

## Events Service Specification (2023)

---

When you agree to be a Participant (as defined below) an event, which is organised and managed by us your Agreement will be subject to this Events Service Specification below (“Events Service Specification”) and our General Terms and Conditions.

### Definitions:

Unless otherwise specified below the definitions in this Events Service Specification shall be as set out in the General Terms and Conditions:

“**Client Materials**” shall mean any material created by you in the promotion of an Event;

“**Event(s)**” shall mean any event, in person or virtual, organised, owned and managed by the Company;

“**Events Marks**” shall mean any intellectual property used by us in the promotion of an Event;

“**Participant**” shall mean an attendee, an award entrant, exhibitor and/or a sponsor in an Event;

“**Sponsor**” shall mean an organisation sponsoring an Event in return for benefits;

“**Sponsor Benefits**” shall mean the benefits that You can expect to receive as a sponsor of an Event and as set out in the Order; and

“**Sponsor Marks**” shall mean any intellectual property provided by You in the promotion of an Event.

## 1. SCOPE OF THESE EVENTS SERVICE SPECIFICATIONS

1.1 This Service Specification will apply regardless of:

1.1.1 the type or scale of the Event;

1.1.2 whether We have organised the event on your instruction or at Our own or a third party’s request; and

1.1.3 whether you are the sole Sponsor of the Event or one of a number of Sponsors.

## 2. COMPANY OBLIGATIONS

2.1 The Company will provide the Sponsor Benefits, as set out in the Order, and organise the Event, in each case using reasonable skill and care.

2.2 Where the Company is unable to deliver any of the Sponsor Benefits, it will inform the Client as soon as reasonably practicable.

2.3 The Company reserves the right, at its absolute discretion, to substitute alternative benefits in respect of the same Event to an equivalent value of the relevant Sponsor Benefits without incurring any liability to the Client.

## 3. SPONSORSHIP

If you are sponsoring an Event, the following shall apply:

3.1 You undertake to support the Event through appropriate marketing and promotional channels and to collaborate with Us on any appropriate joint marketing or promotional projects relating to the Event.

3.2 You undertake to ensure Your personnel exercise the Sponsor Benefits in accordance with the terms of the Order.

3.3 You will, within 7 days of placing the Order, supply Us with examples of the Sponsor Marks in a suitable format.

- 3.4 You will, prior to distributing any promotional materials referencing the Event or using the Event Marks provide copies of such Client Materials to Us for approval which will not be unreasonably withheld. You will not distribute any Client Materials without the Company's prior written approval.
- 3.5 You are solely responsible for meeting all costs relating to the Client Materials (including reprinting costs where Company approval is not obtained prior to printing).
- 3.6 You will not engage in joint promotions with any third party in relation to the Event without the Company's prior written consent.
- 3.7 You acknowledge and agree that You will be solely responsible for all costs that You incur relating to your participation (including any additional Participants) at the Event (including, without limitation, any travel costs, the costs of any temporary staff and any costs relating to a stand at the Event and all costs incurred by You in Your sponsorship of the Event.
- 3.8 You will promptly comply with all reasonable instructions and directions issued by Us or on Our behalf in connection with the Event and its promotion (including, without limitation, any instructions or directions given in relation to the use of the venue at which the Event is being held). The Company will not be responsible for any failure or delay in You receiving the benefits associated with being an Event Sponsor where such failure occurs directly or indirectly as a result of Your failure to comply with this clause 3.8.
- 3.9 Client will ensure it has and shall maintain for the duration of the Event, appropriate insurance in relation to any risks under or in relation to this Agreement or its participation in an Event.
- 3.10 All Sponsor benefits are Client-specific. The Company is not obliged to provide the Sponsor Benefits (or any part of them) to any other entity or person.
- 3.11 If for any reason, the Company is unable to deliver any of the Sponsor Benefits, it will inform You as soon as reasonably practicable. The Company may substitute alternative benefits in respect of the same Event that You have sponsored, to an equivalent value of the relevant Sponsor Benefits without incurring any liability to you.
- 3.12 In consideration of the Company providing the Sponsor Benefits, You will pay the Fees in accordance with the Order.
- 3.13 If the Fees are not received when due, the Company reserves the right to not supply, and / or cease the supply of, any or all the Sponsor Benefits. For the avoidance of doubt, Participants will not be permitted entry to the Event unless full payment has been received in accordance with the Order.
- 3.14 Non-payment shall not be deemed to be valid cancellation of Client participation in an Event and all Fees applicable under the Order shall be due and payable unless otherwise agreed between the parties.
- 3.15 Unless otherwise agreed between the parties, where the Fee is payable in one instalment such payment will be due and payable immediately on the date specified on the Order.
- 3.16 This Agreement grants you a non-transferable, non-exclusive, royalty-free licence to use the Event Marks for a period of 12 months following the Event in any Event-related report and promotional materials produced for similar events.
- 3.17 In the event that You change the Sponsor Marks at any time during the term of this Agreement, the Company will not be obliged to make any consequential changes to materials that include the Sponsor Marks produced by Us, or on our behalf, for or in connection with the Event unless you agree in writing in advance to meet the costs incurred by Us arising from such change.

#### **4. EVENT TYPES**

##### **4.1 WEBINARS AND ROUNDTABLES**

- 4.1.1 For webinar Events the Company shall:

- 4.1.1.1 create a webinar Event approximately 45 to 60 minutes in duration as specified in the Brief (as defined below);
- 4.1.1.2 jointly with the Sponsor, create a brief (“the Brief”) for the webinar Event prior to any further arrangements being made;
- 4.1.1.3 provide a suitable webinar Event platform to deliver and host the recording as part of the service; and
- 4.1.1.4 shall select and arrange the speakers, and other participants that We determine are appropriate to fulfil the Brief.
- 4.1.2 For roundtable Event (to include virtual and in-person), the Company shall:
  - 4.1.2.1 create a roundtable webinar Event or roundtable Event that consists of approximately ten (10) participants of Our choosing. The Company reserves the right to change the Participants of an Event as it determines, without notice to the Sponsor. We cannot guarantee the attendance of an individual requested by the Sponsor.
  - 4.1.2.2 For in-person roundtable Events We will select and arrange an appropriate venue which may be subject to change, without notice to the Sponsor.
  - 4.1.2.3 For in-person roundtable Events We will select and arrange the suppliers, speakers and/or such other participants that We determine appropriate.
  - 4.1.2.4 Where the Order includes a final report within an immersive feature, We will provide this within six (6) weeks following the Event.
  - 4.1.2.5 For virtual roundtable Events, We will provide a suitable virtual platform to deliver and host the recording as part of the service.
- 4.1.3 We reserve the unconditional and absolute right to organise the webinar and / or roundtable Event as We deem appropriate without consultation with You.
- 4.1.4 The Order will specify the month in which the webinar or roundtable Event is scheduled to be delivered. A fixed date will be agreed between the parties within fourteen (14) days of the briefing call taking place and shall be specified in the Brief.
- 4.1.5 If You are prevented, other than by reason of a Force Majeure Event, to fulfil your obligations within agreed timeframes resulting in it compromising the delivery of the webinar or roundtable Event in accordance with the date as set out in clause 4.1.4, You may be at risk of losing the Event. With reasonable notice and at the sole discretion of the Company, be permitted to postpone by one (1) month following the original date.
- 4.1.6 Any request to postpone should be made in writing by email at least eight (8) weeks prior to the original Event date agreed.
- 4.1.7 Where an Event date is changed in accordance with clause 4.1.5, an alternative Event date will be provided as soon as reasonably practicable.
- 4.1.8 Postponement of a webinar or roundtable Event, in accordance with clause 4.1.5, shall be permitted once only.

## **4.2 AWARD ENTRIES**

- 4.2.1 This clause sets out the terms applicable to entering into a competition for an award in recognition of a particular achievement (“an Award”) run by the Company.
- 4.2.2 The awards Event(s) are organised by the Company.
- 4.2.3 The Company will publish entry criteria for each Award and will make those entry criteria available on the relevant Company-operated website.

## **4.3 Entry**

- 4.3.1 Awards entrants must be at least 18 years of age at the date of entry and must comply with any further age or eligibility requirements set out in the entry criteria. The Company may demand proof of compliance with eligibility requirements from entrants.

- 4.3.2 Employees and agents of the Company and its group companies and family members of those employees and agents may not enter into the Awards. Otherwise, entry into the Awards is open to all organisations and individuals which meet the entry criteria.
- 4.3.3 All entries must be submitted in English, submitted online, and comply with the entry criteria.
- 4.3.4 All entries must be received by the Company by the date specified in the entry criteria.
- 4.3.5 Client may only submit the same project in a maximum of two categories.
- 4.3.6 The Company accepts no responsibility or liability for any unsubmitted or incomplete entries and all such entries will be deemed invalid.
- 4.3.7 All entries correctly submitted by the relevant date and meeting the criteria will move to the next stage.
- 4.3.8 Any entries not meeting the entry requirements set out in clause 4.3.7 will be notified by email.
- 4.3.9 The Company may, at its sole discretion and without notice or liability to any entrants, alter any aspect of or cancel any categories as a result, entries may be reallocated to appropriate categories.

#### **4.3 Entry Prices and Payment**

- 4.3.1 Where a Fee is payable in order to enter into the Award, such Fee is non-refundable, and payment shall be payable on submission of entries. Such Fees will be displayed on the entry platform.
- 4.3.2 Fees may be subject to change from time to time.
- 4.3.3 Payment shall be made in accordance with the Order.
- 4.3.4 The Company shall have the absolute right to disqualify a Client entry at any time in the event payment is not made.

#### **4.4 Judging and shortlist**

- 4.4.1 The entries will be judged by a panel of independent judges, selected by the Company.
- 4.4.2 The judges are required to disclose to the Company any entry which may involve or give rise to a conflict of interest, or potential conflict of interest.
- 4.4.3 The judges reserve the right to re-classify or reject any entry that does not comply with the entry criteria or with this Agreement.
- 4.4.4 In all matters, the decision of the judges will be final, and no correspondence or discussion will be entered into in relation to the result.
- 4.4.5 All judges sign a non-disclosure agreement that confirms that they will be no divulgence or disclose of any of the content, activity, results, conversations, or presentations in relation to the awards.
- 4.4.6 Once the judges have reviewed and scored all the entries, those entries meeting a high enough score based on the entry criteria will join the shortlist of entries.
- 4.4.7 Unsuccessful entries will be informed by email on the shortlist announcement date outlined on the event website.
- 4.4.8 Feedback about your entry can be provided upon request to unsuccessful entries after the live Awards Event has taken place.
- 4.4.9 Successful entries on the shortlist, the lead entrant will receive an embargo email one week prior to the shortlist announcement (date can be found on the event website).
- 4.4.10 The embargo email and information included in it, is to be treated strictly confidential and should not be communicated outside of your organisation until after the date and time specified in the email.
- 4.4.11 Some Awards have a second stage of judging, which will require no more than three (3) representatives from a Client's team/organisation to join a 25-minute virtual presentation with judges from the category entered. The Client shall have ten minutes to present three reasons why it should win, followed by 10-15 minutes of questions from the panel of judges. Where

applicable, time and date of your presentation will be allocated to You and outlined in the embargo email.

#### **4.5 Awards Ceremony**

- 4.5.1 The Company will provide all shortlist entrants with details of the Awards ceremony at which the Awards winners will be announced.
- 4.5.2 The Company will contact all shortlisted organisations in advance of the Awards ceremony to offer those organisations the opportunity to book tickets to attend the Awards ceremony. The Company does not provide free attendance to the Awards ceremony for shortlisted organisations. Any table booking at the Awards ceremony will be subject to this Agreement.

#### **5. AWARDS TABLE OR SEAT BOOKINGS**

- 5.1 Applications to book a table(s) and / or seat(s) is subject to the Client being on the shortlist, availability and payment being received by the Company in full.
- 5.2 You may apply for an individual place at an awards table for You, and/or You may apply for an individual place at an awards table for someone else, and/or You may apply for a whole table or multiple tables at an awards Event. The Client shall ensure that each individual who attends the Event under the Client booking is aware of and agrees to be bound by this Agreement. You will be responsible for the failure by any such other individual to comply with this Agreement as if it had been your failure.
- 5.3 Only organisations on the shortlist of the awards are permitted to book tables and /or seats to attend an Event.
- 5.4 All booking requests for table/s or seat/s shall be made through Our event teams details can be found on awards websites.
- 5.5 Your booking will not be confirmed until we receive a signed Order and payment of the Fees.
- 5.6 Payment must be made, or authorisation to deduct payment given, at the time of the Order.
- 5.7 If payment is made via invoice, the invoice is payable immediately on the date of issue.
- 5.8 Other than as set out in this Agreement, no refunds are available once the Order has been received in accordance with clause 5.6, for either table bookings or individual places at an Event.
- 5.9 Subject to clause 5.2 above, Your booking is personal to you and will only entitle you and Your named guests (as appropriate) to attend the Event. Other than as set out in this Agreement you are expressly prohibited from selling, or in any other way transferring, Your table booking whether in whole or part and whether in exchange for payment or otherwise, to any third party. We reserve the right to cancel your booking without refund if you breach this clause 5.9.

#### **6. FEE PAYING DELEGATES**

- 6.1 Your application to register for the Event is subject to availability and You making full payment as set out in the Order.
- 6.2 You may apply for an individual place at an awards table for You, and/or You may apply for an individual place at an awards table for someone else, and/or You may apply for a whole table or multiple tables at an awards Event. Where you apply to register other individuals for the Event and that registration is accepted, You agree that each such individual You register agrees to be bound by and shall comply with this Agreement. You will be responsible for the failure by any such other individual to comply with this Agreement as if it had been your failure.
- 6.3 We will send you confirmation of your application to register for the event within five (5) working days of receipt of your Order.
- 6.4 Whilst completing the Order, there may be an option to purchase different packages that differ in price and benefits. The event website will include further information on what is included in each package. It is your responsibility to choose the most appropriate to your requirements and

budget prior to booking. We will not accept any liability for incorrectly booked packages and changing of packages shall be at the Company's absolute discretion.

- 6.5 Events bookings shall be accepted via the Company's website or with a member of the events team.
- 6.6 Unless otherwise specified on the Order, entry Fees apply for attending all Event(s). These Fees are set out on the relevant Order or can otherwise be obtained from Us upon request.
- 6.7 Prices may be subject to change from time to time without notice to you. Where limited discounts apply, these may not be applied to retrospective orders.
- 6.8 Bookings made on Our website are payable by credit or debit card at the time of booking. Payment by invoice may be available on request. Payment is due immediately on issue of the invoice as set out in the invoice.
- 6.9 If you apply to register for an Event less than two (2) weeks before the date of the Event, payment of the Fees will be required in full payable by credit card at the time of booking, unless otherwise expressly agreed in writing.
- 6.10 If for any reason We have not received payment in full by the date of the Event, you will be asked as a condition of being allowed to attend the event to provide payment by credit card on the day of the Event.
- 6.11 The Company reserves the right to cancel Your booking at any time if payment is not received by Us by the due date set out on the invoice. For the avoidance of doubt, non-payment is not accepted by Us as a form of cancellation.
- 6.12 We will issue you with a delegate pass at the Event registration. Delegate passes issued are valid for the named attendee only.
- 6.13 For security reasons, You (or your authorised substitute) may be asked for photographic ID during the event. If an individual is unable to provide identification that matches the delegate pass, they may be refused entry and / or asked to leave the Event.
- 6.14 If You are unable to attend the Event, substitute delegates may attend at no extra cost provided that payment has been received in full. Any such substitutions should be notified to us by email as set out on the Order, no less than forty-eight (48) hours prior to the Event.

## **7. FULLY FUNDED DELEGATES**

- 7.1 As a fully funded Event delegate, no Fees are payable.
- 7.2 Where You are a fully funded delegate, Your application to register for the Event is subject to Your job role and organisation matching a set criteria and availability at the Event.
- 7.3 You may apply to register yourself or another eligible individual for the Event.
- 7.4 Registrations will be confirmed, or denied, within five (5) days of the Company receiving Your application. Such confirmation email will set out any inclusions within your registration at the Event.
- 7.5 Where you apply to register other individuals for the Event and that registration is accepted, You agree that each individual registered agrees to be bound by and shall comply with this Agreement. You will be responsible for the failure by any such other individual to comply with this Agreement as if it had been your failure.
- 7.6 Each Event has a maximum capacity of attendees, if the Event has reached capacity, and you meet the criteria for the Event, You will be added to our waiting list. Should space become available you will be informed by the event team no less than 72 hours before the live event.
- 7.7 Each Event delegate will be issued with a pass for use at the Event. Such delegate passes are valid for the named attendee only and may not be transferred to another individual and / or another Event.

- 7.8 Where a delegate is unable to attend the Event, the Company may, at its absolute discretion, accept a substitute delegate up to 48 hours prior to the Event, providing they are from the same/similar type of organisation and of equal or higher seniority as the original delegate. Such requests should be notified to the events team by email immediately.
- 7.9 If a delegate is unable to attend the event or provide a suitable replacement in accordance with clause 7.8 the delegate shall notify the Company, no later than 2 weeks prior to the Event by email. To ensure that we can continue to supply complementary access to delegates, if you do not inform us of your non-attendance within timeframes specified in clauses 7.8 and 7.9, You shall be liable to pay the Fees associated with attending the Event and an invoice will be issued to you post Event which will be payable immediately.

## **8 LIMITATIONS**

In some cases, We may consult you in relation to the Event however, We reserve the unconditional and absolute right to organise the Event as We deem appropriate without consultation with You.

## **9 CANCELLATION, POSTPONEMENT, AND NON-ATTENDANCE OF EVENTS**

- 9.1 We will not be deemed to be in breach of this Agreement or otherwise liable to You for any failure or delay in performing our obligations under this Agreement where, in our commercially reasonable opinion (including on the occurrence of an Force Majeure Event which we reasonably consider may have an adverse effect on the commercial success of the Event) we decide to cancel or postpone an Event. In the event of such cancellation and /or postponement, We will give written notice to You as soon as reasonably practicable.
- 9.2 Cancellation, postponement and / or converting an Event from a face-to-face event to a virtual Event in accordance with clause 9.1 shall also apply where adverse weather materially affects transportation such that this would cause a significant impact on attendance at a face-to-face Event.
- 9.3 Where industrial action of an organisation, which would not be considered to be a Force Majeure Event for the purposes of this Agreement, may be deemed, at the absolute discretion of the Company, to materially affect an Event, the Company shall have the right to cancel / postpone and /or change the format of an Event.

### **9.4 Where You are a sponsor:**

- 9.4.1 in the case of cancellation of an event in accordance with clause 9.1, 9.2 and 9.3 You will have the option to apply the Fee to an alternative Event provided that the date of such event is less than 13 months from the date of cancellation of the Event;
- 9.4.2 We will have no obligation to refund all or part of the Sponsorship Fee in the event of postponement of the Event;
- 9.4.3 In the case of postponement of the Event, the Sponsor is deemed to accept the new Event date and may not terminate this Agreement;
- 9.4.4 We will have no obligation to refund all or part of the Fee paid in the event of Sponsor cancellation or its non-attendance at the Event;
- 9.4.5 Where the Sponsor elects to apply the Fee to an alternative Event in accordance with clause 9.4.1, the Company is under no obligation to provide the same Sponsor Benefits at the same Fee and the Fees may be subject to change.

### **9.5 Where you have booked a table or seat/s at an Event:**

- 9.5.1 Where the Event is cancelled and there is no alternative Event scheduled within the next 13 months, a refund of Fees will be made.

- 9.5.2 The Company will not be liable for any expenses incurred by You in relation to Your attendance at the Event.
- 9.6 If You or individual guests at your table are unable to attend an Event, we may, at Our discretion accept substitute guests at no extra cost provided that:
  - 9.6.1 You notify us, in writing (by email to the email address on Your Order), at least two (2) days prior to the Event of the name of the proposed substitute; and
  - 9.6.2 We have received payment in full.
- 9.7 We will have no obligation to refund all or part of the Fee in the Event of postponement of the Event.
- 9.8 We will have no obligation to refund all or part of the Fee in the Event of Your cancellation or non-attendance.
- 9.9 Where You are a delegate:**
  - 9.9.1 In the case of cancellation of an Event in accordance with clause 9.1, 9.2 and 9.3 You will have the option to apply the Fee to an alternative Event provided that the date of such event is less than 13 months from the date of cancellation of the Event, or request a refund;
  - 9.9.2 If you are unable to attend the Event, we may, at Our discretion accept on notice to Us via email (as set out on the Order) substitute delegates at no extra cost provided that We have received payment in full;
  - 9.9.3 We will have no obligation to refund all or part of the Fee in the Event of postponement of the Event.
  - 9.9.4 We will have no obligation to refund all or part of the Fee in the Event of Your cancellation or non-attendance.

## 10. DATA AND DATA SHARING

### Delegates (fee paying or fully funded)

- 10.1 By completing the Order and/or registering to attend an event, You acknowledge that we may contact You about relevant products and services based on legitimate interest via telephone or email. You will be able to opt out in all our future communications at any time.
- 10.2 We work with relevant event partners or sponsors on all our events. Our event partners or sponsors are organisations within the field of interest of the event and will have relevant services or products to support Our delegates. An up-to-date list of partners for any given event can be found on the Event website. This list may be updated or changed up to the day of the event.
- 10.3 Where We publish a list of delegates in the event guide provided to attendees on the day, which will contain name, job title, and organisation in the guide under legitimate interests. Such information may be provided, under legitimate interests in advance of the event with our sponsors, partners, and speakers.
- 10.4 We use a virtual event platform and event app to deliver some of Our events and manage Your access to it. Where applicable, You will receive emails via this platform with essential operational information and reminders of the benefits and how to log-in. As a Data Controller the virtual event platform uses AI to provide You with networking opportunities on the day and post-event. Such collection and use of your personal data by the virtual event platform is governed by their terms and conditions.

### Data Sharing with Partners

- 10.5 We work with relevant event partners or sponsors on all our events. Our event partners or sponsors are organisations within the field of interest of the event and will have



- relevant services or products to support Our delegates. An up-to-date list of partners for any given event can be found on the Event website. This list may be updated or changed up to the day of the event.
- 10.6 Where We publish a list of delegates in the event guide provided to attendees on the day, which will contain name, job title, and organisation in the guide under legitimate interests. Such information may be provided, under legitimate interests in advance of the event with our sponsors, partners, and speakers.
- 10.7 During the Event if You attend a partner session or an interactive discussion group, You consent to Your name, job title, organisation and email (“Delegate Contact Data”) being shared with the partner running the partner session. These sessions will be clearly signposted at the event and if You do not wish to provide this information, You can opt out by informing the event staff.
- 10.8 During the event if you attend a general discussion or a partner group, you will be given the opportunity to consent to the collection and use of your name and email being shared with our sponsors.

#### **Award Entrants**

- 10.9 Within the award entry platform, we require the name, job title, organisation, email address, and telephone number of a lead and second entrant. You acknowledge that this information can be used by the event team to contact you about your entry, judging and the awards.
- 10.10 Any personal data provided within your entry, will be reviewed by our judges.

#### **Partners**

- 10.11 If, as part of your Client Proposal, You receive Delegate Contact Data, this will be outlined on your Client Proposal including details on how the data has been collected by us - under the Company’s legitimate interest or full third-party consent. If the data supplied is collected under the Company’s legitimate interest, you are responsible for determining your own legal basis for processing and compliance with applicable Data Protection obligations.
- 10.12 The Company will collect and share data under legitimate interests. If the Client collects and shares data under an alternative legal basis, the Client shall determine the relevant legal basis.