



## 1. CONTRACTING PARTY

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Company Name: \_\_\_\_\_ ("Company" or "Advertiser")  
Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_  
State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_  
Company Website: \_\_\_\_\_ Key Contact Name: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Key Contact's Email: \_\_\_\_\_

### **INVOICE BILLING ADDRESS (if different from above)**

Billing Company Name: \_\_\_\_\_ ("Agency" or "Bill to Company")  
Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_  
State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_  
Agency Website: \_\_\_\_\_ Contact Name: \_\_\_\_\_  
Telephone: \_\_\_\_\_ Contact's Email: \_\_\_\_\_

## 2. AGREEMENT OF RESPONSIBLE PARTIES

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The above-described Company or Advertiser hereby agrees with Diversified Communications ("Diversified") organizer of the Seafood Expo Asia ("Event") to pay the below described fees on the below noted dates as consideration for the marketing opportunities outlined below and to comply with the Conditions Rules and Regulations as set forth in **Exhibit A** which are incorporated herein by reference. The below marketing opportunities are only available to Event exhibitors unless otherwise approved by Diversified. Termination of Company's Exhibit Contract for any reason shall serve to immediately terminate this Contract. Notwithstanding the foregoing, in the event that an advertising agency is referenced as the billing company, the payment obligations under this Agreement shall belong to the billing company exclusively.

## 3. PAYMENT TERMS/METHODS

**PAYMENTS MUST BE IN US\$ MADE OUT TO DIVERSIFIED COMMUNICATIONS**

100% of Invoiced Payment is Due upon Receipt. **Payments received are non-refundable.**

Follow the instructions on invoices and statements carefully to ensure your payment is applied to your account.

**CAUTION:** Any updates to payment details will ALWAYS be reflected on an official Diversified Communications invoice

## 4. CANCELLATION POLICY

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No cancellation is effective unless given in writing by mail to Diversified Communications, 121 Free Street, Portland, ME 04101 or by e-mail to [sales-asia@seafoodexpo.com](mailto:sales-asia@seafoodexpo.com). The terms and conditions for cancellation are set forth in the Conditions Rules and Regulations incorporated herein.

## 5. MATERIALS INFORMATION

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All advertising content, materials, graphics, and digital assets are due on the Materials Due Date(s) communicated along with a materials checklist to Advertiser's Contact Person. Failure to timely remit these materials may result in delay or cancellation of the marketing campaign.

## 6. MARKETING OPPORTUNITIES

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**For more information on the marketing opportunities please contact your salesperson or go [www.seafoodexpo.com/asia/](http://www.seafoodexpo.com/asia/).** All materials with further details on the nature of the marketing opportunities described in this contract as well as requirements and conditions for each of them that are provided by Diversified are incorporated herein by reference.

**Signed Contract must be returned to secure marketing requested. Remit to sales representative as requested.**



# Seafood Expo

## ASIA

2023 Marketing Opportunities Contract  
Ancillary to 2023 Exhibit Contract

### EXPO MAP & GUIDE SPONSOR

<input type="checkbox"/>	Printed Belly Band Ad (front Cover)	\$2,800
<input type="checkbox"/>	Back Cover Ad	\$2,100
<input type="checkbox"/>	Inside Front Cover Ad	\$1,800
<input type="checkbox"/>	Inside Back Cover Ad	\$1,600
<input type="checkbox"/>	Full-Page Ad	\$1,400
<input type="checkbox"/>	Half-Page Ad	\$950
<input type="checkbox"/>	Quarter-Page Ad	\$750
<input type="checkbox"/>	Map Call-Out	\$800

### OTHER SPONSORSHIPS

<input type="checkbox"/>	Expo Sponsored Bags ( <b>SPONSOR PRODUCED</b> )	\$2,800
<input type="checkbox"/>	Lanyards ( <b>EXCLUSIVE</b> )	\$2,500
<input type="checkbox"/>	Free Standing Panel _____ x \$2,100 ea.	\$ _____
<input type="checkbox"/>	Hanging Banners (2.5mL x 2mH) _____ x \$2,800 ea.	\$ _____
<input type="checkbox"/>	Floor Tiles _____ x \$800 ea.	\$ _____
<input type="checkbox"/>	Key Buyer Refreshments Sponsorship	\$1,800
<input type="checkbox"/>	Custom Sponsorship _____	\$ _____

### SPECIAL EVENTS

<input type="checkbox"/>	Product Briefing and Cooking Demo	\$2,380
<input type="checkbox"/>	Presentation Theater Sponsor ( <b>EXCLUSIVE</b> )	\$4,500
<input type="checkbox"/>	Conference Sponsored Session	\$2,580

### WEB-RUN OF SITE BANNER ADS (Size pxL x pxH)

<input type="checkbox"/>	728 x 90 Leaderboard	\$2,100
<input type="checkbox"/>	300 x 250 Medium Rectangle	\$1,600
<input type="checkbox"/>	300 x 100 Small Rectangle	\$800

### REGISTRATION

<input type="checkbox"/>	Registration Package ( <b>EXCLUSIVE</b> )	\$6,000
<input type="checkbox"/>	Registration Badge Branding ( <b>EXCLUSIVE</b> )	\$1,900
<input type="checkbox"/>	Pre-Registration Emails Banner 468pxL x 60pxH (3 emails)	\$3,500
<input type="checkbox"/>	Registration Confirmation Emails Banner 468pxL x 60pxH	\$2,700
<input type="checkbox"/>	Key Buyer Registration Confirmation Emails Banner 468pxL x 60pxH	\$3,000

### NEW AND FEATURED PRODUCTS SHOWCASE – PRODUCT SAMPLING **VERY LIMITED INVENTORY**

**NOTE**-Company is required to fill out a form for these and additional Terms and Conditions within the form are incorporated as if stated herein. Contact [mlygordon@divcom.com](mailto:mlygordon@divcom.com) for more information

<input type="checkbox"/>	Add'l New Product Display (beyond complementary) _____ x \$220 ea.	\$ _____
<input type="checkbox"/>	New Product Half Poster _____ x \$330 ea.	\$ _____
<input type="checkbox"/>	New Product Full Poster _____ x \$385 ea.	\$ _____
<input type="checkbox"/>	New Showcase Branding	\$1,650
<input type="checkbox"/>	Add'l Featured Product Display (beyond complementary) _____ x \$220 ea.	\$ _____
<input type="checkbox"/>	Featured Product Half Poster _____ x \$330 ea.	\$ _____
<input type="checkbox"/>	Featured Product Full Poster _____ x \$385 ea.	\$ _____
<input type="checkbox"/>	Featured Showcase Branding	\$1,650
<input type="checkbox"/>	Product Sampling in the Tasty Kitchen	\$275

**TOTAL ITEMS:** \_\_\_\_\_ **TOTAL COST: \$:** \_\_\_\_\_



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### 7. AUTHORIZATION

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Undersigned on behalf of Company has reviewed and affirms that Company shall abide by all Conditions, Rules and Regulations governing marketing as set forth in **Exhibit A** located at [www.divcom.com/exa-marketing-contract/](http://www.divcom.com/exa-marketing-contract/), which are incorporated by reference and included as a part of this Contract. Company further affirms that acceptance of this contract by Diversified constitutes a legal and binding agreement and that undersigned is authorized to obligate Company.

**Seen and Agreed to on behalf of Company AND in the event that a different Billing Company or Agency is billed, on its own behalf as well**

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

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

REV MAY 2023