

MicroStrategy World 2024 Terms and Conditions

Each **MicroStrategy World Pass** includes:

- Entry for one (1) person to our exclusive conference party
- 80+ customer and product sessions
- Hands-on workshops
- Fast-track education courses & certifications
- Meetings with experts
- Analytics and innovation keynotes
- Bitcoin for Corporations keynotes & sessions
- Women in Technology & Industry Networking Events
- Welcome Reception
- Breakfast, lunch, & refreshments
- Discounted hotel rates & fees

Payment by Credit Card

Conference registration fees must be paid in full prior to attending the conference. You will receive a payment confirmation and receipt via email once your credit card is processed and payment is complete. Payment methods include American Express, MasterCard, and Visa. Please email registration@microstrategy.com with questions or if you need information regarding MicroStrategy World 2024.

Payment by Invoice

Payment by invoice is available for larger groups or companies not able to pay by credit card. Please email registration@microstrategy.com for more details on this option. Please note, payment needs to be processed prior to attending the conference.

Conference Cancellation Policy

Conference cancellation requests must be submitted in writing. All cancellation requests received by March 31, 2024 will be subject to a \$250.00 service charge (not applicable in combination with a promotional code). Cancellation requests received after March 31, 2024 or no-shows are subject to the full registration fee (not applicable in combination with a promotional code). All refunds will be issued after the conference. Please email all cancellation requests to registration@microstrategy.com.

Conference Substitution & Admittance Policy

Substitutions for the conference will be permitted at any time until a pass holder checks into the conference. Substitutes must work for the same company as the original registrant and payment information must stay the same. Substitutions are not valid for attendees already checked into the conference. Sharing of attendee passes is not permitted. This conference is organized by MicroStrategy which reserves the right, in its sole discretion, to limit or deny access to the conference to any entity or individual. MicroStrategy's receipt of registration and/or payment does not constitute acceptance. Registrations and payments that are not accepted will be returned. Please email registration@microstrategy.com for more information.

Social Media

All of the social conversation and imagery shared during MicroStrategy World will be captured, moderated, shared with attendees, and possibly rebroadcast to MicroStrategy followers. Should you share socially about MicroStrategy World and your experiences at MicroStrategy World you hereby irrevocably grant MicroStrategy permission to include your posts/imagery about the event both onsite as well as online. This includes all photos taken and shared on social media relating to MicroStrategy World.

Release of Contact Information to Third Parties.

By registering and submitting your contact information, you give MicroStrategy consent to share your contact information (e.g., name, title, phone number, e-mail, fax number) with MicroStrategy's contractors who may use such information solely in connection with the production of MicroStrategy World; such contact information will not be used for any commercial purposes. If you have any questions about what this entails, please contact microstrategyworld@microstrategy.com.

Privacy Information

The data collected through the registration process for MicroStrategy World 2024 is stored and processed in the United States. However, we have put in place appropriate technological and organizational measures to ensure that your data is kept strictly confidential and will only use or process your personal data to the extent allowed by the applicable data protection laws governing your personal data including, without limitation, the EU's General Data Protection Regulation (GDPR) and the California Privacy Rights Act (CPRA). We will only use your personal data to provide you access to the event for which you register for, as well as to communicate with you about MicroStrategy World sessions or activities in general. Also, by consenting to these Terms, you are agreeing that your personal data may be shared with our sponsoring partners with whom you have interacted during the event, including registering for and attending partner sessions, visiting sponsored booths, etc. In addition, and only if you have given your consent during the registration process to receive marketing material from MicroStrategy, we may use your personal data for the purpose of distribution of publications, newsletters, invitations or other marketing or sales activities.

Use of RFID Technology

MicroStrategy uses RFID badge scanning technology in the conference badge at MicroStrategy World to determine session attendance, deliver session surveys, manage session capacity, and to potentially enforce session restrictions. The data may also be used to improve session delivery for future events and to help MicroStrategy to better understand attendees' interest in products and services. The RFID technology is administered pursuant to the terms of our privacy information clause above.

Exhibitor Use of Badge Scanning

MicroStrategy also allows Exhibitors to do their own badge scanning at the Conference. MicroStrategy is not responsible for Exhibitor scanning. When an Exhibitor scans your badge at the exhibitor booth or at the entrance to an Exhibitor function, you are consenting to allow that Exhibitor to use your contact information to communicate with you about their services and special offers in accordance with the Exhibitor's Privacy Policy. Note: EXHIBITOR SCANNING OF ATTENDEE BADGES IS OPTIONAL FOR THE ATTENDEE, AND ATTENDEES MAY REFUSE TO HAVE THEIR BADGES SCANNED AT BOOTHS AS WELL AS AT THE ENTRANCE TO EXHIBITOR FUNCTIONS.

Expectations for Attendees

MicroStrategy expects all attendees and participants at MicroStrategy World to adhere to an appropriate standard of professionalism during the event. We expect the cooperation of everyone to help promote a safe environment and a productive conference experience for everyone.

Please do:

- Maintain a respectful, considerate, and courteous attitude towards everyone you engage with online, at the conference, and at the venue
- Secure your belongings and be mindful of your surroundings and of your fellow participants
- If there is a situation that looks concerning or could be dangerous, notify conference organizers in a prompt manner
- Provide clear, valuable, honest information

Please do not:

- Demean, discriminate, abuse, harass, or threaten those who you engage with online, at the conference, or at the venue
- Spam conference participants
- Post content that is obscene, violates anyone's privacy, or is otherwise objectionable
- Use MicroStrategy World for commercial or advertising purposes. Conference organizers reserve the right to escort any individual from the conference who is reported to be soliciting and who is not a MicroStrategy exhibitor at the conference.
- Post copyrighted content without permission from the owner

Reporting Violations of this Policy

If you have been (or notice that someone else has been) impacted by someone failing to adhere to these terms or have additional concerns, please contact a member of the MicroStrategy Events Team onsite or by emailing microstrategyworld@microstrategy.com.

In the event of an emergency situation, please contact local authorities immediately.