# NORTH AMERICAN LEADERSHIP CONFERENCE

## SPONSORSHIP CONTRACT

Dallas/Fort Worth • August 11-13, 2019 • Omni Mandalay At Las Colinas.

As of 08/28/18

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### EVENT INFORMATION

1. North American Leadership Conference (NALC) will be held August 11-13, 2019 and is expected to attract 150 industry executives and senior managers.

2. Sponsor levels do not include registration for a participant.

3. Each sponsor level is associated with various exclusivities and a sponsor should consult their completed sponsor form for this information.

### SPONSORSHIP LEVEL INFORMATION

<table>
<thead>
<tr>
<th>Platinum Sponsorship ($7,500)</th>
<th>Gold Sponsorship ($5,500)</th>
<th>Silver Sponsorship ($3,000)</th>
<th>Bronze Sponsorship ($1,500)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 AVAILABLE</td>
<td>4 AVAILABLE</td>
<td>4 AVAILABLE</td>
<td>6 AVAILABLE</td>
</tr>
<tr>
<td>- Recognized as platinum-level event sponsor</td>
<td>- Recognized as gold-level event sponsor</td>
<td>- Recognized as silver-level event sponsor</td>
<td>- Recognized as bronze-level event sponsor</td>
</tr>
<tr>
<td>Optional event exclusive sponsor recognition: (choose 1)</td>
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</tr>
<tr>
<td>1-Welcome Dinner and PPB Rising Star Award Presentation</td>
<td>6-General Sessions</td>
<td>2-Networking Breakfast</td>
<td>2-Networking Lunch</td>
</tr>
<tr>
<td>1-Closing Networking Event</td>
<td>Opportunity to welcome attendees (where applicable)</td>
<td>Vertical banner ad in two 2019 issues of PPB Newslink</td>
<td>Vertical banner ad in a 2019 issue of PPB Newslink</td>
</tr>
<tr>
<td>Opportunity to welcome attendees (where applicable)</td>
<td>Photo with Keynote (where available)</td>
<td>Logo recognition in onsite conference materials, on event webpage, and onsite signage</td>
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</tr>
<tr>
<td>Full-Page Ad in a 2019 issue of PPB magazine</td>
<td>Logo recognition in onsite conference materials, on event webpage, and onsite signage</td>
<td>Placement in PPB magazine ad recognizing event sponsors, post event</td>
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</tr>
</tbody>
</table>

### SPONSORS ($1,000)*

- Exclusive opportunity per product category
- Product distribution at conference to all attendees
- Recognized as a product sponsor for the event
- Logo recognition in onsite conference materials
- Placement in PPB magazine ad recognizing event sponsors, post event

*If other sponsorship level is selected, product sponsorship may be added for $750. Products must be approved by PPAI.

### PRODUCT

- **Check (make payable to PPAI):**

  - Company Name On Check: __________________________
  - Check number: __________________________
  - Check date: __________________________
  - Check amount: __________________________

- **Credit Card Payments:**

  - VISA [ ]
  - American Express [ ]
  - MasterCard [ ]

- **Name as it appears on the card:** __________________________

- **Card number:** __________________________

- **Authorization code:** __________________________

- **Expiration date:** __________________________

- **Signature:** __________________________

**NOTE:** Signing this contract authorizes PPAI to charge the above credit card for Sponsorship in full. I/we understand this application becomes a binding contract when accepted by PPAI. I/we agree to abide by the rules and regulations published on this form and subsequent additions.

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**Please Return Contract With Full Payment To:** 3125 Skyway Circle N., Irving, TX 75038-3526 • 888-492-6890 phone • 972-258-3003 fax
North American Leadership Conference  •  RULES AND REGULATIONS

As of 08/28/18

1. DEFINED TERMS

The term “Event” means North American Leadership Conference (NALC), scheduled to be held on August 11-13, 2019 (the “Event Dates”) at Omni Mandalay Las Colinas (the “Facility”). The Event is owned, produced and managed by Promotional Products Association International (“PPAI”). As used hereinafter, the term “PPAI” means, collectively, PPAI and each of its officers, directors, agents, affiliates, representatives, employees and assigns, unless the context requires otherwise. The term “Sponsor” means, collectively, (i) the company, firm, business, or person that applied for sponsorship and agreed to enter into this contract upon acceptance by PPAI in the manner stated below and (ii) any other officers, directors, employees, contractors, agents, representatives and/or invitees, as applicable.

2. ATTENDEES

The primary purpose of the Event and PPAI-sponsored shows is to provide exposure to and to provide appropriate educational forums and opportunities. PPAI reserves the right to decline any request if it is not in the best interest of the event and other sponsors.

3. CONTRACT ACCEPTANCE

This contract shall become binding and effective only when it has been signed by Sponsor, and accepted as valid by a duly authorized representative of PPAI. Evidence of contract acceptance will be a formal confirmation of sponsorship and the related financial specifics. The final sponsorship may be different from the Sponsor’s requests.

4. ASSUMPTION OF RISKS; RELEASES

Sponsor expressly assumes all risks associated with, resulting from or in connection with Sponsor’s participation at the Event, including, without limitation, all risks of theft, loss, harm, damage or injury to the person (including death), property, business or profits of Sponsor, whether caused by negligence, intentional act, accident, act of God or otherwise. Sponsor has sole responsibility for its property or any theft, damage or loss to such property (whether or not stored in any courtesy storage area), including any subrogation claims by its insurer. Neither PPAI nor the Facility accepts responsibility, nor is a bailment created, for property delivered by or to Sponsor. Neither PPAI nor the Facility shall be liable for, and Sponsor hereby releases all of them from, and covenants not to sue any of them with respect to, any and all risks, losses, damages and liabilities described in this paragraph.

5. INDEMNIFICATION

Sponsor shall indemnify, defend (with legal counsel satisfactory to PPAI), and hold PPAI, Facility and harmlessly from any claims, demands, suits, liabilities, damages, losses, costs, reasonable attorneys’ fees and expenses which result from or arise out of or in connection with: (a) Sponsor’s participation or presence at the Event, (b) a breach by Sponsor of any agreements, covenants, promises or other obligations under this contract (c) any matter for which Sponsor is otherwise responsible under the terms of this contract; (d) any violation or infringement (or claim of violation or infringement) of any law or ordinance or the rights of any party under any patent, copyright, trademark, trade secret or other proprietary right; (e) any libel, slander, defamation or similar claims resulting from the actions of Sponsor; (f) harm or injury (including death) to Sponsor; and (g) loss or damage to property or the business profits of Sponsor, whether caused by negligence, intentional act, accident, act of God, theft, mysterious disappearance or otherwise.

6. LIMITATION OF LIABILITY

Under no circumstances shall PPAI, or the Facility be liable for any lost profits or any incidental, special, punitive or consequential damages whatsoever, or any of their acts or omissions, whether or not appraised of the possibility of any such lost profits or damages. In no event shall PPAI’s maximum liability under any circumstance exceed the amount actually paid to PPAI by Sponsor for sponsorship pursuant to this contract, PPAI makes no representations or warranties, express or implied, regarding the number of persons who will attend the Event or regarding any other matters.

7. QUALIFICATIONS OF SPONSOR

PPAI, in its sole discretion, determines whether a prospective sponsor is eligible to participate in the Event. Eligibility is generally limited to suppliers and Business Sponsors who are in good standing with the Association. PPAI reserves the right to restrict or remove any sponsor which PPAI, in its sole discretion, believes is objectionable or inappropriate.

8. ASSIGNMENT OF SPACE

Sponsorships will be assigned on a first-come, first-served basis. Sponsorship shall be assigned by PPAI in its sole discretion for the Event and for the Event Dates only. Any such assignment does not imply that similar sponsorships will be assigned for future Events. PPAI reserves the right to change the sponsorship prior to, or during the Event, if PPAI, in its sole discretion, determines that to do so is in the best interest of the Event.

9. CANCELLATION BY SPONSOR

If Sponsor desires to cancel this agreement, Sponsor may only do so by giving notice in writing sent to the PPAI with evidence of receipt. If written notice of cancellation is received after June 3, 2019, all paid sponsor fees will be forfeited by the sponsor. If written notice of cancellation is received prior to June 3, 2019, Sponsor will be liable for 50% of the total fees. Please note that the marketing of the sponsorship ceases on the date of the cancellation. The PPAI has sole control over attendance policies. Except as provided otherwise in this paragraph in such manner as it may deem best, and without releasing Sponsor from any liability hereunder. PPAI may also terminate this contract effective upon written notice of termination if Sponsor breaches any of its obligations under this contract, without any obligation on PPAI’s part to refund any payments previously made and without releasing Sponsor from any liability arising as result of or in connection with such breach.

11. CANCELLATION OF THE EVENT

If PPAI cancels the Event or due to circumstances beyond the reasonable control of PPAI (such as acts of God, acts of war, governmental emergency, labor strike, actions by Facility that may be deemed detrimental to the Event, or unavailability of the Facility), PPAI shall refund to each Sponsor its sponsorship payment previously paid, minus a share of costs and expenses incurred, in full satisfaction of all liabilities of PPAI to Sponsor. PPAI reserves the right to cancel, re-name or re-locate the Event or change the dates on which it is held. If PPAI changes the name of the Event, re-locates the Event to another event facility within the same city, or changes the dates for the Event to dates that are not more than 30 days earlier or 30 days later than the dates on which the Event originally was scheduled to be held, no refund will be due to Sponsor, but PPAI shall assign to Sponsor, in lieu of the original sponsorship, such other sponsorship as PPAI deems appropriate and Sponsor agrees to under the terms of this contract. If PPAI cancels the Event other than for a reason previously described in this paragraph, PPAI shall refund to each Sponsor its entire sponsorship payment previously paid, in full satisfaction of all liabilities of PPAI to Sponsor.

12. LISTINGS AND PROMOTIONAL MATERIALS

By sponsoring at the Event, Sponsor grants to PPAI a fully paid, perpetual non-exclusive license to use, display and reproduce the name, trade names and product name, of Sponsor in any directory (print, electronic or other media) listing the sponsoring companies at the Event and to use such names in PPAI promotional materials. PPAI shall not be liable for any errors in any listings or descriptions or for omitting any Sponsor from lists or materials. PPAI may also take photographs of sponsorship materials during, before or after the open hours of the Event and use such photographs for any PPAI promotional purpose.

13. ELIGIBILITY OF SPONSOR

Effective for all PPAI events and publications, any company that wants to gain access to the PPAI marketplace (through trade-show exhibit space, sponsorships, and advertising) is required to obtain Product Safety Awareness status. Each company must designate a roster employee to serve as a Product Safety Ambassador. The roster employee must complete four of the specified product safety education or qualify under alternate criteria including but not limited to, PRAG membership, PPAI Product Safety Summit attendance, primary active member compliance check status (distributors and suppliers) or CH360 attendee, in order for the company to receive the Product Safety Aware status. (www.ppai.org/inside-ppai/product-safety) includes FAQs and list of specified product safety education.