



pda.org/2023annual

2023 PDA ANNUAL MEETING

SPONSORSHIP PACKAGES

*Branding, Networking, and Lead
Generation Opportunities*



CONNECTING
PEOPLE
SCIENCE AND
REGULATION®

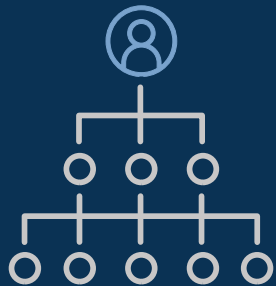
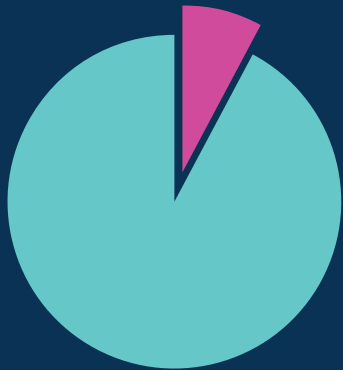
03-05 APRIL | NEW ORLEANS, LA

EXHIBITION: 03-05 APRIL

#PDAannual

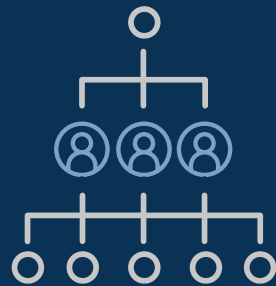
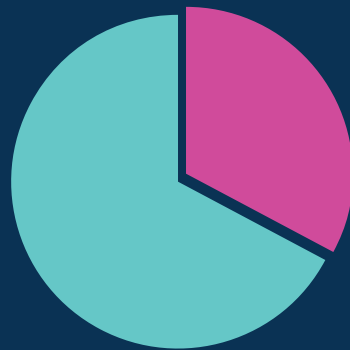
ATTENDEE DEMOGRAPHICS

ATTENDANCE BY JOB TITLES:



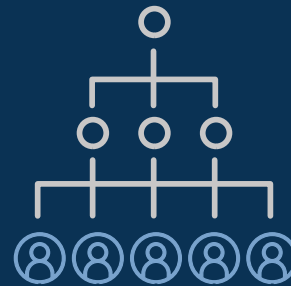
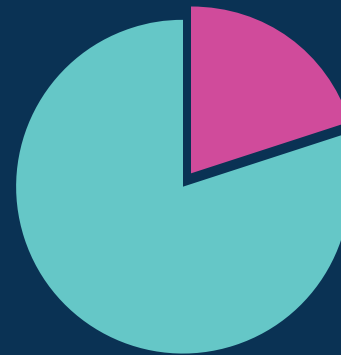
8%

**PRESIDENT/CEO/
CHAIRMAN**



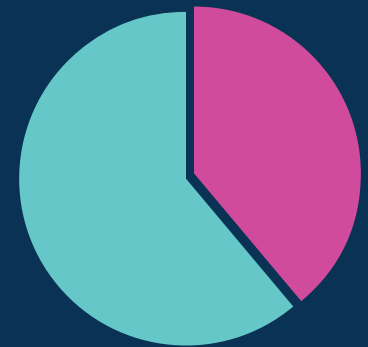
33%

**VP/DIRECTOR/
DEPARTMENT HEAD**



20%

**MANAGER/
SUPERVISOR**



39%

TECHNICAL SPECIALIST
(Engineer, Scientist, Consultant)



SPONSORSHIP PACKAGES

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

DIAMOND SPONSORSHIP DELIVERABLES \$43,000 (EXCLUSIVE)

Diamond Sponsorship Components:



Official Sponsor of the Conference App

(Splash Page Opening, tile on app)

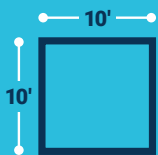


Exhibit Package

- 10' x 10' Booth
Each 10' x 10' booth includes one 6' x 2.5' table, two chairs, and waste basket
- 1 Complimentary Full Conference Pass
- 2 Complimentary Exhibit Only Passes
- Exhibitor Portal Access



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 app



Mobile App

- Splash Page Ad
- Rotating Banner Ad on Main Page
- Company Description Information
- Company Contact Information
- Category Index Search
- Dedicated Sponsor Section for Logo



Onsite Visibility

- 60-Second Commercial Video (MP4 file) – **Due 06 Jan. 2023**
- 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
Each 10' x 10' booth includes one 6' x 2.5' table, two chairs, and waste basket
- 1 Complimentary Full Conference Pass
- 2 Complimentary Exhibit Only Passes
- Exhibitor Portal Access

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 app

Mobile App

- Rotating Banner Ad
- Company Description Information
- Company Contact Information
- Category Index Search
- Dedicated Sponsor Section for Logo

Onsite Visibility

- 45-Second Commercial Video (MP4 file) – **Due 06 Jan. 2023**
- 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 \$38,000 (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 \$38,000 (EXCLUSIVE)

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

PLATINUM SPONSOR 3 \$38,000 (EXCLUSIVE)

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

PLATINUM SPONSOR 4 \$38,000 (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
Each 10' x 10' booth includes one 6' x 2.5' table, two chairs, and waste basket
- 1 Complimentary Full Conference Pass
- 2 Complimentary Exhibit Only Passes
- Exhibitor Portal Access

Additional Registrations

- 1 Additional Complimentary Full Conference Pass
- 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 app

Mobile App

- Banner Ad on Sub Page
- Company Description Information
- Company Contact Information
- Category Index Search
- Dedicated Sponsor Section for Logo

Onsite Visibility

- 20-Second Commercial Video (MP4 file) – **Due 06 Jan. 2023**
- 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 \$33,000 (EXCLUSIVE)

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

GOLD SPONSOR 2 \$33,000 (EXCLUSIVE)

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

GOLD SPONSOR 3 \$33,000

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

GOLD SPONSOR 4 \$33,000

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

GOLD SPONSOR 5 \$33,000

- 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
Each 10' x 10' booth includes one 6' x 2.5' table, two chairs, and waste basket
- 1 Complimentary Full Conference Pass
- 2 Complimentary Exhibit Only Passes
- Exhibitor Portal Access

Additional Registrations

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

Mobile App

- Banner Ad on Sub Page
- Company Description Information
- Company Contact Information
- Category Index Search
- Dedicated Sponsor Section for Logo

Onsite Visibility

- 15-Second Commercial Video (MP4 file) – **Due 06 Jan. 2023**
- 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 \$28,000

- Everything listed under Silver Sponsorship Components
- **Official Sponsor of one Continental Breakfast**

SILVER SPONSOR 2 \$28,000

- Everything listed under Silver Sponsorship Components
- **Official Sponsor of Refreshment Break Day 1 (limit 2 available)**

SILVER SPONSOR 3 \$28,000

- Everything listed under Silver Sponsorship Components
- **Official Sponsor of Refreshment Break Day 2 (limit 2 available)**

SILVER SPONSOR 3 \$28,000

- 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 \$23,000

Bronze Sponsorship Components:

Exhibit Package

- 10' x 10' Booth
Each 10' x 10' booth includes one 6' x 2.5' table, two chairs, and waste basket
- 1 Complimentary Full Conference Pass
- 2 Complimentary Exhibit Only Passes
- Exhibitor Portal Access

Registration Discount

- 10% discount on additional Full Conference Passes

Mobile App

- Company Description Information
- Company Contact Information
- Dedicated Sponsor Section for Logo

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 10% on individual Full Conference Passes**

Group Registration Discount –

Buy 3 Full Conference Passes at the prevailing rate and get the 4th free
Save from \$1,800 – \$2,500

Pre-Conference HTML Email to Conference Attendees **\$3,800**

Post-Conference HTML Email to Conference Attendees **\$3,800**

Posts on PDA's LinkedIn or Twitter **\$2,800 each**

Other Items

Passport Raffle **\$1,000**

Door Drops **\$4,500 plus room delivery charge**

Insert in Conference Tote Bag **\$4,500**

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

Banner Tile **\$1,500 (limit 3 availability)**

Tech Talk Opportunity **\$3,800**

10-Minute Presentation

Podium Time in the Exhibit Hall during lunch or break

Includes one full conference registration for your Tech Talk presenter

PDA provides monitor, microphone, and speaker

FEATURES

- Featured in Event Mobile App
- Tech Talk Information in Agenda
- Tech Talk Information on Signage



SPONSORSHIP PACKAGES AT-A-GLANCE

DELIVERABLES

Official Sponsor of the Conference App
(Splash Page Opening, tile on app)

Official Sponsor of the Wireless Internet Service

Official Sponsor of the Conference Lanyards

Official Sponsor of the Conference Hotel Key Cards

Official Sponsor of the Conference Tote Bag

Official Sponsor of the Conference Pen

Official Sponsor of the Conference Note Pad

Official Sponsor of Lunch – First Day

Official Sponsor of Lunch – Second Day

Official Sponsor of Monday Evening Reception

Official Sponsor of One Continental Breakfast

Official Sponsor of Refreshment Break Day 1

Official Sponsor of Refreshment Break Day 2

Official Sponsor of Mobile Device Charging Stations

Visibility Sponsor

DELIVERABLES:

Tech Talk

Exhibit Package – 10'X10' Booth

Registrations

1 Full Conference Pass and 2 Exhibit Only Passes

Additional Registrations

● 3 Additional Full Conference Passes and 2 Additional Exhibit Only Passes

● 2 Additional Full Conference Passes and 1 Additional Exhibit Only Pass

● 1 Additional Full Conference Pass and 1 Additional Exhibit Only Pass

● 1 Additional Exhibit Only Pass

Registration Discount – Full Conference Passes

10% Discount

Mobile App – Listing with Category Index

Mobile App – Rotating Banner Ad on Main Page

Mobile App – Banner or Tile Ad on Sub Page

PDA App Recognition

Onsite Visibility – Entrance Unit Recognition

Video Commercial (MP4 due 06 Jan. 2023)

Email Feature

● Pre- and Post-HTML email blast

● Pre-HTML email blast

● Post- HTML email blast

Company Logo Recognition on Emails Promoting the Conference

	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
Official Sponsor of the Conference App <i>(Splash Page Opening, tile on app)</i>	●														
Official Sponsor of the Wireless Internet Service		●													
Official Sponsor of the Conference Lanyards			●												
Official Sponsor of the Conference Hotel Key Cards				●											
Official Sponsor of the Conference Tote Bag					●										
Official Sponsor of the Conference Pen						●									
Official Sponsor of the Conference Note Pad							●								
Official Sponsor of Lunch – First Day								●							
Official Sponsor of Lunch – Second Day									●						
Official Sponsor of Monday Evening Reception										●					
Official Sponsor of One Continental Breakfast											●				
Official Sponsor of Refreshment Break Day 1												●			
Official Sponsor of Refreshment Break Day 2													●		
Official Sponsor of Mobile Device Charging Stations														●	
Visibility Sponsor															●
Tech Talk	●	●	●	●	●	●	●	●	●	●					
Exhibit Package – 10'X10' Booth	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Registrations <i>1 Full Conference Pass and 2 Exhibit Only Passes</i>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Additional Registrations															
● 3 Additional Full Conference Passes and 2 Additional Exhibit Only Passes	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
● 2 Additional Full Conference Passes and 1 Additional Exhibit Only Pass	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
● 1 Additional Full Conference Pass and 1 Additional Exhibit Only Pass	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
● 1 Additional Exhibit Only Pass	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Registration Discount – Full Conference Passes <i>10% Discount</i>	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Mobile App – Listing with Category Index	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Mobile App – Rotating Banner Ad on Main Page	●	●	●	●	●										
Mobile App – Banner or Tile Ad on Sub Page						●	●	●	●	●	●	●	●	●	●
PDA App Recognition	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Onsite Visibility – Entrance Unit Recognition	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Video Commercial (MP4 due 06 Jan. 2023)	60 secs	45 secs	45 secs	45 secs	45 secs	20 secs	20 secs	20 secs	20 secs	20 secs	15 secs	15 secs	15 secs	15 secs	
Email Feature															
● Pre- and Post-HTML email blast	●	●	●	●	●	●	●	●	●	●					
● Pre-HTML email blast	●	●	●	●	●	●	●	●	●	●					
● Post- HTML email blast	●	●	●	●	●	●	●	●	●	●					
Company Logo Recognition on Emails Promoting the Conference	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

* For full details, review sponsorship packages.



2023 PDA ANNUAL MEETING SPONSOR OPTIONS

EXHIBITION: 03-05 APRIL

DIAMOND SPONSORSHIP

- DIAMOND SPONSOR \$43,000 (EXCLUSIVE)**
(Includes 4 Full Conference Passes and 4 Exhibit Only Passes.)

PLATINUM SPONSORSHIPS

- | | | | |
|---|---|---|---|
| <input type="checkbox"/> PLATINUM SPONSOR 1
\$38,000
(EXCLUSIVE) | <input type="checkbox"/> PLATINUM SPONSOR 2
\$38,000
(EXCLUSIVE) | <input type="checkbox"/> PLATINUM SPONSOR 3
\$38,000
(EXCLUSIVE) | <input type="checkbox"/> PLATINUM SPONSOR 4
\$38,000
(EXCLUSIVE) |
|---|---|---|---|

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

GOLD SPONSORSHIPS

- | | | | | |
|---|---|--|--|--|
| <input type="checkbox"/> GOLD SPONSOR 1
\$33,000
(EXCLUSIVE) | <input type="checkbox"/> GOLD SPONSOR 2
\$33,000
(EXCLUSIVE) | <input type="checkbox"/> GOLD SPONSOR 3
\$33,000 | <input type="checkbox"/> GOLD SPONSOR 4
\$33,000 | <input type="checkbox"/> GOLD SPONSOR 5
\$33,000 |
|---|---|--|--|--|

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

SILVER SPONSORSHIPS

- | | | | |
|--|--|--|--|
| <input type="checkbox"/> SILVER SPONSOR 1
\$28,000 | <input type="checkbox"/> SILVER SPONSOR 2
\$28,000 | <input type="checkbox"/> SILVER SPONSOR 3
\$28,000 | <input type="checkbox"/> SILVER SPONSOR 4
\$28,000 |
|--|--|--|--|

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

BRONZE SPONSORSHIP

- BRONZE SPONSOR \$23,000**
(Includes 1 Full Conference Pass and 2 Exhibit Only Passes.)

À LA CARTE OPTIONS:

- Pre-Conference HTML Email to Conference Attendees **\$3,800**
- Post-Conference HTML Email to Conference Attendees **\$3,800**
- Posts on PDA's LinkedIn or Twitter **\$2,800 each**

REGISTRATION ACCESS UPGRADE

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

OTHER ITEMS

- Passport Raffle **\$1,000**
- Door Drop **\$4,500 plus room delivery charges**
- Tote Bag Insert **\$4,500**
- Seat Drop **\$4,500 (materials to arrive directly to conference site and provided to sales team on set up day.)**
- Banner Tile **\$1,500 (limit 3)**
- Tech Talk Opportunity **\$3,800 (10 Minute Presentation during lunch in the Exhibit Hall)**

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.

Safety Precautions We have taken enhanced health and safety measures based on guidance from health authorities, such as the Centers for Disease Control and Prevention (CDC) and appropriate government agencies. All guests will be required to follow all posted instructions while at this event. We follow the guidelines of the state and hotel requirements. Should anything change our team will connect with each attendee directly.

An inherent risk of exposure to COVID-19 exists in any public place where people are present. COVID-19 is an extremely contagious disease that can lead to severe illness and death. According to the Centers for Disease Control and Prevention, older adults and people of any age who have underlying medical conditions are at higher risk for severe illness from COVID-19. Guests should evaluate their risk in determining whether to attend. People who show no symptoms can spread COVID-19, if they are infected. Any interaction with the general public poses an elevated risk of being exposed to COVID-19, and we cannot guarantee that you will not be exposed while attending this event. By attending this event, you voluntarily assume all risks related to exposure to COVID-19. Review the terms and conditions for this event, you voluntarily assume all risks related to exposure to COVID-19. **We kindly require that you do not attend this event if you are exhibiting any COVID-19 symptoms or if you have been in contact with a COVID-19 positive person within the last 14 days.** * I acknowledge these efforts and will abide by them when attending in person.

Return your completed PDA Contract with payment to: Alison Caballero at caballero@pda.org or fax it to: +1 (301) 986-0296. If form is faxed, it must include necessary credit card information.



2023 PDA ANNUAL MEETING

SPONSOR RULES AND REGULATIONS

EXHIBITION: 03-05 APRIL

CONFIRMATION OF PASSES INCLUDED WITH EXHIBIT PACKAGE:

Please allow one week for receipt of confirmation. We must receive your names by **06 FEBRUARY 2023**. Badges can be picked up on site on 03 April at the registration counter.

FULL CONFERENCE PASS 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 03 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 **06 FEBRUARY 2023**. Substitutions on additional Full Conference Badges: If you are unable to attend, substitutions can be made at any time before **06 FEBRUARY 2023** 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 **06 FEBRUARY 2023**, 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 or +1 (301) 656-5900.

REFUNDS ON SPONSORSHIPS:

Refund requests must be in writing and emailed to David Hall at hall@pda.org before **01 AUGUST** to receive a partial refund. PDA will keep 20% of the total amount of your sponsorship. Requests after this date will be denied and no refunds or credit requests will be approved.

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, original privacy policy: 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.



2023 PDA ANNUAL MEETING

SPONSOR RULES AND REGULATIONS (CONTINUED)

EXHIBITION: 03-05 APRIL

ATTENDEE DATA – EEA: 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.

Safety Precautions We have taken enhanced health and safety measures based on guidance from health authorities, such as the Centers for Disease Control and Prevention (CDC) and appropriate government agencies. All guests will be required to follow all posted instructions while at this event. We follow the guidelines of the state and hotel requirements. Should anything change our team will connect with each attendee directly.

An inherent risk of exposure to COVID-19 exists in any public place where people are present. COVID-19 is an extremely contagious disease that can lead to severe illness and death. According to the Centers for Disease Control and Prevention, older adults and people of any age who have underlying medical conditions are at higher risk for severe illness from COVID-19. Guests should evaluate their risk in determining whether to attend. People who show no symptoms can spread COVID-19, if they are infected. Any interaction with the general public poses an elevated risk of being exposed to COVID-19, and we cannot guarantee that you will not be exposed while attending this event. By attending this event, you voluntarily assume all risks related to exposure to COVID-19. Review the terms and conditions for this event, you voluntarily assume all risks related to exposure to COVID-19. **We kindly require that you do not attend this event if you are exhibiting any COVID-19 symptoms or if you have been in contact with a COVID-19 positive person within the last 14 days.** * I acknowledge these efforts and will abide by them when attending in person.