

Arduino S.r.l.
Andrea Appiani 25
20900, Monza
(MB), Italy

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 Arduino (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), 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:

- Large Booth (12m²), which includes white booth walls, carpet, 1 high table and 2 chairs, general wifi connection
- 3 individual product exposure slots on the IoT Wall of Fame (devices or solutions)
- 1 Workshop, 1 Keynote
- 7 complimentary exhibitor entrance passes
- 7 complimentary guest entrance passes
- Pre-event, on-site and post-event publicity
- 20% off for additional delegates and partners

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: €19000 (Gold 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 additional trademark license terms located at <http://brand.qualcomm.com> (the "Brand Portal"), THE THINGS INDUSTRIES may use the PARTNER'S logos for Qualcomm and Arduino (the "Mark(s)") solely for the purpose of the Event and for providing the benefits outlined in Section 1 above. THE THINGS INDUSTRIES shall download the Qualcomm and Arduino Marks from the Brand Portal and agrees to any applicable terms of use ("Trademark Terms of Use"). Arduino Marks will be provided to THE THINGS INDUSTRIES separately via other means. THE THINGS INDUSTRIES shall strictly adhere to all graphics standards and marking requirements set forth in the brand guidelines for the Marks on the Brand Portal, which may be revised from time to time in PARTNER's sole discretion (the "Brand Guidelines"). THE THINGS INDUSTRIES shall not affix, use, or otherwise display the Marks in any manner without PARTNER's prior written consent for each use, which THE THINGS INDUSTRIES shall request via the "Project Approval Manager" tool on the Brand Portal. PARTNER may withhold its consent or cancel prior authorization for use of the Mark(s) if the proposed usage violates the Trademark Terms of Use and/or Brand Guidelines. Upon termination of this Agreement, THE THINGS INDUSTRIES will immediately discontinue all use of the Mark(s).

4. *Indemnity*

4.1 Each party hereto shall be responsible for any loss of or damage to property caused by the negligence or willful misconduct of said party, its employees, agents, contractors or assigns and for any personal injury caused by said party, its officers, directors, employees, agents, contractors and/or invitees, except to the extent any such loss, damage or personal injury was directly or attributable to the negligence or willful misconduct of the other party, its directors, officers, and/or employees.

4.2 Each party shall indemnify, defend, and hold the other party harmless from and against any third-party claim alleging that infringement on such third party's intellectual property rights relating to Marks or Benefits provided under this Agreement.

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 Arduino

Arduino S.r.l.
Andrea Appiani 25 20900,
Arduino Monza (MB), Italy

Signed by:

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Signature:

Please print name: Pietro Dore

Title: VP, Business Operations

Date: 8/14/2026 | 1:41:41 PM PDT

THE THINGS INDUSTRIES

Signature:

Signed by:

5E591802F66944D...

Please print name: Linlin Luo

Title: Account Manager

Date: 8/14/2026 | 1:39:28 AM PDT