



1. CONTRACTING PARTY

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

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

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. The terms and conditions for cancellation are set forth in the Conditions Rules and Regulations incorporated herein.

5. MATERIALS INFORMATION

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

For more information on the marketing opportunities please contact your salesperson. 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

2024 Marketing Opportunities Contract
Ancillary to 2024 Exhibit Contract

EXPO MAP & GUIDE SPONSOR

<input type="checkbox"/>	Printed Belly Band Ad (front Cover)	\$2,980
<input type="checkbox"/>	Back Cover Ad	\$2,250
<input type="checkbox"/>	Inside Front Cover Ad	\$1,900
<input type="checkbox"/>	Inside Back Cover Ad	\$1,700
<input type="checkbox"/>	Full-Page Ad	\$1,500
<input type="checkbox"/>	Half-Page Ad	\$1,000
<input type="checkbox"/>	Quarter-Page Ad	\$800
<input type="checkbox"/>	Map Call-Out	\$850

OTHER SPONSORSHIPS

<input type="checkbox"/>	Expo Bags (Sponsor Produced)	\$3,000
<input type="checkbox"/>	Lanyards (Sponsor Produced) (EXCLUSIVE)	\$2,650
<input type="checkbox"/>	Standing Panel _____ x \$2,200 ea.	\$ _____
<input type="checkbox"/>	Floor Tiles _____ x \$850 ea.	\$ _____
<input type="checkbox"/>	Key Buyer Refreshments	\$1,900
<input type="checkbox"/>	Custom Sponsorship _____	\$ _____
<input type="checkbox"/>	Custom Sponsorship _____	\$ _____

SPECIAL EVENTS

<input type="checkbox"/>	Product Briefing and Cooking Demo	\$2,380
<input type="checkbox"/>	Presentation Theater Sponsor (EXCLUSIVE)	\$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	\$2,200
<input type="checkbox"/>	300 x 250 Medium Rectangle	\$1,700
<input type="checkbox"/>	300 x 100 Small Rectangle	\$850

REGISTRATION

<input type="checkbox"/>	Registration Package (EXCLUSIVE)	\$6,400
<input type="checkbox"/>	Registration Badge Branding (EXCLUSIVE)	\$2,200
<input type="checkbox"/>	Pre-Registration Emails Banner 468pxL x 60pxH (3 emails)	\$3,700
<input type="checkbox"/>	Registration Confirmation Emails Banner 468pxL x 60pxH	\$2,850
<input type="checkbox"/>	Key Buyer Registration Confirmation Emails Banner 468pxL x 60pxH	\$3,200

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 for more information

<input type="checkbox"/>	Add'l New Product Display (beyond complementary) _____ x \$235 ea.	\$ _____
<input type="checkbox"/>	New Product Half Poster _____ x \$350 ea.	\$ _____
<input type="checkbox"/>	New Product Full Poster _____ x \$410 ea.	\$ _____
<input type="checkbox"/>	New Showcase Branding	\$1,750
<input type="checkbox"/>	Add'l Featured Product Display (beyond complementary) _____ x \$235 ea.	\$ _____
<input type="checkbox"/>	Featured Product Half Poster _____ x \$350 ea.	\$ _____
<input type="checkbox"/>	Featured Product Full Poster _____ x \$410 ea.	\$ _____
<input type="checkbox"/>	Featured Showcase Branding	\$1,750
<input type="checkbox"/>	Product Sampling in the Tasty Kitchen	\$295

TOTAL ITEMS: _____ **TOTAL COST: \$:** _____



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7. AUTHORIZATION

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/, 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 MARCH 2024