



Event Sponsorship Agreement Term Sheet

Parties

FT	THE FINANCIAL TIMES LIMITED (registered company number [REDACTED]) whose registered office is at [REDACTED]
Client	DBT – DEPARTMENT FOR BUSINESS AND TRADE [REDACTED] whose registered office is Old Admiralty Building, Westminster, London SW1A 2DY
	VAT number: [REDACTED]
	Billing email: [REDACTED]
	Purchase Order number: [REDACTED]

Event Details

FT shall develop, organise and host the following in-person Event:

Number of Events	1
Event Name	FT Future of Retail Summit
Editorial Focus	The editorial focus of the Event will be focused on delivering a more sustainable & seamless retail experience
Date of Event	17th September 2024
Venue	Convene, London
FT Brand	The Event is being organised and promoted under the following FT brand, which will be the principal FT brand used in respect of all editorial content, advertising (pre- or post-Event) and on-the-day Event branding: Financial Times

Fees

£25,000 plus VAT where applicable

FT shall invoice Client (by email to the address specified above or as otherwise instructed by Client from time to time) for the Fee (plus VAT where applicable) on the signature of this Agreement.

The Fees and any other amounts payable by Client are specified exclusive of value added tax or any other taxes which are or may be applicable.

All FT invoices are payable by Client within 30 days from the date of receipt of invoice.

Client warrants and represents to FT that it shall pay the Fees as set out above and it has provided all information (including any Purchase Order number) as may be necessary in order for FT to provide the Client with a valid invoice.

Client Benefits

Client shall be a [REDACTED] This entitles Client to the following branding rights and benefits:

On the Day Presence

- [REDACTED]
- Brand alignment with the event including - event signage, coverage across social, [FT.com](https://www.ft.com) and FT newspaper adverts
Breakfast or lunchtime roundtable chaired by FT journalist, including photos [REDACTED]

3 in-person passes for staff

4/5 in-person passes for senior retailers (c-suite/ senior director level)

(Optional) 30 second video to show with other sponsor/FT videos during event breaks

(Optional) pop-up stand/ OR opportunity to bring select marketing collateral to distribute and display at the event (details agreed with FT in advance)

Post-Event Profile

- Co-branded post Event emails - to promote 'on demand' to registered attendees.
- Provision of post Event marketing report.
- Client logo (with corresponding link) accompanied by a 100-word Client profile to remain the Event webpage for 3 months post-Event

Data Sharing

- Provision of marketing list promptly after the Event (and on a weekly, on-demand basis for a total of 4 weeks after live Event Date) setting out the following details of attendees who have opted in to receiving marketing emails/calls: name, job title, organisation.

Client agrees that the editorial focus of the Event, including the invited speakers and attendees, programme and content of the Event, is within the sole discretion of FT and no rights in respect of the same are granted to Client under this Agreement.

Relationship Managers

FT [REDACTED]

Client [REDACTED]

Legal

(1) This Agreement comprises this Term Sheet and the FT Live Terms and Conditions set out at [REDACTED] ("**Terms and Conditions**"). In the case of conflict or ambiguity between any provision contained in the Term Sheet and any provision contained in the Terms and Conditions, the provisions in this Term Sheet shall take precedence to the extent of such conflict or ambiguity. Client acknowledges that it has read and understood this Agreement.

(2) Client acknowledges that FT may elect to replace the Event with either a purely virtual conference ("**Virtual Conference**") or a hybrid in-person and virtual conference ("**Hybrid Conference**") where FT reasonably considers this necessary due to the potential impact on the Event of coronavirus disease outbreak (COVID-19). To the extent reasonably practicable, FT will consult with Client before replacing the Event with a Virtual Conference or Hybrid Conference. The date of the Virtual Conference or Hybrid Conference will remain the same as the Event date. Any decision on replacing the Event with a Virtual Conference or Hybrid Conference will be in FT's sole discretion, acting reasonably and in consultation with Client, and such decision will be communicated in writing to Client. This Agreement will continue to apply in full force and effect, except that all references to "Event" in the Agreement shall be changed to "Virtual Conference" or "Hybrid Conference" as the case may be and as notified by FT.

This Agreement is not valid unless it is signed by both parties. Client agrees that any signature of this Agreement by digital or electronic means is legally binding.

Signed

The Financial Times Limited
Name: [REDACTED]
Position: [REDACTED]
Date:29/8/2024

Signed

DBT – Department for Business and Trade
Name: [REDACTED]
Position: [REDACTED]
Date: 29/8/2024
