

THE THINGS CONFERENCE SPONSORSHIP AGREEMENT

This Sponsorship Agreement (the "Agreement") is made and entered into as of the last signature date below (the "Effective Date") by and between THE THINGS INDUSTRIES with an office at Singel 542 (1B06), 1017AZ Amsterdam, THE NETHERLANDS (hereinafter "THE THINGS INDUSTRIES") and SEMTECH Corporation (hereinafter "PARTNER").

RECITALS

THE THINGS INDUSTRIES is hosting the following event: The Things Conference on 22 September and 23 September, 2026 and PARTNER desires to sponsor the Event.

In consideration of the mutual promises and covenants contained in this Agreement and Appendix (page 5), the parties hereby agree as follows:

1. THE THINGS INDUSTRIES Obligations.

In consideration for PARTNER's participation in the Event, THE THINGS INDUSTRIES shall provide the PARTNER the following benefits:

- Marketing: Pre-event, on-site, and post-event publicity
- 2 keynotes, 2 workshops, 1 roundtables, 1 panel
- A Women in IoT panel (60 mins including Q&A, followed by a 30 mins networking session, organized by Semtech)
- XLarge exhibition space with meeting area (up to 32sqm)
- Max. 3 individual spots on the IoT Wall of Fame (devices or solutions)
- Unlimited complimentary exhibitor entrance passes
- Minimum 50 complimentary guest entrance passes ● Minimum 10 complimentary press entrance passes
- 30% off for additional delegates and partners
- Lead scan app
- Anonymized detailed visitor overview

2. PARTNER Obligations.

2.1 For its participation as a Sponsor in the Event, PARTNER shall pay to THE THINGS INDUSTRIES a fee (the "Sponsorship Fee"), as set out below:

- Sponsorship: \$ 58000 (Platinum package)

2.2 Payment terms.

- The Sponsorship Fee is payable to THE THINGS INDUSTRIES.

- After signing this Agreement, PARTNER will receive an invoice with the fees due with applicable VAT / Sales Tax. The payment term of the invoice is four weeks.
- The entire sponsorship fee is due in full within the payment term of the invoice, or, in the case where the agreement is made less than four weeks prior to the Event, before the Event.
- Signed Agreement and payment must be received and approved by THE THINGS INDUSTRIES before the PARTNER and logo will be included in any Conference promotional materials.
- PARTNER provides a PO number if needed for internal account purposes.

3. Sponsor Trademarks/Sponsor Materials.

Subject to the terms and conditions of this Agreement, PARTNER grants to THE THINGS INDUSTRIES the right to use PARTNER's trademarks, trade names, and logo designs and company descriptions as prepared and delivered to THE THINGS INDUSTRIES by PARTNER ("Sponsor Materials"), in any medium of advertising, marketing materials, and/or promotional goods distributed solely in conjunction with the Event and in accordance with PARTNER's trademark usage guidelines.

4. Indemnity

- 4.1 THE THINGS INDUSTRIES shall not be responsible for any loss of or damage to property of PARTNER, its employees, agents, contractors or assigns nor for any personal injury to PARTNER's officers, directors, employees, agents, contractors and/or invitees except to the extent any such claims may be directly and solely attributable to the gross negligence or wilful misconduct of THE THINGS INDUSTRIES, its directors, officers, and/or employees.
- 4.2 PARTNER shall indemnify, defend, and hold THE THINGS INDUSTRIES harmless from and against any claims arising out of, or relating directly or indirectly to, content on their respective web-sites, use of PARTNER's trademarks and logos, and PARTNER Materials.

5. Limitation of Liability.

Except with respect to Section 8.3, in no event shall either party be liable to the other party for any incidental, consequential, indirect, or punitive damages (including but not limited to lost profits) regardless of whether such liability is based on breach of contract, tort, strict liability, breach of warranties, failure of essential purpose or otherwise and even if advised of the possibility of such damages. Notwithstanding anything else in this

Agreement, THE THINGS INDUSTRIES's liability for any claim against THE THINGS INDUSTRIES shall be no higher than the received Sponsorship Fee.

6. Representations.

Each party hereby represents and warrants that it has the full power to enter into and perform according to the terms of this Agreement.

7. Term and Termination

7.1 Subject to the terms and conditions herein, this Agreement shall be effective upon the Effective Date and shall continue through October 2, 2026, one week past the event end date, unless earlier terminated as otherwise provided in this Agreement (the "Term").

7.2 Termination by THE THINGS INDUSTRIES. THE THINGS INDUSTRIES shall be entitled to cancel the Event and/or terminate this Agreement at any time for any reason. In the event THE THINGS INDUSTRIES terminates this Agreement for any reason other than PARTNER's breach THE THINGS INDUSTRIES shall refund any fees received from PARTNER, and at PARTNER's expense, return any materials, and equipment, hardware and/or software loaned by PARTNER for the Event.

7.3 In the event The Things Conference is canceled by reason of inclement weather, acts of God, strike, lockouts, acts of the elements, or other acts or occurrences beyond THE THINGS INDUSTRIES' control, PARTNER shall not have any right of claim for refund against THE THINGS INDUSTRIES for money paid by PARTNER to THE THINGS INDUSTRIES' pursuant to their contract.

7.4 In the unlikely event that The Things Conference 2026 (in-person) is canceled due to a pandemic situation (eg. COVID-19) beyond THE THINGS INDUSTRIES' control, all the PARTNER contracts will be executed at a later date, which will be communicated at least 30 days in advance.

7.5 Side Events and External Activities

The PARTNER acknowledges that The Things Conference is the sole official event covered under this Agreement.

Organizing, hosting, or promoting any side events, gatherings, or activities during the conference dates — whether inside or outside the venue — is strictly prohibited without prior written approval from THE THINGS INDUSTRIES.

Unauthorized side events may result in the removal of the PARTNER's participation rights, branding, or privileges at the discretion of THE THINGS INDUSTRIES, without refund of any sponsorship fees.

7.6 Deadlines and Deliverables

The PARTNER agrees to comply with all deadlines communicated by THE THINGS INDUSTRIES related to deliverables, including but not limited to:

- Booth artwork and layout approvals
- Wall of Fame submissions
- Furniture or equipment requests
- Speaker confirmations and presentation materials
- Marketing assets and other required items for production

Failure to meet these deadlines will release THE THINGS INDUSTRIES from any responsibility for incomplete or missing deliverables.

Late submissions will not be guaranteed inclusion in the event, marketing, or onsite setup, and THE THINGS INDUSTRIES will not be held liable for any resulting loss of visibility, benefits, or deliverables.

8. *Miscellaneous*

- 8.1 Notices. All notices, authorizations and requests regarding this Agreement shall be deemed given on the day they are received via email to partners@thethingsconference.com.
- 8.2 Relationship. This Agreement does not constitute and shall not be construed as constituting a partnership, or joint venture relationship between or among the parties.
- 8.3 Confidentiality. Each party expressly undertakes to retain in confidence all information and know-how transmitted to it by the other party that the disclosing party has designated as proprietary and/or confidential or that, by the nature of the circumstances surrounding the disclosure, ought in good faith to be treated as proprietary and/or confidential, and will make no use of such information and know-how except under the terms, for the purposes of and during the existence of this Agreement. Each party's obligation under this Agreement with respect to any particular information shall extend to the earlier of such time as such information is publicly available through no fault of the receiving party or five (5) years following termination of the Agreement.
- 8.4 Governing Law/Jurisdiction. This Agreement shall be governed and interpreted in accordance with the laws of The Netherlands. PARTNER consents to the exclusive jurisdiction and venue of the courts in The Netherlands.
- 8.5 Assignment. This Agreement may not be assigned by either party without prior written consent of the other party.

The parties have executed this Agreement as of the date set out below:

THE THINGS INDUSTRIES and SEMTECH Corporation

SEMTECH Corporation

Signature:



Please print name: **Olivier BEAUJARD (on behalf of Robert COMANESCU)**

Title: **Ecosystem Senior Director**

Date: **26th August 2026**

THE THINGS INDUSTRIES

Signature:

Wienke Giezeman

Please print name: Wienke Giezeman Title:

CEO at The Things Industries

Date: 31-AUG-2026

Appendix

- The Things Conference 2025 Partnership Overview

The Things Conference 2026	Platinum sponsorship
Marketing	
Pre-event marketing	Website listing Newsletter mentioning -minimum of 2 Blogpost (joint efforts) Dedicated social media posts - minimum of 5 Access to press list 30% discount code to share with partners & customers
Event marketing	Physical main stage logo display before each session Prominent logo display on conference signage Logo on badges and lanyards
Post-event marketing	Share recordings of keynotes via YouTube, social media and newsletter Dedicated social media posts - minimum of 3
Content	
Opening keynote	Opening the main stage on the event's second day
Keynotes	Up to 2 keynotes, each lasting 10 to 15 minutes*

Workshops Up to 2 workshops, each lasting 40-50 minutes

Panels

Up to 2 panel sessions, each lasting 20-30 minutes*

Roundtables

Up to 1 roundtable, each lasting 20-30 minutes

*to be publicly broadcasted on The Things Industries YouTube channel

Booth

Exhibition space

Large exhibition space of 30m2 for 2 days

Others

Conference tickets

Unlimited access for Semtech's team

20 tickets to hand out for the physical event

10 tickets to hand out to press contacts

event

networking session, organized by Semtech

Women in IoT event, 60 mins panel including Q&A, followed by a 30 mins **Side**