



— PLANSOURCE —
ECLIPSE

ANNUAL BENEFITS AND HR CONFERENCE

The Ritz-Carlton, Laguna Niguel
June 14 – 16, 2022

2022 Sponsor Prospectus



INVITE FROM NANCY SANSOM

It is my pleasure to invite you to become a sponsor at PlanSource Eclipse 2022. We are proud to bring back our exclusive event for all stakeholders of the benefits, HR and insurance space to safely come together to connect. Through the years, Eclipse has become a must-attend event for our customers, partners, brokers and industry influencers. As a sponsor, you are a huge part of this success and we could not do it without you.

Eclipse 2019 was overwhelmingly positive. Attendees enjoyed networking with HR leaders, brokers, consultants, technology companies and industry influencers, and raved about our lineup of insightful speakers. One thing that contributes to this positive feedback is that we encourage our event sponsors to actively participate in all aspects of the event. Attendees really appreciate the opportunity to get to know you and what you offer.

After not being able to gather for two years, Eclipse 2022 is gearing up to be better than ever. We have chosen another stunning location: The Ritz-Carlton, Laguna Niguel, a five-star luxury resort set atop a bluff overlooking the Pacific. Eclipse 2022 will feature dozens of intriguing new speakers, including paralympian, actress and television host Victoria Arlen, as well as ample networking opportunities at unique evening events.

In this packet, you will see new sponsorship options with more branding opportunities and digital promotions to help you maximize the return on your investment. I sincerely hope you consider sponsoring and being a big part of Eclipse 2022.

See you at Eclipse!

Nancy Sansom
Chief Commercial Officer
PlanSource



WHAT IS ECLIPSE?

Each year, PlanSource customers and partners gear up for an epic benefits and HR experience. Eclipse brings together tech gurus, top brokers, industry experts, product wizards, employers and carriers for 3 days of non-stop learning, networking and fun!

TOPICS WE WILL COVER



Benefits Experience for Consumers and HR teams



Artificial Intelligence in HR



Regulation and Compliance



The Digital Workplace



And much more!

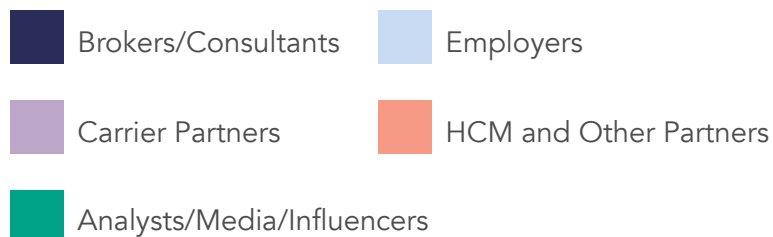
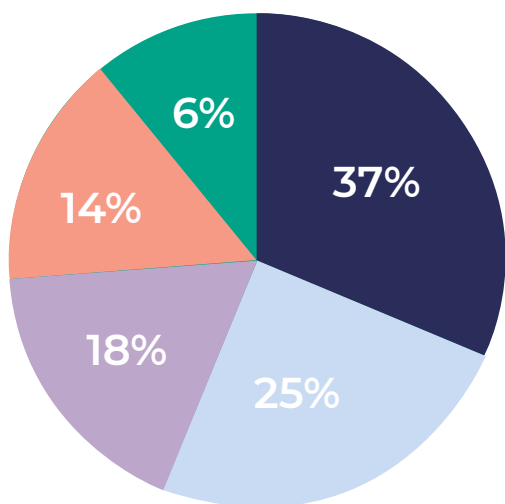
BENEFITS OF SPONSORING

- Network with more than 275 leaders, company executives, decision makers and influencers
- Meet PlanSource executives and key decision makers from every department
- Raise awareness of your products and services to customers and brokers
- Increase brand exposure in a centralized exhibition space with exposure to all attendees
- Enjoy the beautiful venue, fun networking events and the amazing location



2019 BY THE NUMBERS

Eclipse continues to sell out year after year with record numbers, and 2019 was no different:



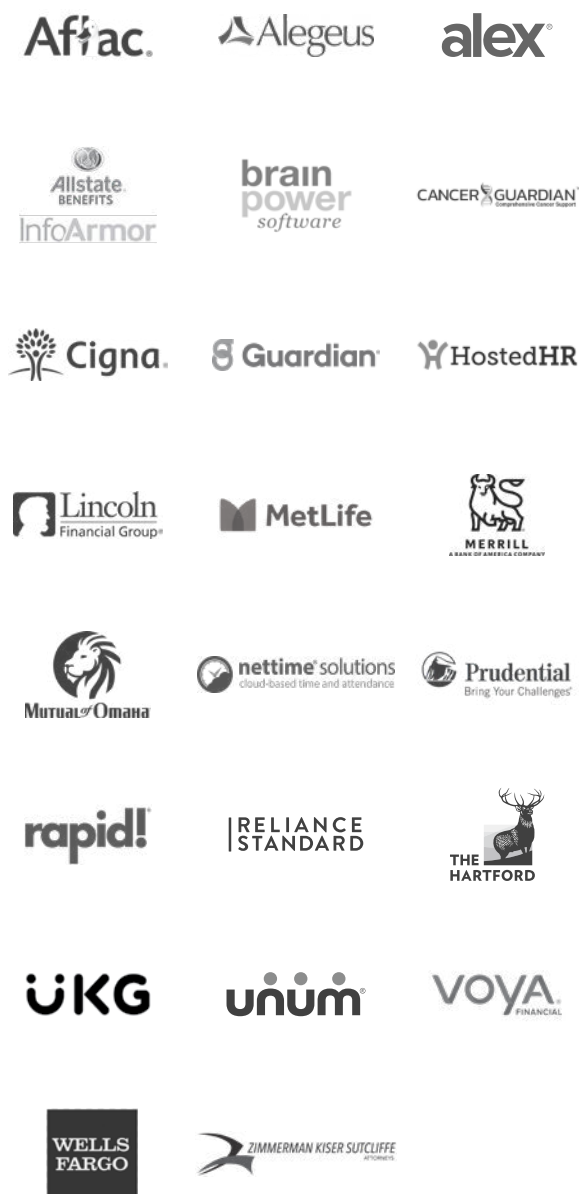
ECLIPSE LIVE 2020



5 Episodes with **1,700** registrants



WHO SPONSORED IN 2019





TESTIMONIALS

98% of attendees would recommend PlanSource Eclipse to a friend or colleague

100% of sponsors said they would consider sponsoring again

FROM OUR SPONSORS...

“

The PlanSource Eclipse event is always very well done, they think of every detail and the energy is always high. They give us ample opportunity to network with attendees but also to attend their industry leading sessions that are very relevant to the future of benefits and HR. We will be back next year!

”

JEN DANIEL

VP of Premier Technology Partnerships
Aflac

“

This is our fourth year sponsoring Eclipse and it gets better every year. The event is well run, with great content and networking opportunities, and our sales team always gets solid leads. We will definitely sponsor again next year.

”

JENNY LEWANDOWSKI

Manager, Global Alliances Marketing
UKG

FROM OUR ATTENDEES...

“

This conference will be marked as a great milestone in my career. Attending Eclipse gave me the resources to view the industry in a different light, and focus on what we can do better as a benefits department to ensure we are providing the best for our employees.

”

JACKIE WOOD

Benefits Specialist
Supplemental Health Care

“

This is my 2nd year attending Eclipse and yet again I am blown away by the commitment and efficiency of those who plan this conference. The Montage was a fantastic location. PlanSource Eclipse is a must attend conference for anyone in the benefits world.

”

MELISSA SWINDULL

Risk Management Supervisor
St. Johns County Sheriff's Office

PACKAGES AT A GLANCE

		Diamond (1 available) \$35,000	Platinum (2 available) \$25,000	Gold \$15,000
Booth Traffic	Booth	10 x 10 space (4 x 4 booth included)	4 by 4 booth included	4 by 4 booth included
	Branding on Eclipse Website	Logo on website	Logo on website	Logo on website
	Gamification	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Branding	Keynote Recognition	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Logo/Description on Mobile App	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Conference Signage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Advertising in Conference Guide	2 Page	Full Page	1/2 Page
	A-la-Carte Discounts	15% off a-la-carte options	10% off a-la-carte options	
	Branding in Agenda	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Event Sponsor	Welcome Reception	Eclipse Bash	
Promotion	Pre-Event Registrant List	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Post-Event Attendee List	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Email Campaign	1 email campaign	1 email campaign	
	Mobile App Push Notification	2 alerts	1 alert	
	Social Media Promotion	Included	Included	Included
	Pre-event "Eclipse – teaser" Webinar (hosted by PlanSource, content to be approved by PlanSource)	<input checked="" type="checkbox"/>		
	Mobile App Banner	1 customized banner w/link	1 customized banner w/link	
	Promo Item in Welcome Bag	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Speaking Opportunity	Thought leadership breakout session	2 min "general session" intro	
	Weekly Source Video Recording	1 "Weekly Source" video recorded at Eclipse		
Extras	Complimentary conference passes	4	4	3

PACKAGES AT A GLANCE

		Silver \$10,000	Bronze \$7,500	Emerging Partner* \$3,500
Booth Traffic	Booth	4 by 4 booth included	Cocktail table provided (optional)	
	Branding on Eclipse Website	Logo on website	Logo on website	Logo on website
	Gamification	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Branding	Keynote Recognition	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Logo/Description on Mobile App	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Conference Signage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Advertising in Conference Guide	1/2 page	1/4 page	
	A-la-Carte Discounts			
	Branding in Agenda	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Event Sponsor			
Promotion	Pre-Event Registrant List			
	Post-Event Attendee List	<input checked="" type="checkbox"/>		
	Email Campaign			
	Mobile App Push Notification			
	Social Media Promotion	Included	Included	Included
	Pre-event "Eclipse – teaser" Webinar (hosted by PlanSource, content to be approved by PlanSource)			
	Mobile App Banner			
	Promo Item in Welcome Bag	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
	Speaking Opportunity			
	Weekly Source Video Recording			
Extras	Complimentary conference passes	2	2	1

*Emerging partner package is only available to new PlanSource partners and first-time Eclipse sponsors



A-LA-CARTE OPTIONS

Sponsors may choose extra branding opportunities from the list below to add on to their sponsorship experience. Diamond sponsor receives 15% off price below and Platinum sponsors receive 10% off.

SPONSOR ELITE ADVISORY BOARD DINNER (1 AVAILABLE) – \$5,000

SOLD OUT

This is a unique opportunity to attend and sponsor our Elite Advisory Board (EAB) dinner. The EAB consists of our top broker partners (about 30 people). This sponsorship includes: 2 tickets to dinner, signage at venue.

BRANDED HOTEL KEY CARD HOLDER (1 AVAILABLE) – \$5,000

Logo prominently placed on the Ritz-Carlton hotel key card holder for all attendees.

WEEKLY SOURCE VIDEO “FEATURED GUEST” (5 AVAILABLE) - \$3,500

We will record a “Weekly Source” video at Eclipse including a featured guest from your company, topic to be determined by the sponsor and PlanSource. [Here](#) are some samples of our weekly source videos from Eclipse 2019. Weekly Source Videos have over 300K views to date.

WATER BOTTLE SPONSOR (1 AVAILABLE) – \$2,500

Your logo will be prominently placed on the water bottle that is handed out to every conference attendee.

WEEKLY SOURCE SPONSOR (5 AVAILABLE) – \$1,500

Opportunity to sponsor one of our Weekly Source videos, we would feature your logo at the beginning and end and a call to action of your choosing. Roughly 30 second ad read.

MEAL SPONSOR (3 AVAILABLE) – \$1,000

Signage throughout meal venue, plus a reserved table (for applicable days) for your team to use for targeted attendees to join you during the meal.

Choose From:

Breakfast on Wednesday, June 15

Lunch on Wednesday, June 15

Breakfast on Thursday, June 16

SOLD OUT

DIAMOND \$35,000 – 1 AVAILABLE

DETAILS

- Booth – Premier location in exhibit area with 10' by 10' space: includes a 4' by 4' turnkey booth, provided by PlanSource, and the option to add a demo table and monitor for extra branding or demos. Sponsor may bring 1 stand-up banner to go behind the turnkey booth.
- Wi-Fi included
- Branding in conference agenda
- Branding on Eclipse website includes sponsor logo
- Keynote recognition
- Company description and logo on mobile app (up to 75 words)
- Thought leadership breakout session (time, content and speaker to be approved by PlanSource) – Speaker and topic must be submitted to PlanSource no later than November 1, 2021
- Conference signage
- Branding and main sponsor at Welcome Reception (option to bring swag and giveaways)
- Pre-event list (provided 2 weeks prior to event) – We will provide the registrant list with email contact information for targeted reach out. No mass emails are to be sent to registrants.
- Post-event list (provided 1 week after the event) – We will provide the attendee list with email contact information for targeted follow up. No mass emails are to be sent to attendees.
- Advertising in conference guide – 2 full pages – specs outlined below.
- Complimentary conference passes – 4 full conference passes for sponsor company, includes entrance to all sessions and evening events.
- Promo item in attendee welcome bag – Option to send 250 promo items to be included in attendee welcome bag, must be shipped to conference location week prior to Eclipse event.
- Customized email campaign – PlanSource will send 1 customized and approved email on your behalf to our registrant list prior to Eclipse event.
- Mobile app banner ad for duration of event (includes link for call to action) – banner shows to all attendees using the mobile app during the event.
- Social media promotion – We will post various social media posts including all sponsors
- Pre-event webinar – PlanSource will host a webinar with sponsor (content, speaker, date to be determined and approved by PlanSource), registrant list will be shared with sponsor
- Weekly Source video – included – 1 video, to be recorded at Eclipse featuring a guest of your choosing, topic to be determined and approved by PlanSource
- Mobile app alerts – during event – 2 alerts
- 15% off of any a-la-carte options

PLATINUM \$25,000 – 2 AVAILABLE

DETAILS

- Booth – Prime location in exhibit area includes: 4' by 4' turnkey booth, provided by PlanSource. Sponsor may bring 1 stand-up banner to go behind the turnkey booth. No additional tables or booths are permitted.
- Wi-Fi included
- Branding in conference agenda
- Branding and main sponsor of Eclipse Bash (option to bring swag and giveaways)
- Branding on Eclipse website includes sponsor logo
- Keynote recognition
- Company description and logo on mobile app (up to 75 words)
- Conference signage
- Pre-event list (provided 2 weeks prior to event) – We will provide the registrant list with email contact information for targeted reach out. No mass emails are to be sent to registrants.
- Post-event list (provided 1 week after the event) – We will provide the attendee list with email contact information for targeted follow up. No mass emails are to be sent to attendees.
- Advertising in conference guide – 1 full page – specs outlined below.
- Complimentary conference passes – 4 full conference passes for sponsor company, includes entrance to all sessions and evening events.
- Social media promotion – We will post various social media posts including all sponsors
- Promo item in attendee gift bag – Option to send 250 promo items to be included in attendee welcome bag, must be shipped to conference location week prior to Eclipse event.
- 2 minute General Session intro – Opportunity to introduce one of the General Sessions and give a 2 minute intro about your company. Script to be approved by PlanSource.
- Customized email campaign – PlanSource will send 1 customized and approved email on your behalf to our distribution list prior to Eclipse event.
- Mobile app banner ad for duration of event (includes link for call to action) – banner shows to all attendees using the mobile app during the event.
- Mobile app alerts – during event – 1 alerts
- 10% off any a-la-carte options

GOLD \$15,000

DETAILS

- Booth – 4' by 4' turnkey booth, provided by PlanSource. Sponsor may bring 1 stand-up banner to go behind the turnkey booth. No additional tables or booths are permitted.
- Branding in conference agenda
- Branding on Eclipse website includes sponsor logo.
- Keynote recognition
- Company description and logo on mobile app (up to 75 words)
- Conference signage
- Social media promotion – We will post various social media posts including all sponsors
- Pre-event list (provided 2 weeks prior to event) – We will provide the registrant list with email contact information for targeted reach out. No mass emails are to be sent to registrants.
- Post-event list (provided 1 week after the event) – We will provide the attendee list with email contact information for targeted follow up. No mass emails are to be sent to attendees.
- Advertising in conference guide – ½ page ad – specs outlined below.
- Complimentary conference passes – 3 full conference passes for sponsor company, includes entrance to all sessions and evening events.
- Promo item in attendee gift bag – Option to send 250 promo items to be included in attendee welcome bag, must be shipped to conference location week prior to Eclipse event.

SILVER \$10,000

DETAILS

- Booth – 4' by 4' turnkey booth, provided by PlanSource. Sponsor may bring 1 stand-up banner to go behind the turnkey booth. No additional tables or booths are permitted.
- Branding in conference agenda
- Branding on Eclipse website includes sponsor logo.
- Keynote recognition
- Company description and logo on mobile app (up to 75 words)
- Conference signage
- Post-event list (provided 1 week after the event) – We will provide the attendee list with email contact information for targeted follow up. No mass emails are to be sent to attendees.
- Social media promotion – We will post various social media posts including all sponsors
- Advertising in conference guide – ½ page ad – specs outlined below.
- Complimentary conference passes – 2 full conference passes for sponsor company, includes entrance to all sessions and evening events.
- Promo item in attendee gift bag – Option to send 250 promo items to be included in attendee welcome bag, must be shipped to conference location week prior to Eclipse event.

BRONZE \$7,500

DETAILS

- Booth – Optional cocktail table provided by PlanSource. Sponsor may bring 1 stand-up banner to go behind the turnkey booth. No additional tables or booths are permitted.
- Branding in conference agenda
- Branding on Eclipse website includes sponsor logo.
- Keynote recognition
- Company description and logo on mobile app (up to 75 words)
- Conference signage
- Social media promotion – We will post various social media posts including all sponsors
- Advertising in conference guide – ¼ page ad – specs outlined below.
- Complimentary conference passes – 1 full conference passes for sponsor company, includes entrance to all sessions and evening events.
- Promo item in attendee gift bag – Option to send 250 promo items to be included in attendee welcome bag, must be shipped to conference location week prior to Eclipse event.

EMERGING PARTNER \$3,500

Emerging partner package is only available to new PlanSource partners and first time Eclipse sponsors

DETAILS

- Branding in conference agenda
- Company logo on Eclipse website
- Keynote recognition
- Company description and logo on mobile app (up to 75 words)
- Conference signage
- Social media promotion – We will post various social media posts including all sponsors
- Complimentary conference passes – 1 full conference pass for sponsor company, includes entrance to all sessions and evening events.
- Promo item in attendee gift bag – Option to send 250 promo items to be included in attendee welcome bag, must be shipped to conference location week prior to Eclipse event.

LOGO AND AD SPECS

ADVERTISEMENT SPECS

Full page: W 7 in x H 8.5 in

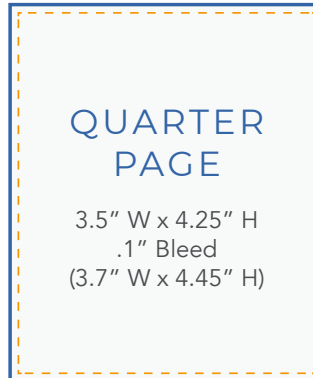
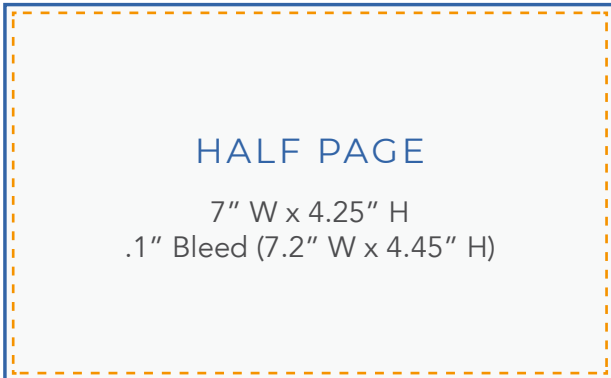
Half Page: W 7 in x H 4.25 in

Quarter Page: W 3.5 in x H 4.25 in

Bleed is a printing term that is used to describe a document which has images or elements that touch the edge of the page extending beyond the trim edge and leave no white margin. When a document has a bleed, it must be printed on a large sheet of paper and then trimmed down. When submitting your document please include an area for the bleed.

LOGO REQUIREMENTS

- File Format: Should be vector format which includes .EPS, .AI, .PDF or .SVG
- Resolution: Full color 300 dpi with a transparent background.
- If you submit an Illustrator file, convert all type to outlines before submitting the file to prevent font substitution.
- Please include brand guidelines with your logo to make sure logo is not misused.
- AD specs are for Diamond, Platinum, Gold, Silver & Bronze. Ads are due no later than February 1, 2022 in order to be included in the conference guide.



- Bleed Area
- Trim Edge

NOTE: These examples have been scaled down to fit the page

*Diamond sponsor will have 2 full pages of ad space

*Email logo and ads to events@plansource.com

SPONSOR RULES AND REGULATIONS

Prior to completing this Sponsorship Application, please review the Exhibit Sponsorship Agreement on the following pages. By signing this page, you agree to all the terms and conditions.

CONTACT INFORMATION	
Company Name	
Company URL	
Address	
City and State	
Zip Code	
Contact Name	
Contact Phone	
Contact Email	

SPONSORSHIP SELECTION	
Sponsorship Level (Select One)	Selection
Diamond – \$35,000	
Platinum – \$25,000	
Gold – \$15,000	
Silver – \$10,000	
Bronze – \$7,500	
Emerging Partner – \$3,500	

A LA CARTE OPTIONS	
Sponsor Elite Advisory Board Dinner – \$5,000	SOLD OUT
Branded Hotel Key Card Holder – \$5,000	
Weekly Source Video “Featured Guest” – \$3,500	
Water Bottle Sponsor – \$2,500	
Weekly Source Sponsor – \$1,500	
Meal Sponsor – \$1,000 Please specify: Breakfast on Wednesday, June 15 – SOLD OUT • Lunch on Wednesday, June 15 • Breakfast on Thursday, June 16	
Total Sponsorship Cost:	\$

EXHIBIT HOURS

JUNE 14: SETUP 12 – 3 PM

JUNE 16: BREAKDOWN 12 PM

SIGNATURE

Sponsor agrees to observe and abide by the foregoing terms and conditions and by such additional conditions, requirements or rules made by PlanSource from time to time for the efficient or safe operation of the Event including, but not limited to, those contained in this agreement. In addition to PlanSource's right to cancel the Event and terminate this agreement, PlanSource, in its sole judgment, may refuse to permit Sponsor to participate in future Events, if sponsor violates or fails to abide by all terms and conditions of this agreement. There is no other agreement or warranty between sponsor and PlanSource, except as set forth in this agreement.

X

Prior to completing the sponsorship application, please review the exhibit sponsorship agreement on the following pages. By signing this page you agree to the terms and conditions.

EXHIBITION SPONSORSHIP AGREEMENT

This Exhibition Sponsorship Agreement (this "Agreement") is between PlanSource Benefits Administration, Inc., its affiliates, officers, employees and agents ("PlanSource") and the sponsoring company ("Sponsor"), and applies to Sponsor's sponsorship of exhibition space at the PlanSource Eclipse event ("Event") to be held on June 14 – 16, 2022. This Agreement will be considered a binding contract between the two parties and subject to the rules and regulations as set forth by PlanSource.

1. Event Site and Time. The Event will be held on June 14 – 16, 2022, at The Ritz-Carlton, Laguna-Niguel, California. PlanSource reserves the right to make changes to the Event's location, hours and dates; however, any such changes will be made known as far in advance of the Event as possible and PlanSource will notify Sponsor accordingly.

2. Payment. Full payment is due prior to the Event and upon receipt of invoice. No exhibition space will be confirmed until payment in full is received. Until payment in full is received, PlanSource reserves the right to sell such space or sponsorship. PlanSource will not initiate pre-event marketing and branding opportunities and will not confirm exhibition space until payment in full has been received. Sponsorship payments should be made according to the following schedule:

- 50% of total invoice is due upon this Agreement's execution if it takes place prior to April 1, 2022
- The remaining amount is due no later than April 1, 2022
- 100% of total invoice is due upon this Agreement's execution if it takes place after April 1, 2022

PlanSource reserves the right to refuse entrance to the Event, and no Sponsor will be permitted entrance to the Event if the outstanding balance is due. Sponsor may submit payments by checks, payable to PlanSource. PlanSource Attention: Eclipse 2022 Sponsorship P.O. Box 1313 Orlando, FL 32802

3. Eligibility. Participation at the Event is limited to those companies that have products and solutions that complement PlanSource. Inclusion in the Event is at the sole discretion of PlanSource, which reserves the right to reject or cancel this Agreement or any other sponsor's agreement (with full refund) at any time, for any reason or no reason.

4. Assignment of Exhibit Space. PlanSource shall assign exhibition space to Sponsor for the period of the Event in priority order based upon PlanSource's receipt of the Exhibit Sponsorship Packet, this Agreement and full payment. Such assignment is made for the period of the Event only and does not imply that the same or similar space will be held or offered for future events. Every effort will be made to accommodate the sponsor's exhibition space request, however, PlanSource's decision will be final, and within PlanSource's sole discretion. PlanSource reserves the right to transfer space assignments when such action is deemed to be in the best interest of the Event.

EXHIBITION SPONSORSHIP AGREEMENT

5. Multiple Booth Occupancy. Occupation of booth space by more than one company is strictly prohibited. Sponsor may not sublet the whole or any part of the exhibition space or permit non-participating company representatives to operate from their exhibition space, unless approved prior by PlanSource.

6. Exhibition Hours. PlanSource will establish exhibition hours and reserves the right to revise at any time. Sponsors are required to be fully set up two hours prior to the Event start and may not dismantle until the Event is officially closed. No unauthorized person or persons will be permitted access to the exhibition area outside the official and published exhibition hours.

7. Booth Equipment and Services. Exhibit space rental includes turnkey 4x4 booth, 2 chairs and Wi-Fi for silver sponsors and above. Sponsors may bring a laptop to demonstrate products and may distribute company-related literature. Sponsor may not use monitors, displays or screens larger than 24 inches in its exhibition space. No easels or stands will be permitted at exhibit tables. Electrical outlets are available upon request.

8. Storage/Packing Crates and Boxes. Sponsors will not be permitted to store packing crates and boxes in the exhibition facility during the Event. Crates and boxes not properly labeled may be destroyed. No trunks, cases or packing material shall be brought into or out of the exhibition space during exhibition hours.

9. Arrangement of Logos. PlanSource will provide sponsor a sign displaying Sponsor's company name and logo, which sponsor must position on or beside the exhibition table (for Bronze sponsors only). PlanSource reserves the right at its sole discretion to make changes in the placement and size of any sponsor logo.

10. Use of Sponsorship. Sponsors may not resell, assign or appropriate any part of the sponsorship. Sponsors' promotional activities are confined to the actual sponsorship purchased. Distribution or display of promotional material in hotels or to attendees' hotel sleeping rooms, public areas or technical sessions is strictly prohibited. PlanSource also reserves the right to remove, at sponsor's cost, any merchandise or materials deemed by PlanSource as not suitable for the Event in PlanSource's sole discretion.

11. Expo Badges. Sponsor personnel must wear Event approved identification badges or another PlanSource approved form of identification while at the Event.

12. Photographic Equipment. Photographic equipment is not permitted in the exhibit hall without the express consent of an authorized PlanSource representative.

13. Raffles and Giveaways. Sponsor will have the opportunity to hand out "giveaways" at its exhibition table. Giveaways may include items such as mouse-pads, pens or T-shirts. To maintain a professional environment, the item should be small and should have a retail value of no more than \$20. Sponsor may offer one bigger ticket item as a drawing prize. The drawing may be publicized at Sponsor's table with a small sign (8" x 11"). Sponsor must hold any such drawing at the conclusion of the Event and mail all prizes to the address located on the draw. If a drawing prize is displayed at Sponsor's exhibit table, it must be the actual item offered as a prize and be small enough to be displayed on the exhibit table top.

EXHIBITION SPONSORSHIP AGREEMENT

14. Sponsor Conduct. Sponsors and their respective representatives, agents, subcontractors and employees shall not congregate or solicit trade in the aisles. Distribution of pamphlets, brochures or any advertising matter shall be confined to the exhibition space. Sponsors shall not engage in any act that would distract attendees from attendance at the Event during Event hours. Sponsors, or any of their respective representatives, agents, subcontractors or employees shall conduct themselves in a professional manner in keeping with sound business practices. PlanSource may, in its sole discretion, withhold or withdraw permission to distribute souvenirs, advertising or other material it considers objectionable. PlanSource reserves the right, in its sole discretion, to require exhibitions with audible electric sound motion picture, or other exhibits or devices to discontinue such method of production if the same is deemed objectionable. Sponsors are not allowed to host receptions or social functions during official Event hours, which involve delegate attendance, without prior written approval of PlanSource.

15. Cancellation or Termination of Event. If, due to war, fire, strike, exhibition facility construction or renovation project, government regulations, public catastrophe, pandemic, epidemic, quarantine, government order, Act of God, or any other cause beyond the control of PlanSource, the Event is prevented from being held, is canceled by PlanSource or the exhibition space becomes unavailable, PlanSource, in its sole discretion, shall, after deducting the expenses incurred by PlanSource and reasonable compensation to PlanSource, refund to sponsor a proportionate share of the balance of fees received by PlanSource. In no event shall any refund exceed the amount of sponsorship fees paid to PlanSource. If PlanSource cancels the exhibition for convenience, PlanSource's sole obligation and liability shall be to refund the fee paid by sponsor.

16. Sponsor Cancellation. In the event sponsor needs to relinquish its sponsorship prior to Jan 1, 2022, and informs PlanSource in writing by this date, sponsor will only forfeit 50% of the sponsorship fee. After Jan 1, 2022, all sponsorship fees are nonrefundable. If a sponsor signs this Agreement after March 1, 2022, and relinquishes its sponsorship, the sponsor will be remain responsible for paying 100% of the sponsorship fee.

17. Indemnity, Limitation of Liability and Insurance. Neither PlanSource nor the Event facility, nor any of their officers, agents, employees, subcontractors or other representatives shall be held liable for, and they are hereby released from any and all liability for, any claims, costs, expenses, damages or losses of any sponsor, or any of their respective visitors, officers, agents, employees or other representatives, resulting from any cause whatsoever, including, but not limited to, theft, fire, water, casualty, accident or any other damage. Notwithstanding anything to the contrary, in no event shall PlanSource, its agents, subcontractors, or employees be liable to sponsor or their respective officers, directors, agents, subcontractors, or employees for any punitive, incidental, indirect, special or consequential damages. Sponsor hereby assumes full responsibility for damages caused to the exhibition facility property by sponsor, any of their respective employees, agents, subcontractors, officers, directors, invitees or other representatives. Sponsor shall indemnify, defend and hold harmless PlanSource, its agents, subcontractors, directors, officers and employees and the exhibition facility from any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees and expenses of any kind which might result from or arise out of any action or failure to act on the part of Sponsor or any of their respective officers, agents, subcontractors, employees or other representatives. PlanSource shall not assume responsibility for damage to Sponsor's property, lost shipments, either coming into or going out the exhibition facility, or for moving costs. Sponsor shall be

EXHIBITION SPONSORSHIP AGREEMENT

solely responsible for any damage due to inadequately packed property or equipment. Sponsor shall be responsible for the full Event fee and no refund will be made for any damage to or loss of any property or equipment of sponsor. Sponsor shall carry proper insurance coverage for all of its equipment, property and general liability.

18. No Warranties. The exhibition space is provided "as is", "as available", "with all faults", and without any representations or warranties of any kind. PlanSource makes no representations and gives no other warranties or conditions, express, implied, statutory, or otherwise, regarding the exhibition space. PlanSource expressly disclaims all implied representations, warranties, or conditions of merchantability, non-infringement, durability, title, and fitness for a particular purpose.

19. Severability. If any part, term, or provision of this Agreement shall be held illegal, void or unenforceable, the validity of the remaining portions or provisions shall not be affected thereby and shall remain in full force and effect.

20. Compliance with Applicable Laws. Sponsor, its agents, and representatives shall abide by, conform to, and comply with all laws of the United States, the state of the Event location, and all the ordinances of the city of the Event location, including but not limited to all rules and regulations for the government and management of the Event facilities and the requirements of the Police and Fire Departments, and further shall not do, nor allow to be done, anything on the premises during the term of this Agreement in violation of these rules, laws or ordinances.

21. Use of PlanSource and the Event Name. Participation by a sponsor in the Event does not entitle Sponsor to use the name "PlanSource", "PlanSource Eclipse 2022", or any other PlanSource trademark (whether registered or not) without prior written permission requested of PlanSource. Participation at the Event does not imply endorsement or approval by PlanSource of any product, service or participant and none shall be claimed by the sponsor or any participant.

22. Controlling Law and Venue. This Agreement is made under and shall be governed by the laws of the State of Florida in all respects, including matters of construction, validity and performance. The parties agree that the forum and venue of any action regarding this Agreement shall lie exclusively in the State and Federal courts sitting in Orange County, Florida.