



[pda.org/2022annual](http://pda.org/2022annual)

# 2022 PDA Annual Meeting

## EXHIBIT AND SPONSORSHIP PACKAGES

*Branding, Networking, and Lead Generation Opportunities*



CONNECTING  
PEOPLE  
SCIENCE AND  
REGULATION®

4-6 APRIL | DALLAS, TX

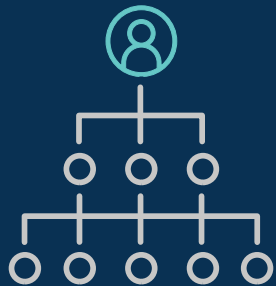
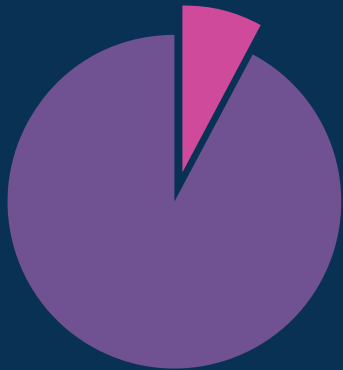
EXHIBITION: 4-6 APRIL

#PDAannual



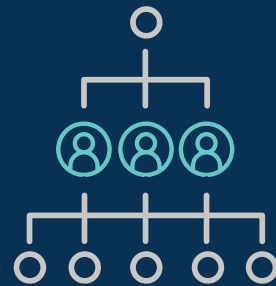
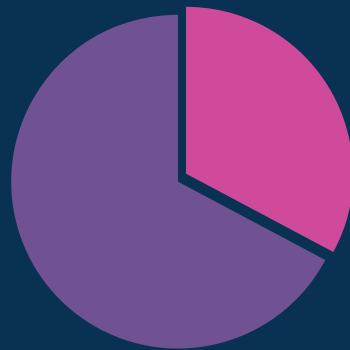
# ATTENDEE DEMOGRAPHICS

## ATTENDANCE BY JOB TITLES:



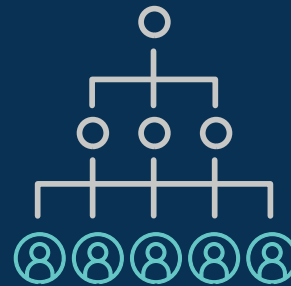
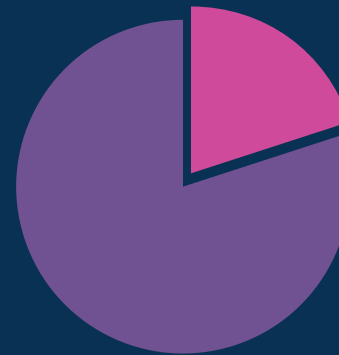
8%

**PRESIDENT/CEO/  
CHAIRMAN**



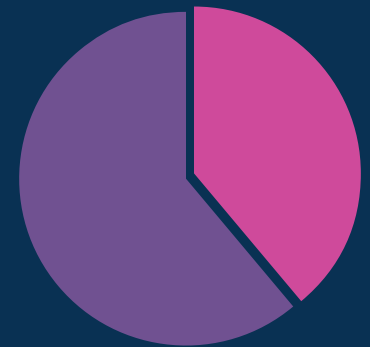
33%

**VP/DIRECTOR/  
DEPARTMENT HEAD**



20%

**MANAGER/  
SUPERVISOR**



39%

**TECHNICAL SPECIALIST**  
(Engineer, Scientist, Consultant)

\* Information based on 2021 PDA Annual Meeting

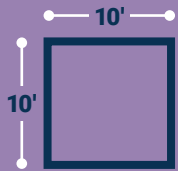


# EXHIBIT PACKAGE

\$6,195

Includes the following deliverables as well as a presence on the event app

## Booth Package Components:



- 10' x10' Booth
- (Corner Booth @ an additional \$200)



### Registrations

- 1 Complimentary Full Conference Pass
- 2 Complimentary Exhibit Only Passes
- GDPR-Approved Attendee List  
*(Name, Title, Company, Location)*



### Event Buyer's Guide

- Company Description Listing  
*(50 words max)*
- Company Contact Information
- Category Index/Search



### Mobile App

- Company Description Listing
- Company Contact Information



# SPONSORSHIP PACKAGES

Includes the following deliverables as well as a presence on the event app and PDA Website

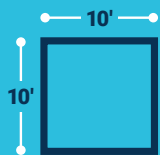
## DIAMOND SPONSORSHIP DELIVERABLES \$40,000 (EXCLUSIVE)

### Diamond Sponsorship Components:



#### Official Sponsor of the Conference App

*(Splash Page Opening, tile on app)*



#### Exhibit Package

- 10'x 10' Booth
- 1 Complimentary Full Conference Pass
- 2 Complimentary Exhibit Only Passes



#### Additional Registrations

- 3 Additional Complimentary Full Conference Passes
- 2 Additional Complimentary Exhibit Only Passes
- 10% discount on additional Full Conference Passes



#### Tech Talk Opportunity

- 10-minute presentation during lunch or break in Exhibit Hall
- Tech Talk description included in the event Buyer's Guide



#### Event Buyer's Guide PDF

- Company listing
- Company Categories
- Full Page Ad



#### Onsite Visibility

- 60-Second Commercial Video (MP4 file) – **Due 15 Jan. 2022**
- Company logo on the event signage
- Prominent recognition on the Opening Plenary Session Slides



#### PDA Website Recognition on Conference Page

- Company Logo Recognition as a Diamond Sponsor



#### Email Feature

- 1 Complimentary Pre-Conference and 1 Complimentary Post-Conference Dedicated Email to Attendees
- Company Logo Recognition on Emails Promoting the Conference



# SPONSORSHIP PACKAGES

Includes the following deliverables as well as a presence on the event app and PDA Website

## PLATINUM SPONSORSHIP DELIVERABLES

### Platinum Sponsorship Components:

#### Exhibit Package

- 10'x 10' Booth
- 1 Complimentary Full Conference Pass
- 2 Complimentary Exhibit Only Passes

#### Additional Registrations

- 2 Additional Complimentary Full Conference Passes
- 1 Additional Complimentary Exhibit Only Pass
- 10% discount on additional Full Conference Passes

#### Tech Talk Opportunity

- 10-minute presentation during lunch or break in Exhibit Hall
- Tech Talk description included in the event Buyer's Guide

#### Event Buyer's Guide PDF

- Company listing
- Company Categories
- Full Page Ad

#### Onsite Visibility

- 45-Second Commercial Video (MP4 file) – **Due 15 Jan. 2022**
- Company logo on the event signage
- Prominent recognition on the Opening Plenary Session Slides

#### PDA Website Recognition on Conference Page

- Company Logo Recognition as a Platinum Sponsor

#### Email Feature

- 1 Complimentary Pre-Conference Dedicated Email to Attendees
- Company Logo Recognition on Emails Promoting the Conference

### PLATINUM SPONSOR 1 \$35,000 (EXCLUSIVE)

- Everything listed under Platinum Sponsorship Components
- **Official Sponsor of the Wireless Internet Service**
- Login Password – Company Name
- Login Splash Page Recognition

### PLATINUM SPONSOR 2 \$35,000 (EXCLUSIVE)

- Everything listed under Platinum Sponsorship Components
- **Official Sponsor of the Conference Lanyards**

### PLATINUM SPONSOR 3 \$35,000 (EXCLUSIVE)

- Everything listed under Platinum Sponsorship Components
- **Official Sponsor of the Conference Hotel Key Cards**

### PLATINUM SPONSOR 4 \$35,000 (EXCLUSIVE)

- Everything listed under Platinum Sponsorship Components
- **Official Sponsor of the Conference Tote Bag**



# SPONSORSHIP PACKAGES

Includes the following deliverables as well as a presence on the event app and PDA Website

## GOLD SPONSORSHIP DELIVERABLES

### Gold Sponsorship Components:

#### Exhibit Package

- 10'x 10' Booth
- 1 Full Complimentary Conference Pass
- 2 Exhibit Only Complimentary Passes

#### Additional Registrations

- 1 Additional Complimentary Full Conference Pass
- 1 Additional Complimentary Exhibit Hall Pass
- 10% discount on additional Full Conference Passes

#### Tech Talk Opportunity

- 10-minute presentation during lunch or break in Exhibit Hall
- Tech Talk description included in the event Buyer's Guide

#### Event Buyer's Guide PDF

- Company listing
- Company Categories
- Half Page Ad

#### Onsite Visibility

- 30-Second Commercial Video (*MP4 file*) – **Due 15 Jan. 2022**
- Company logo on the event signage
- Prominent recognition on the Opening Plenary Session Slides

#### PDA Website Recognition on Conference Page

- Company Logo Recognition as a Gold Sponsor

#### Email Feature

- 1 Complimentary Post-Conference Dedicated Email to Attendees
- Company Logo Recognition on Emails Promoting the Conference

### GOLD SPONSOR 1 \$30,000 (EXCLUSIVE)

- Everything listed under Gold Sponsorship Components
- **Official Sponsor of the Conference Pen**

### GOLD SPONSOR 2 \$30,000 (EXCLUSIVE)

- Everything listed under Gold Sponsorship Components
- **Official Sponsor of the Conference Note Pad**

### GOLD SPONSOR 3 \$30,000

- Everything listed under Gold Sponsorship Components
- **Official Sponsor of Lunch – First Day**

### GOLD SPONSOR 4 \$30,000

- Everything listed under Gold Sponsorship Components
- **Official Sponsor of Lunch – Second Day**

### GOLD SPONSOR 5 \$30,000

- Everything listed under Gold Sponsorship Components
- **Official Sponsor of Networking Reception**



# SPONSORSHIP PACKAGES

Includes the following deliverables as well as a presence on the event app and PDA Website

## SILVER SPONSORSHIP DELIVERABLES

### Silver Sponsorship Components:

#### Exhibit Package

- 10'x 10' Booth
- 1 Complimentary Full Conference Pass
- 2 Complimentary Exhibit Only Passes

#### Additional Registrations

- 1 Additional Complimentary Exhibit Only Pass
- 10% discount on additional Full Conference Passes

#### Tech Talk Opportunity

- 10-minute presentation during lunch or break in Exhibit Hall
- Tech Talk description included in the event Buyer's Guide

#### Event Buyer's Guide PDF

- Company listing
- Company Categories
- Half Page Ad

#### Onsite Visibility

- 15-Second Commercial Video (MP4 file) – **Due 15 Jan. 2022**
- Company logo on the event signage
- Prominent recognition on the Opening Plenary Session Slides

#### PDA Website Recognition on Conference Page

- Company Logo Recognition as a Silver Sponsor

#### Email Feature

- Company Logo Recognition on Emails Promoting the Conference

### SILVER SPONSOR 1 \$25,000

- Everything listed under Silver Sponsorship Components
- **Official Sponsor of Hand Sanitizer Stations**

### SILVER SPONSOR 2 \$25,000

- Everything listed under Silver Sponsorship Components
- **Official Sponsor of Refreshment Break Day 1**

### SILVER SPONSOR 3 \$25,000

- Everything listed under Silver Sponsorship Components
- **Official Sponsor of Refreshment Break Day 2**

### SILVER SPONSOR 3 \$25,000

- Everything listed under Silver Sponsorship Components
- **Official Sponsor of Mobile Device Charging Stations**



# SPONSORSHIP PACKAGES

Includes the following deliverables as well as a presence on the event app and PDA Website

## BRONZE SPONSORSHIP DELIVERABLES \$20,000

### Bronze Sponsorship Components:

#### Exhibit Package

- 10'x 10' Booth
- 1 Complimentary Full Conference Pass
- 2 Complimentary Exhibit Only Passes

#### Registration Discount

- 10% discount on additional Full Conference Passes

#### Tech Talk Opportunity

- 10-minute presentation during lunch or break in Exhibit Hall
- Tech Talk description included in the event Buyer's Guide

#### Event Buyer's Guide PDF

- Company listing
- Company Categories

#### Onsite Visibility

- Company logo on the event signage
- Prominent recognition on the Opening Plenary Session Slides

#### PDA Website Recognition on Conference Page

- Company Logo Recognition as a Bronze Sponsor

#### Email Feature

- Company Logo Recognition on Emails Promoting the Conference

## À LA CARTE ITEMS

Company Logo on Conference Website **\$800**

### Registration Access Upgrade

Discount on Additional Full Conference Passes – Save on all Conference Rate Tiers **10%**

Group Registration Discount – Buy 3 Full Conference Passes at the regular rate and get the 4th free **Save from \$1,800 – \$2,500**

Pre-Conference HTML Email to Conference Attendees **\$3,500**

Post-Conference HTML Email to Conference Attendees **\$3,500**

Posts on PDA's LinkedIn or Twitter **\$2,500 each**

### Event Buyer's Guide Ads

Full Page Ad in Event Buyer's Guide Directory **\$3,500**

Half Page Ad in Event Buyer's Guide Directory **\$2,500**

### Other Items

Passport Raffle **\$1,000**

Door Drops **\$3,500 plus room delivery charge**

Insert in Conference Tote Bag **\$3,500**

Seat Drop **\$4,500 during plenary session (limit 2 availability)**

### Tech Talk Opportunity **\$3,500**

10 Minute Presentation

Podium Time in the Exhibit Hall during lunch or break

PDA provides monitor, microphone, and speaker

- Includes 1 Full Conference Pass for presenter **NEW**

### FEATURES

- Featured in Event Buyer's Guide Directory PDF
- Tech Talk Information in Agenda
- Tech Talk Information on Signage
- Choose from available time slots

### Final Program Ad Specifications

*(if applicable according to your sponsorship contract)*

#### Full Page:

Trim Size: 8.5 x 11  
Bleed Size: 8.75 x 11.25  
Live Area: 7.75 x 10.25

#### Horizontal Half Page:

Trim Size: 7 x 4.75

#### Vertical Half Page:

Trim Size: 3.375 x 8.875

High res PDF is required.

Artwork for Final Program Ad is due on **4 February 2022**.





# SPONSORSHIP PACKAGES AT-A-GLANCE

## DELIVERABLES

	DIAMOND	PLATINUM 1	PLATINUM 2	PLATINUM 3	PLATINUM 4	GOLD 1	GOLD 2	GOLD 3	GOLD 4	GOLD 5	SILVER 1	SILVER 2	SILVER 3	SILVER 4	BRONZE
<b>Official Sponsor of the Conference App</b> <i>(Splash Page Opening, tile on app)</i>	●														
<b>Official Sponsor of the Wireless Internet Service</b>		●													
<b>Official Sponsor of the Conference Lanyards</b>			●												
<b>Official Sponsor of the Conference Hotel Key Cards</b>				●											
<b>Official Sponsor of the Conference Tote Bag</b>					●										
<b>Official Sponsor of the Conference Pen</b>						●									
<b>Official Sponsor of the Conference Note Pad</b>							●								
<b>Official Sponsor of Lunch – First Day</b>								●							
<b>Official Sponsor of Lunch – Second Day</b>									●						
<b>Official Sponsor of Monday Evening Reception</b>										●					
<b>Official Co-Sponsor of Hand Sanitizer Stations</b>											●				
<b>Official Sponsor of Refreshment Break Day 1</b>												●			
<b>Official Sponsor of Refreshment Break Day 2</b>													●		
<b>Official Sponsor of Mobile Device Charging Stations</b>														●	
<b>Visibility Sponsor</b>															●

### DELIVERABLES:

<b>Tech Talk</b>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Exhibit Package – 10'X10' Booth</b>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Registrations</b> <i>1 Full Conference Pass and 2 Exhibit Hall Only Pass</i>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Additional Registrations</b>															
● 3 Additional Full Conference Passes and 2 Additional Exhibit Hall Only Passes	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
● 2 Additional Full Conference Passes and 1 Additional Exhibit Hall Only Pass	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
● 1 Additional Full Conference Pass and 1 Additional Exhibit Hall Only Pass	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
● 1 Additional Exhibit Only Pass	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Registration Discount – Full Conference Passes</b> <i>10% Discount</i>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Event Buyer's Guide PDF – Listing with Category Index</b>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Full Page Ad in Event Buyer's Guide</b>	●	●	●	●	●										
<b>Half Page Ad in Event Buyer's Guide</b>						●	●	●	●	●	●	●	●	●	●
<b>PDA App Recognition</b>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Onsite Visibility – Entrance Unit Recognition</b>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Video Commercial (MP4 due 15 Jan. 2022)</b>	60 secs	45 secs	45 secs	45 secs	45 secs	30 secs	30 secs	30 secs	30 secs	30 secs	15 secs	15 secs	15 secs	15 secs	
<b>Email Feature</b>															
● Pre- and Post-HTML email blast	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
● Pre-HTML email blast	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
● Post- HTML email blast	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
<b>Company Logo Recognition on Emails Promoting the Conference</b>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

\* For full details review sponsorship packages.



## 2022 PDA ANNUAL MEETING SPONSOR OPTIONS

EXHIBITION: 4-6 APRIL

### DIAMOND SPONSORSHIP

- DIAMOND SPONSOR \$40,000 (EXCLUSIVE)**  
(Includes 4 Full Conference Passes and 4 Exhibit Only Passes.)

### PLATINUM SPONSORSHIPS

- |  |  |  |  |
|--|--|--|--|
| <input type="checkbox"/> <b>PLATINUM SPONSOR 1</b><br><b>\$35,000</b><br>(EXCLUSIVE) | <input type="checkbox"/> <b>PLATINUM SPONSOR 2</b><br><b>\$35,000</b><br>(EXCLUSIVE) | <input type="checkbox"/> <b>PLATINUM SPONSOR 3</b><br><b>\$35,000</b><br>(EXCLUSIVE) | <input type="checkbox"/> <b>PLATINUM SPONSOR 4</b><br><b>\$35,000</b><br>(EXCLUSIVE) |
|--|--|--|--|

(Includes 3 Full Conference Passes and 3 Exhibit Only Passes.)

### GOLD SPONSORSHIPS

- |  |  |   |   |   |
|--|--|---|---|---|
| <input type="checkbox"/> <b>GOLD SPONSOR 1</b><br><b>\$30,000</b><br>(EXCLUSIVE) | <input type="checkbox"/> <b>GOLD SPONSOR 2</b><br><b>\$30,000</b><br>(EXCLUSIVE) | <input type="checkbox"/> <b>GOLD SPONSOR 3</b><br><b>\$30,000</b> | <input type="checkbox"/> <b>GOLD SPONSOR 4</b><br><b>\$30,000</b> | <input type="checkbox"/> <b>GOLD SPONSOR 5</b><br><b>\$30,000</b> |
|--|--|---|---|---|

(Includes 2 Full Conference Passes and 3 Exhibit Only Passes.)

### SILVER SPONSORSHIPS

- |   |   |   |   |
|---|---|---|---|
| <input type="checkbox"/> <b>SILVER SPONSOR 1</b><br><b>\$25,000</b> | <input type="checkbox"/> <b>SILVER SPONSOR 2</b><br><b>\$25,000</b> | <input type="checkbox"/> <b>SILVER SPONSOR 3</b><br><b>\$25,000</b> | <input type="checkbox"/> <b>SILVER SPONSOR 4</b><br><b>\$25,000</b> |
|---|---|---|---|

(Includes 1 Full Conference Pass and 3 Exhibit Only Passes.)

### BRONZE SPONSORSHIP

- BRONZE SPONSOR \$20,000**  
(Includes 1 Full Conference Pass and 2 Exhibit Only Passes.)

### À LA CARTE OPTIONS:

- Pre-Conference HTML Email to Conference Attendees **\$3,500**  
 Post-Conference HTML Email to Conference Attendees **\$3,500**  
 Posts on PDA's LinkedIn or Twitter **\$2,500 each**

### REGISTRATION ACCESS UPGRADE

- 10% Discount** on Additional Full Access Passes – save on all Conference Rate Tiers  
 Group Registration Rate (Buy 3 full access passes at the standard rate and get 4th Free) – **Save from \$1,800 – \$2,500!**

### OTHER ITEMS

- Passport Raffle **\$1,000**  
 Door Drop **\$3,500 plus room delivery charges**  
 Seat Drop **\$4,500** (materials to arrive 30 days before the conference)  
 Tote Bag Insert **\$3,500**  
 Tech Talk Opportunity **\$3,500**  
 (10 Minute Presentation during lunch in the Exhibit Hall)

### EVENT BUYER'S GUIDE

- Full Page Ad in Event Buyer's Guide Directory **\$3,500**  
 Half Page Ad in Event Buyer's Guide Directory **\$2,500**

**Contact Information:** Booth Administrator will receive all show correspondence.

#### \*REQUIRED FIELDS

#### Booth Administrator

\* Name \_\_\_\_\_  
 \* Job Title \_\_\_\_\_  
 \* Company \_\_\_\_\_  
 \* Company Address \_\_\_\_\_  
 \* City/State/Zip Code \_\_\_\_\_  
 \* Email \_\_\_\_\_ \* Business Phone \_\_\_\_\_  
 Signature \_\_\_\_\_ Date \_\_\_\_\_

The person signing this document represents the exhibitor company and acknowledges that they have read and agree to abide by the rules and regulations of this Contract. (see attached)

**Payment: Credit Card** (charged in US\$)  VISA  MasterCard  AMEX

#### Amount Remitted \$

Name (exactly as it appears on card) \_\_\_\_\_  
 Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_  
 Signature \_\_\_\_\_  
 Billing address (if different from left) \_\_\_\_\_  
 City/State/Zip Code \_\_\_\_\_

**Your consent is important. We manage your personal data responsibly.**

**RESPONSE REQUIRED – By checking the box below, I consent to:**

- My contact information (name, company, job title, city, state, country) being included in the attendee list distributed at the event. My contact information being shared with Exhibitors/Sponsors. PDA recording me and using those recordings in future PDA promotional and marketing materials. PDA sending me promotional information via email. PDA sending me promotional information via post.

Return your completed PDA Contract with payment to: Alison Caballero at [caballero@pda.org](mailto:caballero@pda.org) or fax it to: +1 (301) 986-0296.

If form is faxed, it must include necessary credit card information.



# 2022 PDA ANNUAL MEETING

## SPONSOR RULES AND REGULATIONS

EXHIBITION: 4-6 APRIL

### CONFIRMATION OF PASSES INCLUDED WITH EXHIBIT PACKAGE:

Please allow one week for receipt of confirmation. We must receive your names by **8 MARCH 2022**. Badges can be picked up on site on 4 April at the registration counter.

### FULL CONFERENCE INCLUDED WITH THE EXHIBIT PACKAGE:

The Full Conference Pass allows access to the plenary/concurrent sessions, access to the Exhibit Hall, posters, and tech talks. Badges can be picked up on site on 4 April at the registration counter.

### CONFIRMATION OF ADDITIONAL FULL CONFERENCE PASSES:

An email confirmation will be sent once payment is received. You must have this written confirmation to be considered enrolled in a PDA event. Please allow one week for receipt of confirmation email.

### SUBSTITUTIONS ON FULL CONFERENCE AND WITH THE EXHIBIT PACKAGE:

Substitutions can be made in writing before **8 MARCH 2022**. Substitutions on additional Full Conference Badges: If you are unable to attend, substitutions can be made at any time before **8 MARCH 2022** with no change fee.

### REFUNDS ON ADDITIONAL FULL CONFERENCE AND ADDITIONAL EXHIBIT HALL PASSES:

Refund requests must be in writing and faxed to +1 (301) 986-1093. (Emails and phone messages are not accepted). Refunds for Conference: If your written request is received on or before **8 MARCH 2022**, you will receive a full refund minus a \$200 processing fee. After that time, no refunds or credit requests will be approved. PDA reserves the right to modify the material or speakers/instructors without notice or to cancel an event. If an event must be canceled, registrants will be notified by PDA in writing as soon as possible and will receive a full refund. PDA will not be responsible for penalties or other costs incurred due to cancellation. For more details, contact PDA at [registration@pda.org](mailto:registration@pda.org) or +1 (301) 656-5900.

**REPRESENTATIVE'S PERSONAL DATA:** I warrant and represent that I have all necessary authority and, if necessary, the consent of, the Sponsor's representative to provide the representative's personal information in connection with the formation and performance of this contract. The processing of the representative's personal data will be subject to the event's Privacy Notice: [pda.org/event-privacy-notice](https://pda.org/event-privacy-notice), original privacy policy: [pda.org/privacy-policy](https://pda.org/privacy-policy)

### ATTENDEE LIST:

- a. Attendee List.** The Sponsor shall not use any personal information, including names, email addresses, mailing addresses, or any other information obtained from the event's attendee list circulated among or otherwise generally made available to the event's attendees (the "Attendee List") for any purpose. Notwithstanding the foregoing, in the event the Sponsor's representative is registered as an attendee to the event, the representative may use the Attendee List solely for his or her personal networking purposes.
- b. Marketing List.** PDA may provide the Sponsor with a list of a subset of attendees, other than the general Attendee List, which shall include the contact information of such individuals who have consented to PDA sharing their personal information with the event sponsor for the sponsor's own marketing purposes (the "Marketing List"). The Sponsor shall not, and warrants and represents that it shall not, share or disclose the Marketing List to any third party unless such sharing or disclosure is solely for purposes of the Sponsor's own business purposes (e.g., the Exhibitor's service providers).

*All prices in U.S. dollars.*

*Please note: In order to receive the prevailing registration rate, your registration(s) must be received by PDA by 17:00 EDT (UTC -4) on or before the date noted.*



## 2022 PDA ANNUAL MEETING

# SPONSOR RULES AND REGULATIONS (CONTINUED)

EXHIBITION: 4-6 APRIL

### **ATTENDEE DATA – EEA:** [pda.org/escc](https://pda.org/escc)

**a. EEA Individuals.** This section pertains only to the extent of the sharing by PDA with the Sponsor of personal data of individuals located in the European Economic Area (EEA) (“Data Subjects”).

**b. Data Protection Laws.** Exhibitor acknowledges and agrees that, in connection with the Exhibitor Contract, it may receive personal data of individuals located in the European Economic Area (EEA) and such data may be subject to certain data protection laws, including the EU General Data Protection Regulation (GDPR), the EU Privacy Directive as may be replaced by the EU Privacy Regulation, and the corresponding implementing national laws (collectively, the “EU Data Protection Laws”). The Exhibitor warrants and represents that it will comply with all data protection requirements under the EU Data Protection Laws, and its controller obligations, when processing personal data of Data Subjects. PDA shall comply with its own obligations under EU Data Protection Laws when processing personal data of Data Subjects as a controller.

**c. Cooperation.** The Sponsor and PDA will assist each other in complying with their respective obligations under EU Data Protection Laws, including but not limited to, assisting each other with verifying the authenticity of Data Subjects or responding to Data Subject requests. To the fullest extent required by applicable law, the Sponsor shall be responsible for providing to, and respond to inquiries and requests from, the Data Subjects.

**d. International Transfers.** Unless the Exhibitor (a) is located in the EEA or in a jurisdiction with an adequacy decision from the European Commission or (b) has under the US Privacy Shield or adopted another personal data transfer mechanism approved by the European Commission, the following shall apply: The transfer of personal data from PDA to the Sponsor shall be made pursuant to the terms of the Standard Contractual Clauses (EU Commission Decision C(2004)5721 found here (hyperlinked) and incorporated herein. For purposes of the Standard Contractual Clauses, PDA shall be the “data exporter” and the Sponsor the “data importer.” Execution and delivery of this Addendum shall be deemed execution and delivery of the Standard Contractual Clauses.

**e. Restrictions.** The Sponsor shall not share the personal data of Data Subjects with any third parties, except for purposes of such third parties acting on behalf of the Sponsor for Sponsor’s own business purposes.

**f. The Sponsor** shall defend, hold harmless, and indemnify PDA as to any third party’s claims, actions, investigations, or other proceedings and related damages, injuries, awards, or other liabilities in connection with the Exhibitor’s violations of its obligations under this Section 18 (Attendee Data –EEA).

**g. Contact.** The individuals signing this Agreement on behalf of the parties shall be deemed to be the contact persons for all data protection inquiries in connection with the personal data of Data Subjects being transferred hereunder.