



2024 Sponsorship Terms and Conditions Agreement

1. **Sponsorship Agreement:** between the Atlantic Security Conference (“Organizer”) and _____ (“Sponsor”) is valid from the date it is fully executed through to the end of the sponsored event.
2. **Sponsor Marketing Use Agreement:** Sponsor may use the following tag lines on its marketing materials during the term of this Sponsorship Agreement: “Official Sponsor of the Atlantic Security Conference” and/or “Official Sponsor of ATLSECCON”.
3. **Production Timeline:** In order for Organizer to fulfill all promotional benefits for Sponsor, Sponsor agrees to meet all Organizer related submission deadlines:
 - 3.1. Trademark/Logo, Sponsor URL (if applicable), Ad (if applicable), Banner display (if applicable), will be sent **within 10 business days** from the date this Sponsorship Agreement is fully executed.
 - 3.2. All items will be submitted one month prior to the event or production deadline.
4. **Sponsor Trademark Usage Agreement:** Sponsor agrees to allow Organizer to use Sponsor’s trademark/logo/tagline solely to perform and fulfill its obligations under this Sponsorship Agreement.
5. **Sponsor Trademark Usage:** Notwithstanding Section 4 above, Sponsor agrees to allow Organizer the right to use Sponsor’s trademark/logo/tagline and graphics on all of the promotional benefits, including but not limited to:
 - 5.1. Event’s website.
 - 5.2. Any Exhibit Hall promotional banner and signage/lanyard, etc.
6. **Web Reference:** Sponsor may publish an Internet hyperlink from Sponsor’s website to the event-specific website, and maintain the hyperlink as an active, functional, and correct link to the websites through the duration of the event and thereafter unless removal is requested by Organizer.
7. **Payment:** Full payment must be received **within 30 days of invoice**. Failure to pay full balance by April 1, 2024 will subject sponsorship to cancellation.
8. **Non-endorsement:** The use of Sponsor's name within event-specific websites or mailing lists does not constitute endorsement by Organizer of the Sponsor, the Sponsor’s services, products or programs. Additionally, the Sponsor is not permitted to represent in any manner that such products, services, or programs have been endorsed by Organizer.

9. **Non-exclusivity:** Organizer will not award exclusive sponsorships or establish exclusive relationships with Sponsors. Sponsor shall not imply that such a preferential relationship exists between Sponsor and Organizer.

10. **Limited Liability:** In the event that circumstances beyond the commercially reasonable control of Organizer interferes with, or prevents, Organizer from fulfilling, in part, or all of, Sponsor's promotional benefits under this Sponsorship Agreement, Sponsor, by signing this Sponsorship Agreement, holds Organizer, as well as their respective Board of Directors and employees *harmless* from all legal and financial liability to Sponsor, caused by such circumstances, beyond the fee paid by Sponsor for this sponsorship.

11. **Force Majeure:** Neither Organizer or Sponsor shall be deemed in default of this Sponsorship Agreement to the extent that performance of its obligations or attempts to cure any breach are delayed or prevented by reason of any act of God, fire, natural disaster, accident, act of government, or any other causes beyond its commercially reasonable control.

12. **Rejection:** Organizer reserves the right to reject a potential sponsor for any reason.

13. **Furthermore:** NOTWITHSTANDING ANYTHING ELSE IN THIS SPONSORSHIP AGREEMENT, SPONSOR WILL NOT BE LIABLE TO ORGANIZER WITH RESPECT TO THE SUBJECT MATTER OF THIS SPONSORSHIP AGREEMENT UNDER ANY CONTRACT, NEGLIGENCE, STRICT LIABILITY OR OTHER LEGAL OR EQUITABLE THEORY FOR ANY CONSEQUENTIAL DAMAGES OR ANY AMOUNTS IN EXCESS IN THE AMOUNT SPONSOR PAID TO ORGANIZER.

14. **Entire Agreement:** This and all attachments hereto, constitute the entire Sponsorship Agreement.

X _____
Sponsorship Level

X _____
Company Name

X _____	X _____	X _____
Name of Authorized Person	Signature	Date