

ON24 Product and Service Descriptions

All capitalized terms used herein take their meaning from the Terms.

PRODUCTS

ON24 Webcast Elite Subscription

- Create and deliver Webinars live, on-demand, simulative (pre-recorded but simulates Live), or sim-2-Live (pre-recorded presentation with automated rollover to live audio) to a global audience that can view and engage without downloads or plugins.
- Up to 10 live presenters can connect via webcam, PC-mic, or dial-in.
- When a live Webinar ends, it is automatically converted to on-demand. The on-demand Webinar maintains all interactivity capabilities and is available for audience access, via the same URL as the original live Webinar, during the applicable Subscription Term. During the Subscription Term Client may generate a Single File Archive of a Webinar at no fee for up to 30 days after the Webinar start date.
- Registration pages with branding opportunities, layout options including multi Webinar registration and configurable form fields. Extended registration options including links to external registration pages, uploading and managing registrants.
- Configure and customize confirmation and follow-up emails.
- Webinar audience consoles offer multiple branding opportunities including backgrounds, logos, images and more. Engagement and Conversion Tools offer further audience console customization including slides, audio-video media player, Q&A, call to action (live and post-live), speaker bio, resource list, survey, test, poll, url, request demo, book a meeting and others. Easily copy or save a Webinar as a template.
- Includes access to ON24 Intelligence which provides users with analytics dashboards, audience engagement and Webinar performance data. Analytics include:
 - Webinar engagement score;
 - Registration, attendance, interactivity data; and
 - Audience engagement tracking including poll responses, questions asked, survey responses, resources downloaded, buying signals captured through conversion tools and time watched.

Account Setup and Support

- Setup of Master Account and Platform Logins.
- Setup of additionally purchased Platform Workspaces or Logins.
- Access to on demand training library and knowledge center including self-paced training course
- Access to 24/7 regional technical support.
- Customer Success Manager assigned to Master Account.

Platform Workspace

- A Workspace is a sub-account configured under the current account structure and allows assigned logins to collaborate and create Webinars and Engagement Hubs and Target experience pages (if enabled).
- A Workspace provides its own analytics and dashboards. Reporting rolls up to the master account.
- A group of users in a workspace can be managed using permissions on each Platform Login.
- Workspaces can be designated within region or outside of region (EMEA, APAC, LATAM, NA).
- Additional Workspaces are required for additional regional and department access.

Platform Login

- A Platform Login is specific to an individual and cannot be shared.
- Platform Logins are provisioned in any Workspace under the account structure.
- A Platform Login can be assigned various permissions so that user has access to necessary content and features.
- One Platform Login in a Master Account may be designated as administrative with related privileges for the workspace and its users, including specific capabilities only available to administrators.

Reporting Login

- A Reporting Login is specific to an individual and cannot be shared.
- Reporting Logins are provisioned in any Workspace under the account structure.
- A Reporting Login is used to view analytics, dashboards and reports.

Contributor Login

- Requires an ON24 Engagement Hub, ON24 Enterprise Engagement Hub, or ON24 Target Subscription(s)
- Contributor access to content and Engagement Hub management tools

ON24 Go Live

- Live virtual event solution optimized for networking and audience participation
 - Multiple Go Live Events allowed per subscription term
 - Each Go Live Event may consist of a single or multiple live days*
 - Assigned customer success manager
 - Access to on-demand training library and knowledge center.
- Go Live Sessions:
 - Keynote: up to 10 presenters and up to 2,000 concurrent Attendees
 - Breakout: up to 50 concurrent participants using their webcam
 - Webcast Elite: up to 10 presenters and up to 5,000 concurrent Attendees
- Go Live Features:
 - Video-based events: bi-directional video and audio, including screen share for presenters.
 - Session recordings: Go Live Keynote and Breakout sessions are recordable as video files for replay. Webcast Elite sessions may be replayed on as on-demand Webinars.
 - Event Registration: built-in registration tools. Optional integration with 3rd party registration systems.
 - Event Locations: lobby, stages, exhibit hall, booths, lounge, and green room.
 - Networking: event, session, ad-hoc group, and 1:1 text & video chat.
 - Polls: multiple polls can be created for each session.
- On-Demand Access:
 - On-demand access is available for each Go Live Event (elements may include lobby location, recorded sessions from previous live days, and group chat).
 - Limited to 250 concurrent Attendees.
- The Service Specific Supplemental Terms, located at <https://www.ON24.com/service-specific-terms>, shall also apply.

* ON24 Go Live Events when priced on a registrant basis are limited to up to 5 live days

ON24 Forums

- Create and deliver discussion-based Events that put the audience at the center of the experience.
- Supports two-way audio/video for Presenters and Attendees.
- Presenter Studio includes the ability to add slides, video clips and screenshare. Presenters can disable Attendee audio and video.
- When a live Forum Event ends, it is automatically converted to on-demand. The on-demand Forum Event maintains all interactivity capabilities and is available for audience access, via the same URL as the original live Forum Event, during the applicable Subscription Term.
- Registration pages with branding opportunities, layout options including multi Forum Event registration and configurable form fields. Extended registration options including links to external registration pages, uploading and managing registrants.
- Configure and customize confirmation and follow-up emails.
- Forum Event audience consoles offer multiple branding opportunities including backgrounds, logos, images and more. Engagement and Conversion Tools offer further audience console customization including slides, audio-video media player, Q&A, call to action (live and post-live), speaker bio, resource list, survey, test, poll, url, request demo, book a meeting and others. Easily copy or save a Forum Event as a template.
- Includes access to ON24 Intelligence which provides users with analytics dashboards, audience engagement and Forum Event performance data. Analytics include:
 - Forum Event engagement score;
 - Registration, attendance, interactivity data; and
 - Audience engagement tracking including poll responses, questions asked, survey responses, resources downloaded, buying signals captured through conversion tools and time watched.
- The Service Specific Supplemental Terms, located at <https://www.ON24.com/service-specific-terms>, shall also apply

Account Setup and Support

- Setup of Master Account and Forum Logins.
- Setup of additionally purchased Platform Workspaces or Logins.
- Access to on demand training library and knowledge center including self-paced training course
- Access to 24/7 regional technical support.
- Customer Success Manager assigned to Master Account

ON24 Breakouts

- Enables audiences to launch Breakout Rooms from within a Webinar (desktop only)
- A “Breakout Room” is a virtual room that facilitates two-way audio/video communications between Attendees
- Limit of 10 Breakout Rooms per Webinar
- Up to 60 minutes Breakout Room duration
- Maximum number of participants per Breakout Room as specified in Agreement
- Use is limited to a single Platform Workspace
- The Service Specific Supplemental Terms, located at <https://www.ON24.com/service-specific-terms>, shall also apply

ON24 Connect

- ON24 Connect provides connectors and tools to get supported data into and out of the ON24 platform. Supported Data: event, registrant, and attendee data across the ON24 platform suite. The ON24 Prospect Engagement Profile (PEP) can also be integrated into applicable end-systems and embedded in contact records in Salesforce.com. ON24 Connect can also be used to create new records in end-systems and/or update attendance status post-event. (Note: Any manipulation, logic or formulations need to be done prior to sending data to ON24 or after retrieving from ON24).
- Each unit of ON24 Connect may be applied to a single workspace (parent or a sub workspace only) and up to two business application integrations. Each unit of ON24 Connect includes (i) access to the Account's ON24-hosted data, (ii) access to the ON24 on demand training library and knowledge center, (iii) business application integration, and (iv) business application integration enablement which may include: a 60-minute kick-off meeting with ON24, a 60-minute post-test & launch meeting, and up to 2 hours of iPaaS mapping for supported data for applicable systems.

ON24 Engagement Hub

- Build and publish a stand-alone or embedded content hub containing libraries of upcoming and on-demand Webinars, as well as multimedia digital content assets (PDF, video, webpage, image, article)
- Organize content by categories; including built-in search and filters tools
- Media Manager allows for storage and management of Engagement Hub content
- Personalization utilizing Attendee registration data including dynamic logos and dynamic messaging
- Support Urchin Tracking Module (UTM) parameters, reCAPTCHA, Drift chatbots
- Native ON24 and 3rd party registration
- ON24 Intelligence: Content and aggregated engagement analytics
- Publish up to 3 Live Webinars which are scheduled to be run on the same day in a single Engagement Hub
- Maximum of up to 2,500 concurrent Attendees

ON24 Enterprise Engagement Hub

- Build and publish a stand-alone or embedded content hub containing libraries of upcoming and on-demand Webinars, as well as multimedia digital content assets (PDF, video, webpage, image, and article)
- Organize content by categories; including built-in search and filters tools
- Media Manager allows for storage and management of Engagement Hub content
- Video Builder: create and edit videos
- SEO with custom domain and sitemap support (requires a compliant and active SSL certificate)
- Personalization utilizing Attendee registration data including dynamic logos, dynamic messaging, and categories
- Support Urchin Tracking Module (UTM) parameters, reCAPTCHA, Drift chatbots
- Native ON24 and 3rd party registration
- ON24 Intelligence: Content and aggregated engagement analytics
- Publish up to 3 Live Webinars which are scheduled to be run on the same day in a single Engagement Hub
- Maximum of up to 2,500 concurrent Attendees

Upgrade Engagement Hub to Enterprise Engagement Hub

- Increase content limit up to 300 pieces
- Up to three (3) contributor logins
- Align your Engagement Hub URL to your corporate website with custom domain functionality (requires a compliant and active SSL certificate).
- Increased personalization enhancements, including Dynamic Logo Display, contact-based personalization tokens, and category personalization based on ON24 registration data.
- Improved SEO with custom domain and sitemap support
- Video Builder: create and edit videos

ON24 Engagement Hub to Target Upgrade

- Option for Account that has ON24 Webcast Elite and ON24 Engagement Hub to add ON24 Target into Subscription
- Build and publish personalized content experience pages containing all content types including upcoming and on-demand Webinars as well as multimedia digital content assets (PDF, video, webpage, image, article); also includes pre-built conversion tools, content ratings, and comments
- Media Manager allows for storage and management of Target and Engagement Hub content
- Personalization utilizing Attendee registration data including dynamic logos, messaging, and content personalization.
- Support Urchin Tracking Module (UTM) parameters, reCAPTCHA, Drift chatbots
- Native ON24 and 3rd party registration

ON24 Enterprise Engagement Hub to Target Upgrade

- Option for accounts that have ON24 Webcast Elite and ON24 Engagement Hub to add ON24 Target into their subscription
- Build and publish personalized content experience pages containing all content types including upcoming and on-demand Webinars as well as multimedia digital content assets (PDF, video, webpage, image, article); also includes pre-built conversion tools, content ratings, and comments
- Media Manager allows for storage and management of Target and Engagement Hub content
- Personalization utilizing Attendee registration data including dynamic logos, messaging, and content personalization.
- Support Urchin Tracking Module (UTM) parameters, reCAPTCHA, Drift chatbots
- Native ON24 and 3rd party registration
- ON24 Intelligence: Content and aggregated engagement analytics
- Publish up to 3 Live Webinars which are scheduled to be run on the same day in a single Engagement Hub
- Maximum of 2,500 concurrent attendees

ON24 Target

- Build and publish personalized content experience pages containing all content types including upcoming and on-demand Webinars as well as multimedia digital content assets (PDF, video, webpage, image, article); also includes pre-built conversion tools, content ratings, and comments
- Media Manager allows for storage and management of Target and Engagement Hub content
- Personalization utilizing Attendee registration data including dynamic logos, messaging, and content.
- Support Urchin Tracking Module (UTM) parameters, reCAPTCHA, Drift chatbots
- Native ON24 and 3rd party registration
- ON24 Intelligence: Content and aggregated engagement analytics
- Publish up to 3 Live Webinars which are scheduled to be run on the same day in a single Engagement Hub
- Maximum of 2,500 concurrent attendees

Broadcast Video Module

- Expands the Account capabilities to include the Live Broadcast Video (HD) Presentation type, supporting Client-provided media encoding and transmission.

Advanced Reporting and Analytics

Includes access to custom and advanced reporting features at the Account level including:

- Prospect Engagement Profile (PEP): Global view of each audience members' lifetime engagement with Webinars and content hosted in the Account. Track content journeys and send recommended content generated by the ON24 platform from within the Account. *With ON24 Connect, PEP url can be integrated into other business systems and full PEP can be embedded in contact instances in Salesforce.com;
- Account Engagement Profile: Cumulative report on all engagement with Webinars and content hosted on the Account from individuals within the same account;
- Account Engagement Report: Details every account that has engaged with Webinars and content on the Account. Review total number of engagement minutes, total number of unique leads and the average score for all leads across all content viewed. Drill down even further by seeing which content pieces leads from the account are viewing and how they are getting to that content.
- Aggregate Poll Response Report: Includes an aggregate view of all poll results across Webinars and videos;
- Funnel Analytics: Audience engagement of tagged content by funnel stage;
- Track hits to ON24 Webcast Elite registration and lobby pages, including carousel, two-column and one-column layouts, using one or more of the following tracking applications: Google Analytics, Google Tag Manager, LinkedIn, HubSpot, Adobe DTM, Eloqua, and more; and
- Custom Lead Report: Filter by date range, event ID, audience type, custom labels and more.

Video Conferencing Unit (VCU) Module

- Expands the Webinar video presentation experience by allowing the connection of multiple concurrent VCU connections.
- Can be ordered to permit 3 or 8 concurrent VCU connections.

Single-Sign-On SAML Implementation

- Setup and implementation of SAML Single Sign-On to single authentication source using IP or SP initiated page flow.
- Applies to all ON24 products within the Account setup.

Single Sign-On (SSO) SAML Subscription

- Permits the usage of SAML Single Sign-On.
- Requires Single Sign-On SAML Implementation.
- Applies to all ON24 products within the Account setup.

Custom Reporting Module

- Must be tied to existing Platform Logins or Platform Login purchased separately for this purpose.
- Report development costs are quoted separately.

Automated Live Captioning

- All live Webinars will include automated speech-to-text captured live captions to enable accessibility for audiences. Automated live captioning supports the following languages: English, Spanish, French, Italian, German, Dutch, Portuguese. Applies to one Platform Workspace.

*Only applicable to ON24 Webcast Elite Subscriptions

Automated OD Captioning

- All on-demand Webinars and live Webinars that are converted to on-demand will include auto-captured speech to text, editable captioning files to enable accessibility for audiences. Automated captioning currently supports 10 languages. Applies to one Platform Workspace.

*Only applicable to ON24 Webcast Elite Subscriptions

Automated OD Caption Translation (Per workspace/per language)

- Translate existing automated Webinar captions into select languages (60 languages supported). Price noted per Language and Platform Workspace. Requires Automated Closed Captioning License.

*Only applicable to ON24 Webcast Elite Subscriptions

Video Builder

- A self-service tool to create and edit video files for use with ON24 products and services:
 - Record new content using built-in recording functionality
 - Repurpose existing media content
 - Access available stock media library
 - Publish finished videos files and clips to the Media Manager
 - Includes up to 3 Contributor Logins

Increase Live Webinar Presenter Connections

- Up to an additional 10 live presenters can connect via webcam, PC-mic, or dial-in.
- Priced per Workspace

AI-Generated Content Pack

- Submit a single live, simulative, or on-demand Webinar via the Platform for usage by generative AI technologies to create a blog, e-book, and transcript.
- Review, edit, and download AI-generated content via the Media Manager for publication in ON24 Engagement Hubs, ON24 Target pages, or other sites.
- The Service Specific Supplemental Terms, located at <https://www.ON24.com/service-specific-terms>, shall also apply.

SERVICES

Premium Webcast Elite Training

- Two-part training program including:
 - Access to one hour of self-paced training focusing on building and presenting a live Webinar.
 - Upon completion of the self-paced training, a private training session (up to 2-hours) for the contracted users for questions and follow-up.

Webinar Speaker Training & Dry Run

- Up to 1.5 hours of service provided for a single Webinar ID prior to live date/time
- ON24 Representative provides:
 - Provide presenter orientation with the ON24 presentation tool
 - Guidance and testing of presenter connection types against ON24 connection standards
 - Guidance and testing of ON24 presenter tool screen share application
 - Escalation to ON24's technical support teams for assistance with troubleshooting
 - Assistance while presenter team executes a dry run of Webinar

Event Monitoring for Elite

- Up to 2.5 hours of service provided for a single live Webinar ID on the live date/time
 - 30 minutes prior to live Webinar start time ON24 representative will provide pre-call services
 - 120 minutes of live Webinar monitoring services
- ON24 representative is able to:
 - Provide pre-call services including presenter orientation to the Presentation Manager tool
 - Guidance and testing of presenter connection types prior to Webinar start time
 - Escalation to ON24's technical support teams for assistance with troubleshooting
 - Monitor ON24 presenter Q&A tool to assist attendees with any technical issues
 - Monitor ON24 presenter tool team chat to assist presenters with any technical issues, questions, or concerns they may have during live Webinar
 - Monitoring of the attendee console for stream quality

Event Management for Elite

- Up to 6 hours of service provided for a single Webinar ID
- ON24 representative may provide:
 - Webinar kick-off call and check in call (30 minutes each)
 - Webinar setup and configuration using features available in customer account on the ON24 platform
 - Standard registration page setup including branded graphic uploads, descriptive text, and standard registration field configuration
 - Lobby page setup includes branded graphic uploads, descriptive text, standard help page link, standard test your system link
 - Audience console setup includes branded graphic uploads, choice of background color, and engagement tool configuration as available in customer account
 - Webinar email(s) setup and activation
 - ON24 presenter tool configuration
 - Scheduling of Webinar speaker training and dry run prior to live Webinar date/time (up to 1.5 hours)
 - Scheduling of live Webinar monitoring (up to 120 minutes)
 - Provide guidance and testing of presenter connection types prior to Webinar start time
 - Provide escalation to ON24's technical support teams for assistance with troubleshooting

Town Hall Services Package

- Up to 12 hours of service provided for a single Webinar ID
- ON24 representative may provide:
 - Project kick-off call and weekly check in calls
 - Webinar-specific project plan with deliverable timelines
 - High profile review process for Webinar
 - Webinar setup using ON24 Platform
 - Standard registration page setup: includes branded graphic, descriptive text, and standard registration fields
 - Lobby page setup includes branded graphic uploads, descriptive text, standard help page link, standard test your system link
 - Audience console setup includes branded graphic uploads, choice of background color, and engagement tool configuration as available in customer account
 - Webinar email(s) setup and activation
 - Scheduling of webinar speaker training and dry run prior to live Webinar date/time (up to 1.5 hours)
 - Scheduling of live Webinar monitoring (up to 120 minutes)
 - Provide guidance and testing of presenter connection types prior to Webinar start time
 - Provide escalation to ON24's technical support teams for assistance with troubleshooting

ON24 Creative Full Webinar Branding

- Up to 3 Custom designed and branded Webinar consoles
- Up to 2 Registration/Lobby banners
- Up to 2 Email banners
- Up to 2 sets of custom widgets
- Up to 2 meetings with the ON24 creative team to review project needs
- Up to 3 rounds of edits

ON24 Creative Full Interactive Webinar Console & Event Branding

- Up to 1 Custom designed and branded Webinar consoles that features different sections of the console that can become interactive for your audience
- Separate PNG files of Standout Imagery
- Up to 2 Registration/Lobby Banner Options
- Up to 2 Email Banner Options
- Up to 2 Sets of Custom Widget Icons
- Up to 2 Creative briefing meetings with the ON24 creative team
- Up to 3 rounds of edits

Platform Optimization Service

Up to 10 hours of service provided over an approximate 3 week period for a single Platform Workspace, which may include:

- Series of 3, 1-hour workshops focused on:
 - Evaluation of use case deployment within ON24 product
 - Recommendations and best practices provided to drive greater output & engagement
 - Customized platform training, tailored to use case and associated recommendations
 - Deployment of up to 5 additional platform templates, including registration and lobby pages, registration flow, audience consoles, and engagement tools
- Service must be used within 90 days of purchase

Launch Services for ON24 Webcast Elite (tier 1)

Up to 8 hours of service provided approximately over a 3 week period for a single Platform Workspace, which may include:

- Series of 3, 1-hour workshop sessions: kick-off, recommendations, and final review
- 1-hour training session for Webinar Presenters
- 1-hour training session for ON24 Elite users
- Deployment of up to 2 new Webinar templates, including set-up of Webinar console backgrounds and engagement tools
- Deployment of up to 2 new Webinar registration and lobby pages
- Deployment of up to 2 new email confirmation messages
- Service must be used within 90 days of purchase

Launch Services for ON24 Webcast Elite (tier 2)

Up to 10 hours of service provided approximately over a 3 week period for a single Platform Workspace, which may include:

- Series of 3, 1-hour workshop sessions: kick-off, recommendations, and final review
- 1-hour training session for Webinar Presenters
- 1-hour training session for ON24 Elite users
- Deployment of up to 3 new Webinar templates, including set-up of Webinar console backgrounds and engagement tools
- Deployment of up to 3 new Webinar registration and lobby pages
- Deployment of up to 3 new email confirmation messages
- Service must be used within 90 days of purchase

Launch Services for ON24 Webcast Elite (tier 3)

Up to 12 hours of service provided approximately over a 3 week period for a single Platform Workspace, which may include:

- Series of 3, 1-hour workshop sessions: kick-off, recommendations, and final review
- 1-hour training session for Webinar Presenters
- 1-hour training session for ON24 Elite users
- Deployment of up to 5 new Webinar templates, including set-up of Webinar console backgrounds and engagement tools
- Deployment of up to 5 new Webinar registration and lobby pages
- Deployment of up to 5 new email confirmation messages
- Service must be used within 90 days of purchase

Launch Services for ON24 Engagement Hub (tier 1)

Up to 8 hours of service provided approximately over a 3 week period, which may include:

- Kick-off and product overview
- Training session
- Consultation and strategic working sessions
- Project review and wrap-up
- Service must be used within 90 days of purchase

Launch Services for ON24 Engagement Hub (tier 2)

Up to 10 hours of service provided approximately over a 3 week period, which may include:

- Kick-off and product overview
- Training session
- Consultation and strategic working sessions
- Project review and wrap-up
- Service must be used within 90 days of purchase

Launch Services for ON24 Engagement Hub (tier 3)

Up to 12 hours of service provided approximately over a 3 week period, which may include:

- Kick-off and product overview
- Training session
- Consultation and strategic working sessions
- Project review and wrap-up
- Service must be used within 90 days of purchase

Launch Services for ON24 Enterprise Engagement Hub

- Requires ON24 Enterprise Engagement Hub subscription
- Up to 20 hours of service provided approximately over a 6-week period, which may include:
 - Kick-off and product overview
 - Training session
 - Consultation and strategic working sessions
 - Project review and wrap-up
 - Support for implementation of Engagement Hub Custom Domain

Upgrade to Launch Services for ON24 Enterprise Engagement Hub

- Option for Account that has existing Launch Services for Engagement Hub to upgrade to Launch Services for Enterprise Engagement Hub

Launch Services for Target (tier 1)

Up to 7 hours of service provided approximately over a 3 week period, which may include:

- Kick-off and product overview
- Training session
- Consultation and strategic working sessions
- Project review and wrap-up
- Service must be used within 90 days of purchase

Launch Services for Target (tier 2)

Up to 10 hours of service provided approximately over a 3 week period, which may include:

- Kick-off and product overview
- Training session
- Consultation and strategic working sessions
- Project review and wrap-up
- Service must be used within 90 days of purchase

Launch Services for Target (tier 3)

Up to 12 hours of service provided approximately over a 3 week period, which may include:

- Kick-off and product overview
- Training session
- Consultation and strategic working sessions
- Project review and wrap-up
- Service must be used within 90 days of purchase

ON24 Engagement Hub Management (tier 1)

- ON24 Engagement Hub Management services requires an ON24 Engagement Hub or ON24 Target subscription.
- Services include up to 12 hours of service (up to 3 hours per quarter):
 - Product overview and training
 - Consultation and strategic planning session
 - Assistance with setup and launch of Engagement Hub
 - Ongoing performance analysis and recommendations

ON24 Engagement Hub Management (tier 2)

ON24 Engagement Hub Management services requires an ON24 Engagement Hub or ON24 Target subscription.

- Services include up to 16 hours of service (up to 4 hours per quarter):
 - Product overview and training
 - Consultation and strategic planning session
 - Assistance with setup and launch of Engagement Hub
 - Ongoing performance analysis and recommendations

ON24 Engagement Hub Management (tier 3)

ON24 Engagement Hub Management services requires an ON24 Engagement Hub or ON24 Target subscription.

- Services include up to 20 hours of service (up to 5 hours per quarter):
 - Product overview and training
 - Consultation and strategic planning session
 - Assistance with setup and launch of Engagement Hub
 - Ongoing performance analysis and recommendations

ON24 Enterprise Engagement Hub Management

ON24 Enterprise Engagement Hub Management services requires an ON24 Enterprise Engagement Hub subscription.

- Services include up to 40 hours of service (up to 10 hours per quarter):
 - Product overview and training
 - Consultation and strategic planning sessions
 - Assistance with setup and launch of Engagement Hub
 - Ongoing performance analysis and recommendations
 - Support for annual renewal of Engagement Hub Custom Domain

Upgrade to ON24 Enterprise Engagement Hub Management Service

Option for Account that has Engagement Hub Management Services to upgrade to Enterprise Engagement Hub Management Services

ON24 Creative Engagement Hub Branding

- Up to 3 Hero image landing page banners
- Up to 3 categories Hero Image Banners (additional thumbnails can be quoted)
- Up to 10 thumbnail backgrounds (additional backgrounds can be quoted)
- Up to 3 rounds of edits
- Up to Creative briefing meeting with the ON24 creative team

ON24 Target Management (tier 1)

ON24 Target Management services requires an ON24 Target subscription.

- Services Include up to 15 hours of service (up to 3.75 hours every quarter):
 - Product overview and training
 - Consultation and strategic planning
 - Assistance with setup and launch of Target content experience page
 - Ongoing performance analysis and recommendations

ON24 Target Management (tier 2)

ON24 Target Management services requires an ON24 Target subscription.

- Services Include up to 20 hours of service (up to 5 hours every quarter):
 - Product overview and training
 - Consultation and strategic planning
 - Assistance with setup and launch of Target content experience page
 - Ongoing performance analysis and recommendations

ON24 Target Management (tier 3)

ON24 Target Management services requires an ON24 Target subscription.

- Services Include up to 25 hours of service (up to 6.25 hours every quarter):
 - Product overview and training
 - Consultation and strategic planning
 - Assistance with setup and launch of Target content experience page
 - Ongoing performance analysis and recommendations

Signal Operations Service for Webcast Elite

Encoding for ON24 Webcast Elite Webinars that use third party audio or video services like VYVX, Satellite, etc. The service includes

- Monitoring and operating the Webinar, the pre-Webinar work prior to the connection during the Webinar-day, the scheduling and the tear-down of the encoders, routers, and backup devices;
- Posting the Webinar for the on-demand archive (if required); and
- Applies to Webinars up to 90 minutes long.

Webinar Transcripts

- Provides English language transcript and a .vtt file for timed closed captions for a single Webinar (on-demand and simulative Webinars only).
- Provides support for Webinars with durations of up to 90-minutes.

Live Webinar Closed Captioning

- English language live closed captioning service for a single Webinar (live or sim2live Webinars only) which provides support for Webinars with duration of up to 90-minutes.

Live Audio Translation Service Package

- Service for a single 60 minute Webinar
- Single language only
- Live interpretation of audio only
- Available for live or simulative Webinars
- 30 minute pre-call with translator
- Up to 200 Webinar Attendees only can access translated audio at a time

ON24 Go Live Event Monitoring Services

Go Live Event Monitoring Services package includes:

- ON24 event specialist provides event support for event organizer on the live day
- Live support provided via web conferencing, text chat and/or phone bridge
- Up to 8 consecutive hours of service
- Direct sponsor support and audience-facing support is not included

ON24 Go Live Express Launch Services

Up to 1.5 hours of service provided approximately over a 2-week period for a single Platform Workspace, which may include:

- 1 60-min workshop session: kick-off, goals, orientation and event framework development
- 30-min training session for Go Live users

Event Management for Go Live

Up to 20 hours of service provided over a consecutive 4-week period for a single Go Live Event, which may include:

- 2 working sessions (up to 60 minutes) to provide guidance and consultation
- 4 one-hour weekly project support / training meetings
- Event setup and configuration, which may include agenda, registration, event emails, speakers, sponsors, breakout & keynote sessions, and locations
- Go Live Event QA at the conclusion of set up or when the Go Live Event launches, whichever comes first

ON24 Creative Go Live Branding

- Up to 10 Custom designed and branded GoLive Images (Logo, Location or Session images) (Additional images can be quoted)
- Up to 2 Reg/Lobby banner options
- Up to 2 Email banner options
- Up to 2 meetings with the ON24 creative team to review project needs
- Up to 3 rounds of edits

Integration Management Services

Integration Management Services require an ON24 Connect subscription.

Services include:

- Named ON24 Resource
- Manages troubleshooting and resolution of integration data issues
- Consults on the use of Platform and Services data to support Client's objectives
- Quarterly analysis and report of effectiveness of use of integration and recommended improvements
- Liaison between Client and ON24 resources, including product management, engineering, services, and platform operations and support

Additional Integration Support

Up to 15 hours of service provided approximately over a 30 day period for a single Platform Workspace, which may include:

- Meeting(s) with ON24 integration team to review intergation connection set up and option
- Training, Set-up and Mapping
- Collaborative assistance with setup, testing & troubleshooting
- Does not include end system support
- Service must be used within 90 days of purchase

Launch Service for MAP - Marketo

Up to 10 hours of ON24 & Marketo integration support including:

- ON24 & Marketo default integration
- Review of Marketo Smart Campaign setup
- Review of Marketo Trigger setup
- Effectiveness review & best practices for use of ON24 data in Marketo
- Requires ON24 Connect
- Service must be used within 90 days of purchase

Launch Services for CRM – Salesforce

Up to 5 hours of Salesforce integration support including:

- ON24 & Salesforce CRM Default Integration
- Integration Testing and Deployment
- 3 60 Min Subject Matter Expert sessions
- Requires ON24 Connect
- Service must be used within 90 days of purchase

Launch Services for ON24 Forums (Tier 1)

Up to 8 hours of service provided over an approximate 3-week period for a single Platform Workspace, which may include:

- Series of 3, 1-hour workshop sessions: kick-off, recommendations, and final review
- 1-hour training session for Forum Presenters
- Deployment of up to 2 Forum templates, including set-up of the Forum console backgrounds and engagement tools
- Deployment of up to 2 Forum registration and lobby pages
- Deployment of up to 2 email confirmation messages
- Service must be used within 90 days of purchase

Launch Services for ON24 Forums (Tier 2)

Up to 10 hours of service provided over an approximate 3-week period for a single Platform Workspace, which may include:

- Series of 3, 1-hour workshop sessions: kick-off, recommendations, and final review
- 1-hour training session for Forum Presenters
- Deployment of up to 3 Forum templates, including set-up of Forum console backgrounds and engagement tools
- Deployment of up to 3 Forum registration and lobby pages
- Deployment of up to 3 email confirmation messages
- Service must be used within 90 days of purchase

Launch Services for ON24 Forums (Tier 3)

Up to 15 hours of service provided over an approximate 3-week period for a single Platform Workspace, which may include:

- Series of 3, 1-hour workshop sessions: kick-off, recommendations, and final review
- 1-hour training session for Forum Presenters
- Deployment of up to 5 Forum templates, including set-up of Forum console backgrounds and engagement tools
- Deployment of up to 5 Forum registration and lobby pages
- Deployment of up to 5 email confirmation messages
- Service must be used within 90 days of purchase

ON24 Forums Event Management Package

Up to 6 hours of service provided for a single Forum Event, which may include:

- Forum kick-off call and check in call (30 minutes each)
- Forum setup and configuration
- Standard registration page setup including branded graphic uploads, descriptive text, and standard registration field configuration
- Lobby page setup includes branded graphic uploads, descriptive text, standard help page link, standard test your system link
- Audience console setup includes branded graphic uploads, choice of background color, and engagement tool configuration as available in Client account
- Forum email(s) setup and activation
- ON24 presenter tool configuration
- Scheduling of Forum speaker training and dry run prior to live Forum Event (up to 1.5 hours)
- Includes up to 1 live ON24 Forums Monitoring Package
- Provide guidance and testing of Presenter connection types prior to live Forum Event
- Provide escalation to ON24's technical support teams for assistance with troubleshooting

ON24 Forums Monitoring Package

- ON24 Forum Event specialist provides support for Forum Event organizer on the scheduled live Forum Event day
- Live support provided via web conferencing, text chat and/or phone bridge
- Up to 2 consecutive hours of support
- Direct Attendee support is not included

Premium ON24 Forums Training Package

Two-part training program including:

- Access to one hour of self-paced training focusing on building and presenting a live Forum event
- Upon completion of the self-paced training, a private training session (up to 2-hours) for the contracted users for questions and follow-up.

ON24 Creative Forums Branding

- Up to 3 Custom designed and branded Forum Event consoles
- Up to 2 Registration/Lobby banners
- Up to 2 Email banners
- Up to 2 sets of custom widgets
- Up to 2 meetings with the ON24 creative team to review project needs
- Up to 3 rounds of edits

Production and Additional Pricing

| Service | Fee |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------|
| Rush Fees: Service Requests with less than 48 hours notice | USD 350.00 |
| Rush Fees: Service Requests with less than 24 hours notice | USD 400.00 |
| Engineering Services (per hour) | USD 350.00 |
| Production Services (per hour) | USD 275.00 |
| Professional Services (per hour) | USD 275.00 |
| Creative Services (per hour) | USD 275.00 |
| Audio Editing | USD 450.00 |
| Audio Recording | USD 850.00 |
| Video Editing | USD 900.00 |
| Production Management <ul style="list-style-type: none"> • Production consultation and planning for one Webinar (maximum duration of 90 minutes). • Up to 6 hours of planning, testing, and live day support. • Recommended for Clients using Broadcast Video. • Recommended for Clients who want an extra production resource for a Webinar. | USD 1,500.00 |
| Webcam Recording and Editing <ul style="list-style-type: none"> • ON24 production team to manage webcam recording and editing for one Webinar (maximum duration of 90 minutes). • Includes connection test in advance, 90 minute record session with producer, video editing, lower thirds, slide timing and upload to Simulive or On-demand Webinar. | USD 2,500.00 |
| Virtual Studio Control Room <ul style="list-style-type: none"> • Director controlled, multi speaker management for Broadcast Video for one Webinar (maximum duration of 90 minutes). • Up to 8 presenter seats in a virtual green room. Includes custom layout of Client. provided graphics, custom lower thirds, video playback, director controlled switching and streaming to Broadcast Video for a Webinar. • Includes up to 2 test/dry-runs. • Includes live day support for one Webinar (maximum duration of 90 minutes). | USD 6,500.00 |