

Pensions & Investments

WorldPensionSummit

2024 SPONSORSHIP AGREEMENT

This Sponsorship Agreement dated (June 20, 2024) ("Effective Date") is between **British Embassy/Department for International Trade** ("Sponsor"), located at **Lange Voorhout 10, The Hague** and Crain Communications Inc, on behalf of Pensions & Investments ("Crain") located at 685 Third Avenue, New York, NY 10017.

1. The Conference

1.1 The Conference is titled "WorldPensionSummit" and will be hosted on or near the respective date(s) 5-7 November, 2024 ("Conference").

1.2 As a Strategic Partner Sponsor, Sponsor will receive the following benefits:

pre conference

- Logo in pre-conference advertisements placed in Pensions & Investments
- Listing in Sponsor Directory on microsite & dedicated sponsor page
- Prominent exposure of Sponsor's corporate logo in all communications promoting event including Conference website, advertising in Pensions & Investments newspaper and social media and e-mailed information; regarding the Conference.
Social media promotion with sponsor banner and speaker banner
1 dedicated emailing to announce the partnership
Opportunity to showcase your relevant white papers/research ("Resources") on the Conference microsite.
Video: 2-minute OWAI interview with representative from Sponsor's firm recorded prior to the Conference. Questions will be pre-screened and a final, edited video clip will be posted to pionline.com.

During the event

- Hosting a networking dinner on **November 6**, including use of the library (excluding catering costs)
- 1 keynote speaking exposure, for a ministerial level speaker, max 15 min. The focus of the speech is decided in consultation with the program director.
6 registrations for participation in the live event, as well as unlimited number of asset owner passes. Additional passes can be purchased at a 50% discount off the regular registration fee.
Corporate display in summit lounge: Exhibition stand or banner in the conference summit lounge for the duration of the event This will provide you with a premium space for networking and promoting your products and
Opportunity to submit, for consideration, collateral material to place in conference registration bags
Prominent sponsor recognition on all signage throughout the event, includes splash-screen of sponsor logos in session rooms throughout the event
1 seat for the annual VIP dinner for a C-level representative
Sponsoring of 1 of the social events (options to be provided closer to date), excluding production costs

Post-Conference

- Sponsor will have the opportunity to submit 1 question for consideration to be included in the post-conference survey that is sent to all conference registrants
A final list of all registrants & attendees with full contact details
Logo listing in a thank you ad in P&I issue after the event

2. Sponsorship Fees & Conference Expenses

2.1 Sponsor will pay a sponsorship fee of **27.000 euro** (outside of scope EU VAT) which 100% is payable no later than **August 1, 2024**. Sponsor benefits will begin as soon as signed contract is received by Crain.

2.3 The Sponsor may be responsible for Conference marketing and/or hotel expenses incurred as a result of special programs requested by the Sponsor.

3. Term & Termination

3.1 This Agreement will become effective upon its signature by both parties and, subject to this Section 3, will continue until Crain has provided Sponsor with the full sponsorship benefits related to the Conference(s). Due to the unique nature of the sponsorship benefits to be received by Sponsor under this Agreement, Sponsor and Crain agrees that neither may terminate or assign this Agreement except as provided in this Section or unless the parties mutually agree to modify this Agreement and incorporate the changes in a document signed by both parties.

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3.2 In the event that Crain cancels or delays the Conference(s) or is not able to provide all of the sponsorship benefits as scheduled due to force majeure reasons or business conditions that make it inadvisable to hold the Conference as scheduled, Crain shall notify Sponsor in writing as soon as possible. Crain, as its sole obligation as to any such cancellation or delay, will have the option to provide Sponsor with the sponsorship benefits at a later time or in an alternative manner (such as, but not limited to, through use of a virtual event, custom programs or webinars, etc.). If Crain is not able to provide the full sponsorship benefits within 6 months, Crain will provide Sponsor a Pro Rata Credit (based on the value of the sponsorship benefits not received by Sponsor) which may be used by Sponsor for future events or advertising. At the request of Sponsor, Crain will provide a cash refund of the Pro Rata Credit within 15 days.

3.3 Additionally, either party shall have the right at any time to terminate this Agreement immediately for cause by giving written notice to the other party in the event that other party has committed a material breach (which is not due to force majeure circumstance) of any of its material obligations under this Agreement (including failure to timely pay the Sponsorship Fee) and breaching party does not remedy such breach within 20 days of receipt of the written notice. In the event this Agreement is terminated by Sponsor due to breach by Crain, Sponsor will receive a Pro Rata Credit, and may apply the Pro Rata Credit to future events or advertising or request a cash refund. In the event the Agreement is terminated by Crain due to breach by Sponsor, Sponsor will pay any remaining portion of the sponsorship fee within 15 days. Crain will, however, diligently seek replacement sponsors for the sponsorship benefits and will refund to Sponsor the amount of sponsorship fees Crain actually receives from replacement sponsors less Crain's costs to secure such replacement sponsors.

4. Copyright & Attribution

4.1 Sponsor's corporate logo which is a trademark of Sponsor is solely owned by Sponsor. Crain does not acquire any ownership interest in the corporate logo of the Sponsor. Crain agrees that Sponsor's corporate logo will not be altered in any manner except for changing the size in proportion to the size received and shall be used only in connection with the Conference and in accordance with the terms of this Agreement. Crain's right to use Sponsor's corporate logo shall terminate upon termination of this Agreement, unless otherwise agreed to in writing by Sponsor.

4.2 Crain and Pensions & investments and WorldPensionSummit are each a trademark of Crain and Sponsor does not acquire any ownership interest in this trademark.

4.3 Sponsor must have express written permission from Crain to use or distribute any copy, articles, transcripts, audio recordings or video footage from the Conference, Conference supplements or any live, video or web event or published report that occurs in conjunction with this Conference. However, Sponsor may link to Crain's published content on Crain's website for any of the above listed information or information related to a webcast on Sponsor's website or by including the link in an email.

4.4 If permission is granted to use any of the above listed information, Sponsor must include provided attribution and copyright line with each use, (This will be provided with written permission).

5. General

5.1 In the event that either party is unable to perform under this Agreement due to force majeure, or if Crain cancels or delays the Conference or is not able to provide all of the Sponsorship Benefits as scheduled due to business conditions that make it inadvisable to hold the event as scheduled, such party shall notify the other party in writing as soon as possible. Crain, as its sole obligation as to any such cancellation or delay, will have the option to provide Sponsor with the Sponsorship Benefits at a later time or in an alternative manner (such as, but not limited to, through use of a virtual event, custom programs or webinars, etc.). If Crain is not able to provide the Full Sponsorship Benefits within six (6) months, Crain will provide Sponsor a pro rata credit (based on the value of the Sponsorship Benefits not received by Sponsor), which may be used by Sponsor for future events or advertising. At the request of Sponsor, Crain will provide a cash refund of the pro rata credit within 15 days.

5.2 Crain will comply with all applicable data protection laws in relation to the Conference and will take all commercially reasonable steps to ensure that the processing of any personal data relating to staff of Sponsor and the provision of any information relating to participants, attendees, or other data subjects to the Sponsor, in each case complies with such applicable laws.

Sponsor Department for Business and Trade Crain Communications Inc on behalf of Pensions & Investments

Name:

[REDACTED]

Title:

Date: _____