

# Citrix Ready Partner Pavilion

## Terms & Conditions



## What is Citrix Ready Partner Pavilion?

Citrix Ready partner Pavilion is a benefit offered to Citrix Ready partners to participate in key trade shows and events under a Citrix Ready Pavilion umbrella. Citrix Ready will organize partner pavilions at some of the largest trade shows and technology conferences. Here, one large branded booth containing a number of pods, meeting rooms and central Citrix hosted networking area will be put up. You will be able to purchase pods and utilize the central services to promote your presence and joint technical solutions.

## Eligibility

The Citrix Ready Partner Pavilion benefit is open to all active\* Citrix Ready partners across all Citrix product and ecosystem groups, on **first-come first-serve** basis. Partners must showcase a product/ solution that has completed the Citrix Ready verification testing process and approved by the Citrix Ready team. The showcased partner product/ solution should ideally be verified with the latest Citrix product version. Please write to [CitrixReady@Citrix.com](mailto:CitrixReady@Citrix.com) for any questions about the product showcase eligibility or reach out to your Citrix Alliance Marketing contact.

\* Citrix Ready partners who have renewed their annual program membership.

## Booth Management

The booth logistics and management will be taken care of by a third party event management agency ([Events That Matter](#)) on behalf of Citrix Ready.

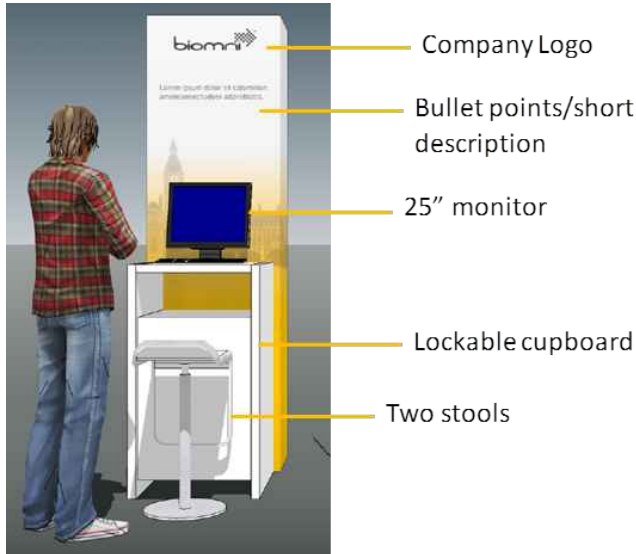
### What's included in the package?

- Planning and negotiations with exhibition organizers
- Contracting and procurement of space
- Marketing, driving attendance, and social media campaign
- Design, build, and production of booth
- Exhibition Resource Centre (ERC) to show organizer and Citrix Ready Partners
- Exhibition management including logistics, assistance with hotels, and shipping.
- Central point of contact pre event
- On site management support
- Centralized booth scanning plus Lead Management BYOD app incorporating InfoSend©
- Post event reporting
- Security and Cleaning
- Exhibitor passes, limited to the number allowed for the particular event
- A sample Pod is displayed below (This is just a sample and the actual Pod might differ at different events)

### What's not included in the package?

- Any extra signage such as standees, easel signs, banners etc. requested by the exhibitor
- Any additional hardware equipment or software required by the exhibitor to conduct any demo or presentation.
- We do not guarantee participation at any other speaking opportunities/ special activities at the event.
- Attendee passes over and above the standard number included in the exhibitor contract
- Expenses incurred towards air tickets, hotels, meals, entertainment etc.

## Sample Pod



## Important Notes:

- The participation in this program is strictly on a **first-come first-serve** basis.
- Partners must apply via the online form provided by Citrix Ready <link>
- Partners must apply separately for each event they'd like to participate in.
- Partners must showcase Citrix Ready verified product(s) during the events.
- Partners must not defame, misrepresent or make disparaging remarks about Citrix or its products, competing products, any persons or companies.
- Any promotional material used during the event must not contain any obscene or offensive language.
- Any promotional material used during the event must not contain trademarks, logos, or copyrighted materials owned by others without permission.
- **Final approval/ rejection for participation in the Citrix Ready Partner Pavilion will be done solely at the discretion of the Citrix Ready program.**

## How to participate in the Citrix Ready Partner Pavilion

1. Choose an event that you'd like to participate in
2. Fill-up a short form [here](#)
3. ETM/Citrix Ready will send you a contract
4. Sign it and send it back
5. ETM/Citrix Ready confirm your participation

Write to [CitrixReady@citrix.com](mailto:CitrixReady@citrix.com) for any other questions or assistance.

[Sign up](#)

### About Citrix Ready

Citrix Ready identifies recommended solutions that are trusted to enhance the Citrix Delivery Center infrastructure. All products featured in Citrix Ready have completed verification testing, thereby providing confidence in joint solution compatibility. Leveraging its industry leading alliances and partner eco-system, Citrix Ready showcases select trusted solutions designed to meet a variety of business needs. Through the online catalog and Citrix Ready branding program, you can easily find and build a trusted infrastructure. Citrix Ready not only demonstrates current mutual product compatibility, but through continued industry relationships also ensures future interoperability. Learn more at [www.citrix.com/ready](http://www.citrix.com/ready).

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