



2020 SEAT CONFERENCE-EVENT SPONSOR & ATTENDEE ETHICS & RESPONSIBILITIES

By agreeing to, paying for a sponsorship and/or attendance to SEAT events, kindly find the following information as a binding contract of ethical behavior and responsibilities which is required by your entire organization. By participating as a sponsor, vendor, tech startup, partner or attendee of SEAT events, you are agreeing that your entire organization will uphold the policies and statements throughout this document at any and all SEAT conferences and events. If anyone employed with or represents your organization violates any of the SEAT Conference Policies, SEAT has the right to cancel your sponsorship or your event pass access immediately with no refund, ask your organization to turn in your badges, leave the conference immediately and your company could face fines of up to \$10,000 for violation of the contract.

IMPORTANT NOTE: SEAT events are exclusive industry events.
Sponsorship opportunities are by approval only.

SEAT CONFERENCE POLICIES

EXECUTIVE REPRESENTATION. As a Sponsor or holding a Sponsor/Vendor Pass of a SEAT event, I am agreeing to and acknowledging that SEAT is an executive-level, thought- leadership consortium of sports & entertainment professionals.

If we are selected to be a SEAT Sponsor, our company is prepared to send our Executive Team members to SEAT Conferences & Events. We agree that we will send representatives of our company to SEAT events whom are of equal titles, roles and responsibilities of the core of the SEAT Community Members attending SEAT events.

SEAT CULTURE: SEAT IS A "RELATIONSHIP" CONFERENCE, NOT A HARD-SALES ENVIRONMENT

- **This is the CULTURE of SEAT.** With this being stated, as a Sponsor or holding a Sponsor/Vendor Pass of a SEAT event, we are accepting and respecting the SEAT culture of a "relationship community environment."
- Our company representatives will conduct themselves in a professional manner with the goal of building relationships with the Attendees (aka Sport, Entertainment or Industry Professionals), sharing experiences, sharing case-studies, bringing our customers to share their success stories and demonstrating our thought-leadership and subject matter expertise in our identified industry specialty.
- Our company executives and representatives will make every effort possible to build long-term relationships with the industry professionals at SEAT.
- We understand that SEAT does **NOT** provide event registration or attendee lists before, during or after any SEAT event. This is to uphold data privacy laws and to protect the privacy of the sport & entertainment leaders.
- SEAT does not offer lead capture devices or scanning devices at our events.
- Our company as a SEAT Sponsor agrees **NOT** to conduct or condone aggressive marketing behavior, no hard-sales practices, no social media stalking or aggressive sales efforts at ANY time before, during or after the SEAT event.
- Our company as a SEAT Sponsor agrees **NOT** to engage in ANY mass e-mail marketing to the SEAT Attendees before, during or after the SEAT event.
- Our company as a SEAT Sponsor/Vendor or Attendee Badge - Your company can NOT use the SEAT agenda, attendee list or speaker list for e-mail marketing campaigns, or aggressive unacceptable sales tactics by anyone in your organization. Non-compliance by anyone in your organization, you will be asked to leave the event premises. No refunds.
- By paying this invoice you are accepting compliance to all SEAT policies listed on the SEAT website. Non-compliance terminates your sponsorship with no refunds and no access to current or future SEAT events.
- Our company as a SEAT Sponsor agrees to engage in **collaborative marketing practices** with thought, respect and

consideration to everyone at the SEAT conference and events.

- Our company as a SEAT Sponsor agrees **NOT** to record sound or video of any sessions at any SEAT event and to respect the confidential information being shared at SEAT events and SEAT sessions.
- We understand that there is NO Media allowed at SEAT events. We will not ask reporters or writers to document/record any session or event throughout SEAT conferences & events.
- Our company as a SEAT Sponsor commit to demonstrate respect at all times to all SEAT Community members including attendees, sponsors, vendors, executive board, steering committee, suppliers, partners and employees.

SPONSORSHIP PAYMENT POLICY

PAYMENT POLICY:

- All SEAT sponsorship payments are due in full within 30 days of the date of the sponsorship invoice.
- If you pay your sponsorship fee within 5 days of the date of the invoice, you are eligible to receive a 5% Quick Pay (QP) Discount This only applies to sponsorship amounts of \$15K and above.
- Accounts not paid within terms are subject to 10% late fee of the total cost of the sponsorships, with an additional escalation of 5% add each month the invoice has not been paid. This fee will be prorated based on when payment is received.
- Access to the SEAT event will not be permitted unless sponsorship and all late fees are paid 90 days prior to the first date of the start of the event.
- There is a no refund policy. Your sponsorship paid will be credited toward a future SEAT event.

MARKETING & SPONSOR ACTIVATION

The SEAT Marketing Team works hard to proactively market each SEAT sponsor's products, services and success stories. This is a two-way partnership and requires commitment from the sponsor to provide the appropriate materials to enable marketing activation elements of the sponsorship. Sponsor agrees that the responsibilities lie with the sponsor to provide updated approved company logo's, images, case studies, press releases and details/information you are asking to be shared to the SEAT Community.

SEAT Sponsorship Marketing is implemented in 3 phases as long as the SEAT Marketing Team has received appropriate company logo's in **EPS or PNG format** from stated sponsor:

Caveat - The marketing phase details in quantity and specifics will directly correlate to the sponsorship level your company has purchased.

BADGE POLICY

BADGE POLICY:

SEAT Badges & Lanyards must be worn at ALL TIMES DURING THE CONFERENCE AND SPECIAL EVENTS. You will not be allowed access to any SEAT room, event or session without a badge.

The following policies are in place at SEAT to emphasize that this is a relationship conference, each person is their own person and should be networking and building relationships at SEAT events.

1. All badges must be picked up onsite at the event and a valid Photo ID is required to pick up badges. Badges will not be mailed in advance.
2. Each individual registered for a SEAT event must pick up his/her own badge.
3. There is **NO** "badge-sharing" at SEAT events.
4. Every person within your organization must have their own badge, with their own name and identification.
5. This policy includes booth support staff.
6. Badges cannot be given or "shared" to other vendors, staff members or organizations for them to "borrow" to gain access to SEAT.
7. Any badge changes made 3 weeks or less prior to the first start date of the event will incur a \$350 Badge Change Fee.
8. Badge change fees are only payable by credit card at the time the change request is made.

9. Badge change fees must be paid before a new badge will be created/printed.
10. All fees must be paid before entrance to the conference is granted.
11. There are no exceptions to this policy.

If your company is caught attempting to “badge-share” with either internal staff, other vendors or anyone, the following penalties will be assessed to your organization:

1. SEAT Management has the right to ask your entire organization to leave the conference **immediately and not to return**.
2. You may not be asked to return to SEAT conference-events for a minimum of 1 year and could be up to 2 years with the sole discretion of Christine Stoffel, CEO of SEAT and in collaboration with the SEAT Executive Advisory Board.
3. If you have an exhibit booth, this may be required to be disassembled and removed from exhibit hall immediately, at your expense.
4. You will not be given any refunds for sponsorship or any monies paid to SEAT for any reason.
5. Your company effectively waives all rights to the sponsorship and all elements of the sponsorship contract will be considered null and void as deemed appropriate by SEAT Management or the SEAT Advisory Board.

LANYARD POLICY

LANYARD POLICY :

- SEAT provisioned lanyards must be worn at **all times** for all SEAT events. There are no exceptions.
- Anyone not wearing an approved SEAT lanyard will be denied access to SEAT conference and events.
- SEAT has permission to revoke the sponsorship and further access to the SEAT event if disregard of the lanyard policy by any employee or representative of the sponsoring company.

EVENT REGISTRATION POLICY & LATE FEES

EVENT REGISTRATION POLICY:

- All registrations of your company executives, staff and your industry customers must be fully registered for SEAT events in the SEAT event registration system 90 days before the first day of the event.
- This policy is to ensure that SEAT has the proper headcount for F&B orders, special events, busses, badges and lanyards.
- SEAT has the full right to cancel any and all unused event passes that have not been registered by the aforementioned policy and within the timeframe requested in this policy.
- **Late Registration Fee #1:** If your company registers 31-45 days of the first day of a SEAT event, you will be charged an administrative late reg fee of \$250 per person being registered.
- **Late Registration Fee #2:** If your company registers its employees, staff & executives 30 days or less prior to the first day of the SEAT event, your company will be required to pay a late fee of \$500 PER registration.
- All late fees must be paid via credit card before entrance to the conference is granted. No exceptions granted.

COMPLIMENTARY CUSTOMER PASSES - EXPLAINED

What are these and how do they work?

COMPLIMENTARY CUSTOMER PASS POLICY :

In being a great partner to the SEAT Sponsors, SEAT may provide your company a specific number of “Complimentary Customer Passes.”

SEAT is NOT required to provide any sponsoring company complimentary customer passes as this is a privilege and an honor to be given access to SEAT events. This will be considered on a case by case basis.

If you are granted the honor to have access to Complimentary Customer Passes, these passes are to be given to potential new customers, to champion current client relationships and for you to share as good-will for customers you are inviting to be guests or speakers on sessions.

Please refer below to the SEAT explanation of what a Customer is.

Please ensure you are following the following guidelines for the Complimentary Customer Passes:

1. Complimentary Customer passes are to be given to individuals **directly** employed with a league, team, club, entertainment venue, entertainment organization or college/university.
2. **Complimentary Customer passes are not to be given to other vendors, employees, booth support staff or your internal staff. No exceptions to this policy.**
3. Complimentary Customer Passes are never to be given to other sponsors/vendors, technology suppliers or consultants.

4. ALL Complimentary Customer passes must be used and fully registered in the SEAT registration system **before 90 days before the first day of the SEAT event otherwise the offer for complimentary passes are null and void.**

If you question whether your customer falls within the stated guidelines, simply ask a SEAT Team member for specific approval and we are happy to provide approval on a case by case basis.

SEAT SPEAKING POLICIES & GUIDELINES

SPEAKING POLICIES:

In collaboration with the SEAT Executive Advisory Board and Steering Committee Members of sport & venue executives from across the Globe, we work hard to integrate SEAT sponsors into sessions, panel discussions, round-tables and case study presentations throughout SEAT program.

- SEAT continues to be transparent and has built a business founded on integrity and honesty in that we do not guarantee sponsor speaking spots on the agenda.
- SEAT does not “sell” speaking spots on the agenda.
- SEAT does not “guarantee” speaking opportunities except to Diamond, Emerald and Platinum Sponsors.
- Sponsors are often provided speaking opportunities and engagement opportunities as it is deemed appropriate that the sponsor-speaker would provide value to the discussion(s) and that the speaking opportunity would provide value to the sponsor-speaker in which the content is relevant to the entire SEAT audience.

SEAT Sponsors are deeply engaged with sports teams and organizations across the World. We appreciate that our Sponsors have expansive breath of expertise and knowledge to share at SEAT, therefore we are thrilled when our Sponsors share ideas to be added to the conference agenda and offer their vast expertise and knowledge as Subject Matter Experts.

Please read and acknowledge the following guidelines for Sponsors’ Speaking/Presenting at SEAT:

- SEAT Sponsors are sometimes asked to submit session topics ideas, case study ideas and panel session discussion ideas. I understand that this does **NOT** guarantee that your submission or our company will be approved or selected for the final event agenda.
- All session ideas and topic submissions are reviewed by the SEAT Executive Advisory Board & Steering Committees.
- Sponsors are **never** guaranteed a speaking spot at SEAT, unless they are a Diamond, Emerald or Platinum Sponsor.
- Sessions at SEAT **cannot** be moderated or run by vendors/sponsors of SEAT.
 - This is to ensure the impartial position of the discussion as well as to ensure the discussions stay true to the integrity of the topic and vendor selling does not take place on stage.
- SEAT is a **relationship conference** with an emphasis of being founded on a culture of intimacy in nature, collaborative and sharing.
 - “Sales-tactics” and “sales-pitches” during sessions are **never** acceptable at SEAT.
 - Session speakers are considered **“Subject Matter Experts.”**
 - Per the prior stated “SEAT Relationship Policy” - There are **NEVER** hard-core sales tactics allowed at SEAT.
- If a case study submission by a Sponsor is selected to be added to the agenda, the Sponsor will be required to keep within the policies of SEAT in which “no sponsor can be on stage by themselves”.
 - The sponsor will be required to find a customer to **co-present** the case study and the content will be pre-approved by steering committee.
 - If the sponsor’s customer has to cancel at any time, the Sponsor will have an opportunity to back- fill the co-presentation spot with another approved customer. Otherwise, the session is cancelled and replaced by other speakers/presenters that fit within the SEAT speaker guidelines.

EXHIBITOR POLICY STATEMENT

EXHIBITOR POLICY STATEMENT:

- As a potential SEAT Exhibitor, you agree to make every effort to create an engaging exhibit booth experience.
- For ideas and suggestions, contact a SEAT Team Member, Advisory Board Members or Steering Committee Members and they will be happy to provide you excellent suggestions to help increase visibility and engagement in your booth.
- As a SEAT Exhibitor, you agree that SEAT and host venue shall not be liable for injuries to persons or damage to property for the use of the exhibit space by Exhibitor.

- Exhibitor agrees to indemnify and hold harmless SEAT and the host venue from and against any and all liabilities, claims and causes of action for personal injury or wrongful death by third persons and any and all claims for damage to property arising out of the use of the exhibit space, whether or not caused by negligence of or breach of an obligation by Exhibitor. Exhibitor will reimburse SEAT for all of its costs and expenses (including reasonable attorneys' fees) incurred in connection with SEAT's defense of any such claim. The term "Exhibitor" includes his, her or its employees, agents, contractors, successors and assigns, and any person Exhibitor allows to use the exhibit space.

2020 SPONSORSHIP CANCELLATION POLICY

CANCELLATION POLICY:

- For SEAT 2020 events, an 80% refund of will be made if written request is received prior to January 15, 2020.
- No refunds will be issued after January 16, 2020. If you need to cancel your sponsorship, your monies paid will be credited toward a future SEAT event.
- If you cancel your sponsorship after March 1, 2020, you are liable for the full sponsorship amount. SEAT has the right to pursue legal action to collect the full amount plus legal fees and damages, if SEAT is unable to resell the sponsorship your company committed to.
- If the SEAT conference-event is cancelled by SEAT Management Team due to unforeseen circumstances, you will receive a 100% refund of monies paid to SEAT for the specific event.

By attending a SEAT event, you are agreeing that your entire organization, leadership and those whom are provided SEAT badges to the SEAT event will uphold the policies and statements throughout this document at any and all SEAT events & conferences.

*Thank you,
SEAT Management and the SEAT Executive Advisory Board*