ten days. Upon notice from Procore, Sponsor and its sub processors, if any, shall stop or remediate any unauthorized processing.

18. HEALTH & SAFETY

Procore and Sponsor agree that the health and safety of all Event attendees are of utmost importance and will take necessary precautions and abide by all applicable local, state, and federal health and safety measures. The Event Providers may take any action that is reasonably necessary (in the sole judgment of Event Providers) for the protection of the Event and/or participants, sponsors, exhibitors, or any other person or entity, including, but not limited to, imposing additional restrictions and/or changing the Event format (or any portion thereof) to a virtual event in order to protect attendee health and safety. Any cancellation by Procore or Sponsor will be subject to Section 5 above.

19. EVENT RULES & REGULATIONS

In addition to any instructions or regulations supplied upon acceptance of the Sponsor's Application or in the Exhibitor Kit and/or Event Terms, Sponsor shall abide by the following rules and regulations and any other rules or regulations provided by Event Providers:

a. Fire Regulations: Space decorations and construction must conform to all applicable federal, state and local fire regulations . Combustible or explosive materials and substances may not be used. Cloth and other flammable materials must be flameproof. Packing containers, empty cardboard boxes, excelsior, wrapping, and similar materials must be removed from the exhibit and cannot be stored under tables or behind displays.

b. Firearms and Weapons Prohibited: For the safety and security of all Event participants, firearms, weapons, and any other items that could be considered dangerous or prohibited by law (as determined by the Event Providers in their sole discretion) are strictly prohibited at the Event. Sponsor shall ensure that Sponsor's Representatives

understand and comply with this policy. Participants who violate this policy may be asked to leave the Event immediately, and law enforcement may be notified if necessary.

c. Sponsor Conduct: All Sponsor demonstrations and other promotional activities must be confined to the limits of Sponsor's exhibit space. Sufficient room must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Sponsor may distribute samples, souvenirs, and publications, and conduct sales activities only from within its designated space. Sponsor shall not engage in any activity that interferes with the activities or obstructs access to neighboring spaces, or that impedes aisles. Sponsor's exhibit may be used solely for the purpose of promoting Sponsor's products and/or services, and not for any other business or commercial purpose. Only Sponsor's brands' names, logos, and/or products may appear on signage or other promotional materials placed within Sponsor's exhibit or distributed or displayed by Sponsor at or in connection with the Event, except with Procore's prior written permission. Sponsor shall conduct and operate its exhibit so as not to annoy, endanger, or interfere with the rights of other sponsors and attendees. Any activity that results in complaints from other sponsors or any attendee or, in the opinion of the Event Providers, interferes with the rights of others or exposes them to annoyance or danger, may be prohibited by the Event Providers.

d. Sponsor Representatives and Guests: All Sponsor onsite Representatives and guests must be 18 years of age or older. Sponsor shall supervise and assume responsibility for the actions of its onsite Representatives and guests and ensure that its onsite Representatives and guests comply with the Event Terms and all other relevant terms of the Agreement. Event Providers will have no responsibility for supervision or control over Sponsor's Representatives and guests onsite and will have no obligation or responsibility for workers compensation, taxes or withholding, benefits or insurance for Sponsor's onsite Representatives and guests. Sponsor shall comply with all applicable laws, rules, and regulations and as applicable, shall abide by union and other work rules of the jurisdiction of the territory in which the Venue is located.

e. Breakout Sessions: If Sponsor purchases a breakout session as part of the Sponsorship Rights, Sponsor acknowledges and agrees that all breakout session content shall be subject to review and approval by Procore and all content must be delivered by Sponsor in accordance with the Groundbreak Content and Marketing Policy. Without limiting the foregoing, Procore may request changes to the content and may make changes to session titles and session descriptions.

f. Lotteries/Contests: Sponsor shall not operate games of chance, lottery devices, or the actual or simulated pursuit of any recreational pastime either at the Event or affiliated with the Event without Procore's prior written consent, and, if Procore does consent, only to the extent permitted by applicable law.

g. Music, License, Patent, Copyright, or Trade Secret: Sponsor acknowledges that any live or recorded performances of copyrighted music by Sponsor in connection with the Event and/or that occur in the Sponsor's space must be licensed from the appropriate copyright owner or agent. Sponsor shall be fully responsible for obtaining any necessary licenses and shall indemnify and hold the Event Providers, the City of Houston, and their respective Representatives harmless from any damages or expenses incurred in connection with the Sponsor's failure to obtain such licenses.

h. Subleasing: Sponsor shall not assign, sublet, or apportion the whole or any part of Sponsorship Rights or the space allotted to Sponsor without Procore's prior written consent.

i. Event Badges: Sponsor shall ensure that each of its Representatives wear official Event identification badges while on the exhibit floor, and that such individuals do not share Event identification badges with unregistered personnel.

j. Installation, Dismantling: Procore will provide Sponsor with additional instructions regarding the rules and regulations for installation and dismantling, as well as other detailed information regarding access to the Venue and space operation.

k. Labor: Sponsor shall employ only labor who are authorized and will work in harmony with other labor employed at the Venue to supply services for the Event. If harmonious labor relations require the hiring of union labor, or if the Event Providers so request, Sponsor shall employ (and cause its Representatives to employ) only union labor.

l. Approved Vendors: To ensure the safe and orderly conduct of the Event, the Event Providers may require that Sponsor use certain vendors for specific functions and will provide additional information regarding such vendors as applicable.

20. GENERAL PROVISIONS

Nothing in the Agreement is intended to create an agency, partnership, joint venture, or any other relationship between Sponsor and any of the Event Providers. The Agreement, and all matters arising out of or related to this Agreement, will be governed by the laws of the State of California, without regard for its conflicts of law provisions. Any action arising

out of or relating to the Agreement must be brought in the state court located in Santa Barbara County, California, or the federal district court located in Los Angeles, California, and the parties hereby submit to the exclusive jurisdiction of such courts. The Agreement constitutes the parties' entire understanding regarding its subject matter and supersedes all prior and contemporaneous agreements and understandings between the parties. A party's failure to enforce any provision of the Agreement will not constitute a waiver of that provision or any other provision. The invalidity or unenforceability of any provision of the Agreement will not affect the validity or enforceability of any other provision. Notices to Sponsor will be delivered to the contact information provided on the Sponsor's Application. Notices to Procore must be delivered to exhibitgbk@procore.com with a copy to legalnotice@procore.com. Notices delivered via email will be deemed effective the next business day after they are sent to the proper email address.



How to Apply for a Sponsorship

STEP

- 01** Submit your application to sponsor [HERE](#).
- 02** Our team will respond within 48 business hours to confirm approval of your application. Once your application has been reviewed and approved by our team, you will receive a confirmation email with a link for payment.
- 03** Pay sponsorship fees. Your invoice must be PAID/RECEIVED in full within 30 days of the sponsorship confirmation approval date in order to secure your sponsorship.
- 04** Your company's main contact listed on the application will be contacted by our sponsorship team regarding deliverables and deadlines. This person will also be provided login instructions to access the exhibitor resource center (ERC).

The Groundbreak Team is excited to partner with you. **See you in Houston!**

All sponsorship packages and enhancements are sold on a first-come, first-served basis. All items are subject to Procore's approval. An approved application is required to secure your sponsorship.

For more information about becoming a Sponsor, email us at exhibitgbk@procore.com