

SPONSORSHIP PROSPECTUS & AGREEMENT

IAAPA EMEA TRADE SUMMIT

02-04 FEB. 2021

EUROPA-PARK, GERMANY

THE ULTIMATE MIX OF
NETWORKING • EDUCATION • TRADESHOW

LET'S MEET AGAIN!

Designed to bring the industry together once again, the **IAAPA EMEA Trade Summit** is the ultimate mix of networking, education, and tradeshow exhibits. This event will take place **IN PERSON** 02-04 Feb. 2021 at the one and only Europa-Park in Germany. Benefit from this unique opportunity to finally reconnect with industry peers and newcomers alike while conducting business and gaining invaluable insights from industry leaders.

Sponsorship opportunities are now available to spotlight your company apart from just the tradeshow floor, distinguish your brand from competitors, and bring recognition to your support and involvement while gaining valuable access to all attendees before, during, and after the event.

This event will maintain COVID-related safety standards to maintain the health and safety of all participants. Among these measure include mandatory masks, distancing requirements, and hand sanitizing stations onsite. For more details, visit IAAPA.org/IAAPA-emea-trade-summit.



FOR MORE INFORMATION:

Sponsorship@IAAPA.org

All sponsors are required to be exhibitors.



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SPONSOR BENEFITS

- * **Logo acknowledgment** on IAAPA EMEA Trade Summit **webpage**
- * **Logo recognition** on entry banner signage
- * **Signage** at sponsored event (if applicable)
- * **Logo acknowledgment in all marketing promotions** when applicable (IAAPA social media channels and outgoing IAAPA emails)
- * **Registrant list**, pre and post event, opt-ins only, (emails excluded). *Sponsors only*: One-time email campaign available to each sponsor for an add-on price of 500 €.
- * **Enhanced listing** in the Trade Summit Programme Guide
- * **Logos on monitors** in various areas of Europa-Park and its hotels

SPONSORSHIP OPPORTUNITIES

BRANDING:

- * **Lanyards (exclusive)** – Have your logo alongside IAAPA's on all lanyards for the event!
PRICE: 5.500 €
- * **Face Masks (exclusive)** – Face masks are required for this event and will be provided to all attendees at registration. Have your logo front and center for all to see!
PRICE: 5.500 €
- * **Hotel Room Drop (max 2 spots)** – Provide IAAPA with your brochures to drop, one time, to all attendees' hotel rooms.
PRICE: 5.000 €

SPECIAL EVENTS AND EDUCATION:

- * **Welcome Reception, 02 Feb. (limited spots)** – Kick off the event strong by spotlighting your company's sponsorship and supporting the opening Welcome Reception.
PRICE: 5.500 €
- * **Keynote sessions (max 2 spots)** – Include a 45-second company video at the start of the keynote sessions. Video must be submitted in advance and approved by IAAPA.
PRICE: 5.500 €
- * **EDUSessions (max 3 spots)** – Include your 30 second company video at the start of the educational sessions throughout the event. Video must be submitted in advance and approved by IAAPA.
PRICE: 5.000 €
- * **EDUTours to Rulantica, Pirates of Batavia, Accommodations, and Virtual Reality (limited spots)** – Spotlight your company's involvement by sponsoring the tours to the new Rulantica attraction or the newly reopened Pirates of Batavia attraction. Inquire for more details for the accommodations and VR tours.
PRICE: 5.000 €
- * **Coffee breaks (limited spots)** – Be recognized on signage and in the Programme Guide as the official coffee breaks sponsor in the various coffee break area of the event.
PRICE: 4.500 €

FOR MORE INFORMATION:

Sponsorship@IAAPA.org

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**SPONSORSHIP SPOTS ARE LIMITED.
CONFIRM OR INQUIRE TODAY!**

Emily Popovich, Director of Global Sponsorships
EPopovich@IAAPA.org | +1 703/850-4115

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YES! WE WANT TO SPONSOR
THE 2021 IAAPA EMEA TRADE SUMMIT

COMPANY INFORMATION

MEMBER ID: _____

All sponsors are required to be event exhibitors and IAAPA members.

COMPANY: _____

CONTACT NAME: _____

EMAIL: _____

TELEPHONE: _____

WEBSITE URL: _____

SOCIAL MEDIA HANDLES: _____

PAYMENT INFORMATION

Fees do not include 21% Belgian VAT which is only applicable to Belgian and European companies who do not possess a valid VAT number. This will be indicated on your invoice.

50% DUE WITH AGREEMENT. FINAL 50% DUE DECEMBER 15 2020.

ROLLBACK FUNDS FROM EXPO EUROPE 2021

Use funds from your IAAPA Expo Europe 2021 booth(s) or sponsorship for the IAAPA EMEA Trade Summit 2021 deposit.

PAY BY CREDIT CARD

PAY BY WIRE TRANSFER (Must include a 25 € transaction fee.)

IAAPA EUROPE IVZW | BELFIUS Bank, Account #068-241-3718-94

IBAN #BE87-0682-4137-1894 | Swift Code (if needed): GKCCBEBB

Please identify company and member ID, and send proof of payment to Sponsorship@IAAPA.org.

Payment may not be properly applied if copy of wire transfer is not emailed.

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TERMS AND AGREEMENT

- Signing this Agreement indicates firm commitment (non-cancelable) of the above sponsorship(s) for IAAPA EMEA Trade Summit, in accordance with the corresponding rate card fees. A mailed or emailed signed Agreement is also binding.**
- IAAPA and the Sponsoring Company 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) IAAPA's Intellectual Property Enforcement Policy (see item 7).
- 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, or breach of this Agreement, or any actions or claims made by Sponsor, or any third party against Sponsor, under IAAPA's Intellectual Property Enforcement Policy (see item 7).
- Sponsor warrants and represents that any Sponsor Content provided or distributed by Sponsor under this Agreement will 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 (see item 7). Further, Sponsor warrants and represents that any Sponsor Content that it distributes at or in correlation with IAAPA EMEA Trade Summit 2021 (or any other IAAPA show/event) will not violate applicable laws 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 under this Agreement (e.g., under the Intellectual Property Enforcement Policy at item 7) that are not substantiated or that are prohibited by law.
- 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.
- Each of IAAPA and Sponsor shall be liable should it default or breach this Agreement. In addition, any third-party agency signing on behalf of the Sponsor will be held responsible for the fulfillment of this non-cancelable contract.
- Intellectual Property Enforcement Policy: IAAPA does not support and does not wish to enable the infringement of any of its members' (that term is used herein to encompass any sponsor or exhibitor, whether or not a member of IAAPA) intellectual property. IAAPA has developed this Intellectual Property Enforcement Policy as a means to educate its members on intellectual property, and to afford some protections and recourse for disputes. 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 is 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," working remotely on an as-needed basis"). 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 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 equivalent to \$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's intellectual property or proprietary rights.
- Data Protection:**
 - For the purposes of this Agreement, the following terms shall have the following meanings:
 - "Privacy Legislation" means all laws and regulations, including (without limitation) the laws and regulations of the European Union, the European Economic Area and their member states, which are applicable to the processing of Personal Data under this Agreement, including (without limitation) the EU General Data Protection Regulation (2016/679) ("GDPR"); and
 - "Data Controller", "Data Subject(s)" and "Personal Data" each have the meanings given to them in the GDPR.
 - The parties acknowledge and agree that each party shall be a separate Data Controller in respect of the Personal Data received from the other party and processed in relation to this Agreement and each party shall be responsible for its compliance with the Privacy Legislation. The parties shall process the Personal Data received from the other party in accordance with its applicable privacy notice and the Privacy Legislation.
 - Should Sponsor transfer Personal Data to IAAPA, Sponsor represents, warrants and guarantees that (i) the Personal Data has been collected in strict compliance with the applicable Privacy Legislation; (ii) it has properly notified the Data Subjects concerned that their Personal Data may be transferred to third parties including IAAPA; and (iii) Sponsor has all necessary rights to transfer the Personal Data to IAAPA and such transfer of the Personal Data is and shall be in compliance with the applicable Privacy Legislation.
 - Sponsor agrees and acknowledges that any data other than Personal Data, which IAAPA has obtained from Sponsor, may be freely shared with and transferred to IAAPA and IAAPA's affiliates and any third party for commercial purposes unless Sponsor has specified to the contrary in writing stating what data may not be so shared or transferred.
- 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 State of Florida, 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 Orlando, Florida, 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 State of Florida, USA.
- Sponsor agrees that IAAPA's liability (if any) on account of omissions, errors or any breach, injury or claim related to this Agreement 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 email to Sponsorship@IAAPA.org. I have read and agree to the terms as set forth above.

NAME: _____

DATE: _____

SIGNATURE: _____