



ASIAN ATTRACTIONS EXPO 2013 SPONSORSHIP AGREEMENT

<p>Company Sponsor: _____</p> <p>Contact Person: _____</p> <p>Phone (Office and Cell for Onsite Contact): _____</p> <p>Full Address: _____</p> <p>Email: _____</p> <p>Booth # (if applicable): _____ Member # (All Sponsors Required to be IAAPA Members): _____</p> <p style="text-align: center; color: red;">*Payment Information, Terms, and Signature on Pages 2-4*</p>
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Select Sponsorship Level:

<input type="checkbox"/>	<p>SILVER (\$5000 before March 1, 2013; \$6000 after March 1. Rates quoted are for AAE exhibitors.) Benefits include:</p> <ul style="list-style-type: none"> -Ability to Distribute Materials at Event (When Applicable, and to be Approved by IAAPA 4 Weeks in Advance of Show) -Sponsor Recognition by the Event Speaker or Moderator (When Applicable) -Sponsor Acknowledgment on Event Signage -Sponsor Acknowledgment on the www.IAAPA.org Website -Sponsor Acknowledgment in one FUNWORLD issue and On-Site Show Program -Sponsor Acknowledgment in Virtual Tradeshow -Sponsor Logo Signage in Exhibit Hall -Category Specific or Event Attendee List -Enhanced On-Site Show Program Listing -Sponsor Logo Recognition at Tradeshow Booth -Complimentary Tickets to Event Attendees (Varies by Event)
<input type="checkbox"/>	<p>GOLD (\$10,000. Rate quoted is for AAE exhibitors.) All benefits mentioned in the SILVER category above PLUS:</p> <ul style="list-style-type: none"> -Full Post-Show Attendee List With Emails -Recognition in IAAPA's Newsflash Email (When Applicable) -Reserved Seating at Event (When Applicable)
<input type="checkbox"/>	<p>PLATINUM (\$20,000. Rate quoted is for AAE exhibitors.) All benefits mentioned in the SILVER and GOLD categories above PLUS:</p> <ul style="list-style-type: none"> -Full PRE-Show Attendee List With Emails (Supplied 2 Weeks Prior to Event) -Event Exclusivity (When Applicable) -15 Second Video Presentation at Sponsored Event (to be Approved by IAAPA in Advance; When Applicable)



Select Sponsored Event(s): In Addition to the Benefits Above, Sponsors May Choose One Event From the List Below for Highlighted Exposure. ADD-ONS: Additional Highlighted Exposure at Same Level (More than One Event) Available for \$2,000 Per Event.

Special Events

- Opening Ceremony**
Starting the expo with a bang, the opening ceremony is much anticipated and well attended by all delegates. A wonderful platform to project your brand.
- Opening Night Event (Marine Life Park)**
There is only one official evening networking function this year and it is held at the newly opened Marine Life Park, home to the world's largest oceanarium.
- Young Professionals Forum**
A growing opportunity to mingle with the attractions industry's next leaders featuring a daytime session followed by a networking reception this year.
- Leadership Breakfast**
Tom Mehrmann, CEO of Ocean Park Hong Kong, will be the keynote speaker at this popular event.
- Education Tour (Legoland Malaysia)**
A one-of-a-kind behind the scenes tour to visit the new Legoland Malaysia and the surrounding attractions like Lat's Place.
- Education Tour (Universal Studios Singapore)**
An exclusive tour of how Transformers the Ride and the new Sesame Street operate.
- Post-tour (Bali)**
Join senior leaders as they visit attractions like world renowned Waterbom Bali and Bali Safari & Marine Park.
- National Associations Roundtable Luncheon**
Make your brand visible across the region at this event where national associations of the Philippines, Malaysia, Thailand, Singapore, Indonesia, and more gather annually to share best practices and what's new.

General Programs

- Business Lounge (Gold Minimum)**
The Business Lounge on the trade show floor allows visitors to stay in touch with the outside world while onsite. The lounge is equipped with five computer stations that prominently feature your participation on every screen.
- Expo Tote Bags (IAAPA to Provide; Gold Minimum)**
Be the official tote bag sponsor and IAAPA will provide expo bags featuring your logo to every attendee at AAE 2013.
- Lanyards (Gold Minimum)**
Be the official lanyard sponsor and provider of this much utilized item to every attendee and exhibitor at AAE 2013.
- Education Sessions (Gold Minimum)**
IAAPA's education sessions consist of three days of informative programming. Much of the audience is comprised of key buyers in the industry-general managers, facility owners, and operators.
- Mobile App (Gold Minimum)**
One company will be able to associate its brand with IAAPA by sponsoring the official mobile app, which will be available for download free of charge to all AAE attendees.

Full Payment Due with Contract

Please charge the credit card listed below (please check one): Visa MasterCard AMEX Discover Card

Card # _____ Exp. Date: _____ CID Code: _____ (3 or 4 digit code on back of card)

Authorized Signature _____ Name (as printed on credit card) _____

OR

I will mail a check in the amount of \$ _____ USD. Check # _____. (Check must be drawn from a U.S. Bank account)
(Please make checks payable to IAAPA, Attention: AAE Sponsorship Manager, 1448 Duke Street, Alexandria, VA 22314 USA)

OR

I will Wire Transfer in the amount of \$ _____ (please add a \$25.00 USD transaction fee for all wire transfers)
Bank of America 1501 Pennsylvania Ave N.W. ABA 026009593 Swift Code (if needed): BOFAUS3N
For Credit to IAAPA Account 0020-866-30597. There is no IBAN, BIC or anything else needed.
Please be sure to identify yourself with the name of the company and member ID.



Terms of Agreement

1. Signing this Agreement indicates firm commitment (non-cancelable) of the above sponsorship(s) and/or advertisement(s) for Asian Attractions Expo 2013, in accordance with the corresponding rate card fees. A faxed, signed Agreement is also binding.
2. IAAPA and the Company Sponsor named above ("Sponsor") agree that the activities contemplated by this Agreement have a specific and limited scope and are consistent with IAAPA's nonprofit status and tax exemption classification. Nothing in this Agreement should be construed to imply or convey IAAPA's approval, endorsement, certification, acceptance, or referral of any Sponsor product or service. No Materials developed or intended for use in connection with the sponsorship activities will be distributed or otherwise used prior to IAAPA's advance review and approval. According to the sponsorship selected, IAAPA will provide appropriate acknowledgment and recognition of the Sponsor in accordance with applicable laws and Internal Revenue Service rules and regulations. All advertising, media, content and/or materials ("Sponsor Content") distributed by or on behalf of Sponsor must comply with (i) IAAPA's advertising policies and procedures as determined from time to time by IAAPA and (ii) by IAAPA's Intellectual Property Enforcement Policy.
3. Sponsor agrees to indemnify and hold harmless IAAPA, its officers, directors, employees, and agents, from any and all claims, losses, damages, liabilities, judgments, or settlements, including reasonable attorneys' fees, costs, and other expenses, incurred in any way in connection with Sponsor's acts, omissions, breach of contract or any actions or claims made by Sponsor or any third party against Sponsor under IAAPA's Intellectual Property Enforcement Policy (see item 7.).
4. Sponsor warrants and represents that any Sponsor Content provided or distributed by Sponsor comply with (i) IAAPA's advertising policies and procedures as determined from time to time by IAAPA and (ii) IAAPA's Intellectual Property Enforcement Policy. Further, Sponsor warrants and represents that any Sponsor Content that it distributes at or in correlation with Asian Attractions Expo 2013 (or any other IAAPA show) will not violate the laws of any country or any proprietary rights of others (including, without limitation, any copyrights, trademarks, publicity rights, or patents) and that such Sponsor Content is owned and/or lawfully distributed by Sponsor. In addition, Sponsor warrants that it will not make any claims that are not substantiated or that are prohibited by law.
5. Sponsor acknowledges and agrees that IAAPA may terminate the Agreement at any time for any reason in its sole discretion. Upon termination by IAAPA of the Agreement, IAAPA shall refund any sponsorship fees received by IAAPA prior to termination.
6. IAAPA and/or Sponsor/exhibitor are liable should one or the other default. Any 3rd party agency signing on behalf of the Sponsor/exhibitor will be held responsible for the fulfillment of this non-cancelable contract.
7. Sponsor understands that, as a trade association, IAAPA has a duty to ensure it is not supporting or acting in a manner that would be deemed as advancing the infringement of any of its members' intellectual property. IAAPA has developed the Intellectual Property Enforcement Policy as a means to educate its members on intellectual property. As part of this Intellectual Property Enforcement Policy, IAAPA will work with its members to ensure that its members' rights are protected, maintained and managed properly. As such, IAAPA may approach Sponsor to request proof that any of the Sponsor Content that Sponsor uses, distributes or publishes are lawfully owned or displayed. IAAPA also reserves the right to request information from Sponsor in response to a potential complaint from another member.
 - a) Further, in an effort to ensure any claims or disputes between members are handled in a non-disruptive manner, IAAPA hereby agrees to provide Sponsor with the services of an intellectual property mediator ("IP Mediator"). The IP Mediator will provide assistance by evaluating potential intellectual property infringement claims and will work closely with IAAPA to issue any Sanctions (as defined below), if necessary.
 - b) Sponsor understands and agrees that the IP Mediator is a neutral party enlisted to mediate and settle disputes between members related to intellectual property or proprietary rights, as well as any violation of this Agreement. Sponsor understands and agrees to be bound by all decisions made by the IP Mediator and agrees such decisions are final, and shall not be subject to appeal or challenge.
 - c) Sponsor understands and agrees that any member may lodge with IP Mediator a complaint against any other member, which after investigation may result in the Sanctions by the IP Mediator or IAAPA. IP Mediator's evaluation of such a complaint will be free of charge to the complaining member. If, however, IP Mediator believes that the complaint is one that identifies a legitimate claim of intellectual property infringement, or a violation of any contract between Sponsor and IAAPA, the complaining member must pay to IAAPA a sum of \$2,500 ("Complaint Fee") to cover IAAPA's costs and expenses for the IP Mediator to evaluate and potentially take any further action and/or issue any Sanctions (as defined below). This Complaint Fee may be returned to the complaining member as part of the Sanctions, defined below.



- d) Sponsor understands and agrees that the enforcement action or sanctions ("Sanctions") shall be issued by IP Mediator and/or IAAPA in their sole discretion and may include but shall not be limited to: (i) the repayment by defending member to complaining member of the Complaint Fee, (ii) the removal of any Sponsor Content, including any brochure, content, media, advertisement or catalog, from any event, whether or not such event is sponsored by Sponsor, (iii) restrictions on access or services provided by IAAPA, or (iv) a loss of membership to IAAPA; or (v) a ban from any future sponsorship opportunity.
 - e) Sponsor understands and agrees that any determination by IP Mediator and/or IAAPA to issue any Sanctions is not a legal determination that any intellectual property infringement or violation has occurred; instead, Sanctions shall be issued (i) to enforce this Agreement or any other contract between Sponsor and IAAPA or (ii) when IP Mediator believes that the Sponsor Content (or any item distributed by the Sponsor) is potentially infringing on another company's intellectual property or proprietary rights.
8. Sponsor hereby agrees that the exclusive jurisdiction for any dispute, claim, or demand related in any way to the enforcement or construction of this Agreement will be decided by binding arbitration in the Commonwealth of Virginia, USA. Specifically, all disputes between Sponsor and IAAPA shall be submitted to Judicial Arbitration and Mediation Services, Inc. ("JAMS") for binding arbitration under its rules then in effect in the Arlington, Virginia, USA area, before one arbitrator to be mutually agreed upon by both parties. The parties agree to share equally in the arbitration costs incurred. It is the intention of the parties that all questions with respect to the construction and enforcement of this Agreement and the rights and liabilities of the parties hereto shall be determined in accordance with the laws of the Commonwealth of Virginia, in the United States.
9. Sponsor agrees that IAAPA's liability (if any) on account of omissions, errors or any breach, injury or claim related to this Agreement shall in no Event exceed the amount of the charges for the sponsorship or advertisement which was omitted or in which the error occurred and such liability shall be discharged by (abatement of the charges) or (a sponsorship/advertising allowance) commensurate with the error for the particular sponsorship or advertisement in which the omission or error occurred, but in no event exceeding the contract price of the particular sponsorship or advertisement in which the omission or error occurred. No adjustment is applicable to any free sponsorship or advertisement. Reproduction quality of photographs or artwork provided cannot be guaranteed.

Please sign and fax to +1-703-738-7460. If you have any questions, please contact Brian Skepton at +1-703-836-4800 or bskepton@iaapa.org, or Emily Popovich at +1-407-960-6151 or epopovich@iaapa.org.

I have read and agree to the terms as set forth above.

Signature

Print Name

Date