

## 2024 ANNUAL CONFERENCE SPONSORSHIP AGREEMENT

### COMPANY INFORMATION

Company Name \_\_\_\_\_

Company Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Company Telephone \_\_\_\_\_ Website \_\_\_\_\_

Company Type

<input type="checkbox"/> Pharmaceuticals	<input type="checkbox"/> Biotechnology	<input type="checkbox"/> Clinical Research
<input type="checkbox"/> Technology/Software	<input type="checkbox"/> Medical Device	<input type="checkbox"/> Diagnostics
<input type="checkbox"/> Consulting	<input type="checkbox"/> College/University	<input type="checkbox"/> Association/Non-Profit
<input type="checkbox"/> Services _____	<input type="checkbox"/> Other _____	

### PRIMARY CONTACT INFORMATION\*

Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Direct Phone \_\_\_\_\_ Direct Fax \_\_\_\_\_

Email Address \_\_\_\_\_

### BILLING CONTACT INFORMATION\*\* (if different from primary contact)

Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_

Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Direct Phone \_\_\_\_\_ Direct Fax \_\_\_\_\_

Email Address \_\_\_\_\_

\*The primary contact is the Point of Contact for all HBA matters and ensures that time-sensitive communications go to the correct person(s) within your organization.

\*\*The billing contact is the person authorized to sign and make payments on behalf of the sponsor's account.

Sponsorship Packages	<input type="checkbox"/> <b>Branded</b> 2 Available (\$45,000)	<input type="checkbox"/> <b>Premier</b> 4 Available (\$35,000)	<input type="checkbox"/> <b>Champion</b> 6 Available (\$25,000)	<input type="checkbox"/> <b>Supporter</b> 8 Available (\$15,000)	<input type="checkbox"/> <b>Advocate</b> 10 Available (\$7,500)
<b>Presence</b>					
Complimentary conference registrations	5	4	3	2	1
Entrance tower in high-traffic hallway outside of the Empowerment Zone	•				
Logo visibility in general session walk-in slides	•	•	•	•	•
Recognition from main stage including logo and verbal recognition during welcome remarks	•	•	•	•	
Enhancement item ( <i>first come, first served</i> )	Choice of 1 Option "A" Enhancement	Choice of 1 Option "B" Enhancement			
<b>Access</b>					
Email list of all registrants who opt in (GDPR compliant)	•	•			
One (1) priority table seating at front of mainstage sessions	•	•	•		
<b>Content and Thought Leadership</b>					
Showcase one of your company's executive leaders through participation as a panelist in a breakout or Empowerment Zone session (Content is determined by the HBA. Limited availability on a first come- first, served basis. Priority deadline for agreeing to participate is 30 June.)	•	•			
Display a 30-second video/commercial before a general session (Video must be approved by the HBA. Specs are 1920 x 1080, 29.97 frame rate, delivered as a .MOV file. Deadline to submit content is 16 August.)	•				
<b>Digital</b>					
Logo on conference microsite	•	•	•	•	Name Only
Logo in conference marketing emails	•	•	•		
Customized social media graphic with your company logo	•				
Access to digital marketing toolkit to self-promote your sponsorship	•	•	•	•	•
Recognition on HBA's social media channels	•	•	•	•	•

## Enhancement Options

### Branded Sponsor (Option "A" Enhancement)

- Headshot station  AI Exchange Lab

### Premier Sponsor (Option "B" Enhancement)

- First-time Attendees and New Members reception  HBA Hope Program Scholar reception  
 2024 HBA's Rising Star and Luminaries reception  HBA's Global Volunteer reception

<b>ADDITIONAL OPPORTUNITIES</b>	<b>Corporate Partner or Sponsor</b>	<b>Non-Corporate Partner or Non-Sponsor</b>
Taste of Toronto Off-Site event (Two Opportunities)	<input type="checkbox"/> \$25,000	<input type="checkbox"/> \$30,000
Breakfast (Two Opportunities)	<input type="checkbox"/> \$20,000	<input type="checkbox"/> \$24,000
Lunch (Two Opportunities)	<input type="checkbox"/> \$20,000	<input type="checkbox"/> \$24,000
HBA's Women of Color Wellness Summit (Three Opportunities)	<input type="checkbox"/> \$20,000	<input type="checkbox"/> \$24,000
<b>NEW!</b> Coaching Pods (Three Opportunities)	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$18,000
Name Badges (Exclusive)	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$18,000
Notebook (Exclusive)	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$18,000
HBA Gender Equity Think Tank Gathering (Exclusive)	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$18,000
Lanyards (Exclusive)	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$18,000
Tote Bag (Exclusive with Optional Upgrade)	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$18,000
Tote Bag Inserts (Upgrade or à la carte, Six Opportunities)	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,800
Bar Sponsor (Two Opportunities)	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$18,000
Escalator Signage (Two Opportunities)	<input type="checkbox"/> \$15,000	<input type="checkbox"/> \$18,000
Water Bottles (Exclusive)	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$12,000
Bathroom Refreshment Stations (Two Opportunities)	<input type="checkbox"/> \$7,500	<input type="checkbox"/> \$9,000
Coffee Breaks (Four Opportunities)	<input type="checkbox"/> \$7,000	<input type="checkbox"/> \$8,400
Hotel Key Cards (Exclusive)	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$6,000
Pillar Signage (Three Opportunities)	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$6,000
Morning Wellness Activity (Four Opportunities)	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$4,200
Pens (Exclusive)	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$4,200
Floor Tiles (Six Opportunities)	<input type="checkbox"/> \$3,500	<input type="checkbox"/> \$4,200
Menopause and Nursing Lounge (Exclusive)	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,400
Mobile App push notifications (Two Opportunities)	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,800
<b>NEW!</b> Sponsor Meeting Space - Please contact your AM to confirm your room preference		
Monday, 23 September from 4:30 – 6 PM - Elgin Room	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,800
Monday, 23 September from 4:30 – 6 PM Wentworth, Kenora, Huron, Kent, Simcoe, or Dufferin Rooms	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,400
Tuesday, 24 September from 7 – 8:30 AM - Elgin Room	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,800
Tuesday, 24 September from 7 – 8:30 AM Wentworth, Kenora, Huron, Kent, Simcoe, or Dufferin Rooms	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,400
Tuesday, 24 September from 11:30 AM – 1:30 PM - Elgin Room	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$1,800
Tuesday, 24 September from 11:30 AM – 1:30 PM Wentworth, Kenora, Huron, Kent, Simcoe, or Dufferin Rooms	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$2,400

**Signature:** \_\_\_\_\_

**Total Due:** \_\_\_\_\_

**Date:** \_\_\_\_\_

By signing this agreement, you certify that you have the authority to do so on behalf of your company. All sponsorships are considered final and are non-refundable. The HBA reserves the right to change/modify all sponsorship opportunities. Payment is due upon execution of this agreement. Refer to the Terms and Conditions below.

## TERMS AND CONDITIONS

These Terms and Conditions, together with any Sponsorship Agreements or Insertion Orders or other Orders ("SAs"), constitute the services agreement (the "Agreement") between "Sponsor" and a Healthcare Businesswomen's Association ("HBA") agent for event marketing sponsorship services. HBA and Sponsor are referred to in this Agreement as the "Parties."

- 1. Application and Eligibility.** Sponsorships must be made on the form provided, contain the requested information, and be executed by an individual with the authority to act for the applicant Sponsor. HBA reserves the right to reject any application.
- 2. Services.** The Parties will execute SAs, which will describe the projects to be performed by HBA ("Services"). The Services may include, without limitation, branding of event activations and spaces; logo visibility; on-site event signage; promotional giveaway facilitation; email, social, and website logo inclusion; interview segments; event app visibility; custom mobile app messaging; customized event and marketing activations. In the event of a conflict between these Terms and Conditions and the terms of any SA, the Terms and Conditions shall control unless such SA specifically overrides certain provisions of these Terms and Conditions.
- 3. Sponsor Responsibilities.**
  - a. Materials.** Sponsor is responsible for providing any material that HBA needs to perform the Services ("Sponsor Materials"). Sponsor Materials may include logos, digital signage, pictures, banners, text copy, virtual coupons, promotional codes, audio, video, or other content furnished by Sponsor under the applicable Agreement. HBA shall have the right to reject any Sponsor Materials, in its sole discretion. Sponsor acknowledges and agrees that delays by Sponsor in supplying Sponsor Materials or necessary information may result in delays in HBA's delivery of Services. Sponsor is responsible for the accuracy and truthfulness of all Sponsor Materials. Sponsor is responsible for obtaining all necessary releases, consents, licenses, and permissions in connection with Sponsor Materials, including photos and other images included in Sponsor Materials. HBA will not be liable for typographical errors, incorrect insertions, or omissions in any Sponsor Materials displayed in connection with the Services.
  - b. Delivery.** Sponsor will, at its expense, provide all Sponsor Materials in the format and timeline necessary for HBA to provide the Services. Such Sponsor Materials will be provided in accordance with HBA policies in effect from time to time, including, without limitation, policies regarding the manner of transmission to HBA and the delivery time. HBA will not be responsible for any Sponsor Material that is not properly displayed or that cannot be accessed or viewed because it was not received by HBA in the proper form, in a timely manner, or in an acceptable technical quality for in-person, printed, online, or mobile publication.
  - c. Trademarks.** Sponsor hereby grants HBA and its Service Providers a non-exclusive, royalty-free, worldwide right and license to use the Sponsor's Trademarks in connection with the Services and to promote the fact that Sponsor is a sponsor of HBA. HBA hereby acknowledges that its use of Sponsor Trademarks under this Agreement, and the goodwill associated therewith, shall inure solely to the benefit of Sponsor. For purposes of this Agreement, "Sponsor Trademarks" mean those trademarks, trade names, service marks, slogans, logos, and other trade-identifying symbols as are or have been developed and used by Sponsor.
  - d. No Personal Health Information.** The Parties agree and understand that HBA does not accept, store or handle any personal health information on behalf of its clients. Sponsor agrees not to send or make available to HBA any personal health information.
- 4. Payment.** Upon executed sponsorship agreement, payment is due in full.
- 5. Publicity.**
  - a. HBA.** HBA shall publicize and promote the event and shall be permitted to use Sponsor's name and logo in connection with such publicity and promotion.
  - b. Sponsor Publicity.** Sponsor may publicize that it is a sponsor of this HBA Program. However, Sponsor acknowledges that HBA is the lawful owner of the names "Healthcare Businesswomen's Association, and the acronym "HBA," and any associated logos. Sponsor agrees to take no action inconsistent with HBA's ownership, or that would subject HBA to claims by third parties or potential loss of its ownership. Any uses of HBA's logo or event logo by the Sponsor must be approved, in advance, by HBA and follow HBA's branding guidelines.
- 6. Terms and Termination**
  - a. Terms.** The term of this Sponsorship Agreement shall commence upon execution of this Agreement and shall terminate upon conclusion of the Event, unless sooner terminated pursuant to paragraph (b).
  - b. Termination.** If Sponsor breaches any of its obligations hereunder, HBA shall have the right to terminate this agreement and to retain Sponsor's sponsorship fee as liquidated damages (and not as a penalty), in addition to any other rights it may have at law or at equity.
  - c. Non-Refundable Fees.** All fees paid by the Sponsor under this Agreement are non-refundable. This includes, but is not limited to, sponsorship fees, administrative fees, and any other payments made by the Sponsor in connection with this Agreement. In the event that the Sponsor decides to withdraw, cancel, or terminate their sponsorship for any reason, no refunds will be issued for any fees already paid.
  - d. Event Postponement or Cancellation.** If the event or activity for which the sponsorship was intended is postponed or canceled due to circumstances beyond the control of the HBA (including but not limited to natural disasters, acts of terrorism, or government regulations), the HBA shall not be liable to refund any fees paid by the Sponsor. The HBA will make reasonable efforts to reschedule the event or activity. In such cases, the Sponsor's benefits and obligations under this Agreement will apply to the rescheduled event or activity.
  - e. Force Majeure.** The HBA shall not be liable for any failure to fulfill its obligations under this Agreement if such failure is caused by circumstances beyond its reasonable control, including but not limited to acts of God, war, riot, civil commotion, governmental actions, fire, flood, epidemic, pandemic, and other similar events. In the event of a force majeure, the Sponsor shall not be entitled to any refund of fees paid.
  - f. Sponsor's Acknowledgement.** By entering into this Agreement, the Sponsor acknowledges and agrees to the non-refundable nature of the fees and accepts the risks associated with the potential cancellation, postponement, or modification of the event or activity.
- 7. Indemnification.** Sponsor agrees to indemnify and hold HBA harmless against any losses, claims, expenses or damages from its own negligent or willful acts or omissions of its employees, officers, directors, agents, contractors, or others acting on its behalf or with its authority.
- 8. Liability.** HBA shall have no liability with respect to its obligations under this Agreement for consequential, exemplary, special, indirect, incidental or punitive damages, even if it has been advised of the possibility of such damages. The liability of HBA for any reason and upon any cause of action or claim shall be limited to the fees paid by Sponsor to Healthcare Businesswomen's Association under this Agreement. This limitation applies to all causes of action or claims in the aggregate, but does not apply to death, bodily injury or damage to personal property caused by Healthcare Businesswomen's Association negligence.

By initialing here, I state that I have read and understand the terms and conditions. \_\_\_\_\_