



2017 Sponsorship and Advertising Contract

Thank you for purchasing sponsorship or advertising with APEX! All sponsors and advertisers are required to complete this contract. Please note that by signing below you are entering into a binding contract and are in agreement with all of the rules and regulations as stated below for the sponsorship or advertising that was purchased online or invoiced for 2017.

First Name: _____ Last Name: _____

Company: _____

Address: _____

City _____ State _____

Postal Code/Zip: _____ Country: _____

Phone Number: _____ Email: _____

APEX 2017 SPONSORSHIP/ADVERTISING RULES & REGULATIONS

These contract conditions, rules, and regulations are a part of the 2017 Sponsorship Application & Contract and are binding for all participating companies. Accordingly, all participants should read these rules carefully before submitting the application. By submitting, you agree to the terms as follows and allow staff to process.

1. Processing of Sponsorship Applications: APEX accepts for processing only those applications that: (a) include all required information; (b) are signed by an appropriate and authorized representative of sponsoring/advertising company and are accompanied by the required payment. APEX reserves the right to exercise its sole discretion in the acceptance or refusal of applications.

2. Cancellation: Sponsorship and advertising cancellations must be made in writing to APEX Headquarters and are subject to a 100% cancellation fee.

3. Non-Exhibiting Vendors at the APEX 2016 EXPO: Please note that if your company is a non-exhibiting vendor and sponsor at the APEX 2017 EXPO, the Vendor Benefit of complimentary booth space or discounted booth space does not apply.
4. Deadlines: All non-event-related sponsorships are subject to appropriate materials and print deadlines, as published in this program. Benefits of sponsorship are also subject to print deadlines as defined by each individual benefit. Certain individual benefits are subject to APEX Membership.
5. Availability of Benefits: Event-specific-level benefits are subject to availability based on the time of year when the sponsorships are purchased. In addition, benefits are only available in the year 2017 and are not transferable to 2018, or redeemable for cash credits. Sponsorship Benefits apply EXPO to EXPO.
6. APEX reserves the right to change, cancel, or substitute any sponsorship opportunity or benefit at any time.

This contract serves as an agreement between the Airline Passenger Experience Association (APEX) and the sponsor identified on this form for the purpose of securing a defined sponsorship for a specific APEX event. The sponsorship category, description, benefits, and cost are defined in the sponsorship literature. No other benefits are guaranteed or implied. This form will serve as a valid booking order for determining priority placement. In the event that the sponsor is authorized by APEX to acquire or provide goods or services in lieu of part or all of the sponsor payment, a detailed description of the product or services and their fair market value must be submitted in writing to APEX (care of APEX Headquarters) for approval. APEX reserves the right to reject any goods or services which, in its own estimation, do not meet its sponsorship revenue or value objectives. This contract is non-cancelable. Any revisions or modifications must be agreed to by both parties in writing. This contract represents the entire understanding and agreement of the parties and shall be governed by the laws of New York, USA. Any person executing this agreement represents that (s) he is fully authorized to do so and agrees to be bound to all terms and conditions by submission.

Description of sponsorship(s) or advertisement (s) purchased: _____

Authorized Signature: _____

Print Name: _____

Date: _____