

## 2023 Marketing Opportunities Contract

### Ancillary to 2023 Exhibit Contract

**Company Name:** \_\_\_\_\_ **Contact Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State/Province:** \_\_\_\_\_ **ZIP/Postal Code:** \_\_\_\_\_ **Country:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Website URL:** \_\_\_\_\_

**Bill to Company ("Agency") ONLY If different from above**

**Billing Company Name:** \_\_\_\_\_ **Agency Contact Name:** \_\_\_\_\_

**Mailing Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State/Province:** \_\_\_\_\_ **ZIP/Postal Code:** \_\_\_\_\_ **Country:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Agency Contact Email:** \_\_\_\_\_ **Website URL:** \_\_\_\_\_

Company agrees with Diversified Communications ("Diversified") that so long as it is in good standing under its separate 2023 Exhibit Space Contract agreement ("Exhibit Contract") for Seafood Expo North America and/or Seafood Processing North America ("Event") and provided it pays the below noted fees upon demand and submits marketing materials to Diversified as requested in accordance with the timeline indicated to it in writing by its assigned Diversified representative it shall receive the below described Marketing prior to or at the Event and on the Event's website [www.seafoodexpo.com/north-america/](http://www.seafoodexpo.com/north-america/). Ancillary marketing opportunities are only available to lead exhibitors unless otherwise approved by Diversified. Termination of Company's Exhibit Contract for any reason shall serve to immediately terminate this Contract. Co-exhibitor contracts for marketing opportunities are subject to their lead exhibitor's performance of its Exhibit Contract. The benefits and requirements for some opportunities are subject to change based upon health and safety regulations in effect when the Event opens. Notice of material changes will be communicated to Company promptly. In the event that an Agency is referenced above, the payment obligations under this Contract shall belong to the Agency exclusively.

### Marketing Opportunities *Inventory for ALL marketing is limited.*

#### WEB & EMAIL

<input type="checkbox"/>	Leaderboard: 728 x 90 – <b>3 Available</b>	\$6,825
<input type="checkbox"/>	Medium Rectangle: 300 x 250 – <b>3 Available</b>	\$3,675
<input type="checkbox"/>	Small Rectangle: 300 x 100 – <b>3 Available</b>	\$1,995
<input type="checkbox"/>	Visitor Confirmation Email Banner Ad: 800 x 150 – <b>Exclusive</b>	\$4,550
<input type="checkbox"/>	Visitor Pre-Registration Email Banner Ad: 468 x 60	\$3,150
<input type="checkbox"/>	Seafood Processing North America Email Banner Ad: 468 x 60 – <b>Exclusive</b>	\$3,150
<input type="checkbox"/>	Exhibitor Newsletter Email Package (4 Exhibitor Newsletter Email Banners!)	\$5,975
<input type="checkbox"/>	Exhibitor Newsletter Email Banner Ad: 468 x 60	\$1,675
<input type="checkbox"/>	Exhibitor Confirmation Email Banner Ad: 800 x 150 – <b>Exclusive</b>	\$3,350

#### MOBILE APP

<input type="checkbox"/>	Title Sponsor – <b>Exclusive</b>	\$8,125
<input type="checkbox"/>	Dashboard Banner – <b>6 Available</b>	\$1,575
<input type="checkbox"/>	Clickable Logo on Home Navigation Page – <b>Exclusive</b>	\$1,950
<input type="checkbox"/>	Push Notification – <b>4 Available/day</b>	\$900 each

#### OTHER SPONSORSHIPS

<input type="checkbox"/>	Window Advertising Cling: North Lobby; double-sided	\$3,400 per panel
<input type="checkbox"/>	Window Advertising Cling: Sky Bridge; double-sided	\$3,400 per panel
<input type="checkbox"/>	Column Wraps at the BCEC registration area	\$6,925
<input type="checkbox"/>	Two-Sided Advertising Panel located at BCEC	\$4,175

### OTHER SPONSORSHIPS (CONT'D)

<input type="checkbox"/>	Two-Sided Advertising Panel located on the Westin Sky Bridge	\$4,175
<input type="checkbox"/>	Stair Adhesives/Stickers	\$13,100
<input type="checkbox"/>	Show Banner: 20' x 6.5' Single Sided	\$7,875
<input type="checkbox"/>	Show Banner: 20' x 4' Double Sided	\$9,450
<input type="checkbox"/>	Show Banner: 25' x 8' Single Sided	\$10,900
<input type="checkbox"/>	Small Floor Tile: 5' x 5'	\$3,250
<input type="checkbox"/>	Large Floor Tile: 13' x 10' at top of escalator North Lobby	\$7,250
<input type="checkbox"/>	Enhanced Exhibit Identification 14" x 14" Floor Tile with booth number & logo	\$210
<input type="checkbox"/>	Large Floor Tile: 12' x 12' at bottom of escalator North Lobby	\$7,550
<input type="checkbox"/>	Media Tower, Video Wall & Digital Signage Network	\$11,550
<input type="checkbox"/>	33' x 19' LED Video Wall located in the Westin Lobby (two-hour pack)	\$6,000
<input type="checkbox"/>	Key Buyer Pre-Event Digital Mailing	\$2,625
<input type="checkbox"/>	Key Buyer Bag Inserts – 5 Available	\$2,625
<input type="checkbox"/>	Key Buyer Bag Sponsor – Exclusive	\$7,025
<input type="checkbox"/>	Key Buyer Breakfast Sponsor – <b>Exclusive</b>	\$4,000
<input type="checkbox"/>	Hotel Key Card Sponsorship – <b>Exclusive</b>	<del>\$24,000</del> <b>SOLD</b>
<input type="checkbox"/>	Shuttle Sponsor – <b>Exclusive</b>	\$12,000
<input type="checkbox"/>	Oyster Shucking Competition Sponsorship– <b>Exclusive</b>	\$2,625
<input type="checkbox"/>	Chef Demo	\$3,150
<input type="checkbox"/>	Sponsored Presentation	\$3,675
<input type="checkbox"/>	WiFi Sponsorship – <b>Exclusive</b>	\$12,600 ea.

### REGISTRATION

<input type="checkbox"/>	Back of Badge – <b>Exclusive</b>	\$7,250
<input type="checkbox"/>	Lanyards – <b>2 Available</b>	\$3,775

### EXHIBITOR LISTING PACKAGES

<input type="checkbox"/>	Smart Business Plan	\$950
<input type="checkbox"/>	Maximum Exposure Plan	\$1,350
<input type="checkbox"/>	Smart Business Plan - including Seafood Expo Global/Seafood Processing Global*	\$1,475
<input type="checkbox"/>	Maximum Exposure Plan - including Seafood Expo Global/Seafood Processing Global*	\$2,200

\*Price for Exhibitor Listing Package upgrade at both events. You must exhibit at both events.

### MEETING ROOM RENTAL

**NOTE** - Company is required to fill out an additional form to reserve a room. Additional Terms and Conditions from the form apply and are incorporated as if stated herein. Contact your salesperson for more information.

**Prices are based on the total exhibit space reserved by the lead exhibitor in their Exhibit Contract**

<b>100-400 sq ft of Exhibit Space Reserved</b>		
<input type="checkbox"/>	1 Day	\$2,375
<input type="checkbox"/>	2 Day	\$4,625
<input type="checkbox"/>	3 Day	\$5,825
<input type="checkbox"/>	4 Day	\$7,000
<b>500-800 sq ft of Exhibit Space Reserved</b>		
<input type="checkbox"/>	1 Day	\$1,975
<input type="checkbox"/>	2 Day	\$3,850
<input type="checkbox"/>	3 Day	\$4,900
<input type="checkbox"/>	4 Day	\$5,850
<b>900 sq ft or more of Exhibit Space Reserved</b>		
<input type="checkbox"/>	1 Day	\$1,650
<input type="checkbox"/>	2 Day	\$3,050
<input type="checkbox"/>	3 Day	\$3,850
<input type="checkbox"/>	4 Day	\$4,625

**NEW AND FEATURED PRODUCTS SHOWCASE**

**NOTE**-Company is required to fill out an additional form in order to display in the Showcase. Additional Terms and Conditions from the form apply and are incorporated as if stated herein. Contact [mlygordon@divcom.com](mailto:mlygordon@divcom.com) for more information

<input type="checkbox"/>	New Product Display - Display Shelf (1 item)	\$600 x ___ =	\$ _____
<input type="checkbox"/>	New Product Line Display – First 2 entries \$600 x ___, add. entry	\$500 x ___ =	\$ _____
<input type="checkbox"/>	New Product Display - Poster Display (2' x 3' or 3' x 2')	\$600 x ___ =	\$ _____
<input type="checkbox"/>	New Product Display - Full Poster Display (2' x 4')	\$950 x ___ =	\$ _____
<input type="checkbox"/>	New Product Display - Entire Showcase (3 items, entire showcase, branded)		\$2,700
<input type="checkbox"/>	New Product - North Lobby - Full Meter Panel (8' x 3') **		\$3,575
<input type="checkbox"/>	New Product Showcase - Key Buyer Digital Promotion – <b>2 Available</b> **		\$2,625
<input type="checkbox"/>	New Product Showcase Sponsorship - <b>Exclusive</b> **		\$5,775
<hr/>			
<input type="checkbox"/>	Featured Product Display - Display Shelf (1 item)	\$600 x ___ =	\$ _____
<input type="checkbox"/>	Featured Product Line Display – First 2 entries \$600 x ___, add. entry	\$500 x ___ =	\$ _____
<input type="checkbox"/>	Featured Product Display - Poster Display (2' x 3' or 3' x 2')	\$600 x ___ =	\$ _____
<input type="checkbox"/>	Featured Product Display - Full Poster Display (2' x 4')	\$950 x ___ =	\$ _____
<input type="checkbox"/>	Featured Product Display - Entire Showcase (3 items, entire showcase, branded)		\$2,700
<input type="checkbox"/>	Featured Product North Lobby – Full Meter Panel (8x3) **		\$3,575
<input type="checkbox"/>	Featured Product Showcase – Key Buyer Digital Promotion – <b>2 Available</b> **		\$2,625
<input type="checkbox"/>	Featured Product Showcase Sponsorship – <b>Exclusive</b> **		\$5,775

**\*\* Only available if a New or Featured Product Display is also chosen**

**CUSTOM SPONSORSHIP**

Below described marketing may require that you fill out an additional form with further terms and conditions that will apply in addition to the terms referenced herein.

<input type="checkbox"/>		\$ _____
<input type="checkbox"/>		\$ _____
<input type="checkbox"/>		\$ _____

**Total Items:            Total Cost: \$:**

For further details on the nature of the marketing opportunities, including Company’s responsibilities, contact your sales representative or go to [www.seafoodexpo.com/north-america/marketingopp](http://www.seafoodexpo.com/north-america/marketingopp)s. The terms and conditions for marketing set forth in the noted link are incorporated herein by reference.

**Materials Information**

Failure of Exhibitor to remit its content and materials to the proper Diversified representative on the Materials Due Date (which will be timely shared with Exhibitor’s Contact Person) may result in delay or cancellation of the marketing requested (without refund). Campaign Start and End Dates as well as Material Due Dates shall be mutually agreed upon subject to reasonable modification by advance written notice to Exhibitor’s Material Contact Person.

Materials Contact Name: \_\_\_\_\_ Email Address: \_\_\_\_\_

Marketing opportunities will not be reserved until Diversified has received a signed Contract and payment in full. Total cost due is payable to Diversified Communications upon receipt of an invoice which will include other instructions regarding the particulars of payment all of which shall be incorporated into this contract as is stated herein. Alternatively, you may forward a check along payable in US funds to Diversified Communications, P.O. Box 79365, Baltimore, MD 21279-0365 prior to receiving an invoice. Please reference the invoice number (if known) or show code (i.e., SENA or SPNA) on your payment.

**Payments received for marketing opportunities are non-refundable.**

Signature below of a Company representative confirms Company’s agreement with the Terms and Conditions for Marketing Opportunities set forth at Exhibit A located at [www.divcom.com/exa-marketing-contract/](http://www.divcom.com/exa-marketing-contract/), and in the event that an Agency is billed, on its own behalf as well.

**Signature:** \_\_\_\_\_ **Print Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_ **Company Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Email your completed signed form to your salesperson or [sales-na@seafoodexpo.com](mailto:sales-na@seafoodexpo.com).**