Conference Sponsorship Opportunities

June 4–7, 2017
Hyatt Regency Dallas
Dallas, Texas
The Conference

NNA 2017 will be held June 4–7, at the Hyatt Regency Dallas, right in the heart of downtown. The Conference features hands-on workshops and open-forum discussions from experts across the country, engaging keynote sessions, and networking opportunities spanning multiple professions — all designed to help attendees succeed in their role as a Notary, avoid liability and protect the public.

The Attendees

Notaries attending the Conference rely on the NNA® for training and supplies, including journals, seal stamps and bonds. Most are loyal, long-standing members who choose to renew their commissions through the NNA. Many are Certified Notary Signing Agents who are independent entrepreneurs and small business owners, trained specifically to facilitate mortgage closings.

Attendees are actively engaged with our member services including the NNA® Hotline, the Notary Bulletin, the NNA’s online newsletter, and our online community. They take advantage of our advanced certification courses and customized supplies.

Why Sponsor?

Sponsoring NNA 2017 presents a unique opportunity to gain exposure and build brand awareness with the largest national gathering of Notaries and Signing Agents. Its the ideal time to position yourself as an industry leader and cultivate relationships with this key customer audience.

The NNA limits exhibiting to those firms who provide products or services that are applicable to Notaries and Notary Signing Agents. The NNA may, at its discretion, accept or reject any application for exhibit space. Sponsorship opportunities are available on a first come, first served basis.

All Conference Sponsorship Packages Include:

• Sponsor logo and mention in official Conference program, and other Conference marketing communications (deadlines apply)
• Sponsor logo and hyperlink on the Conference website
• Full promotional rights to Conference logos and trademarks (with NNA approval)
• Sponsorship signage prominently displayed onsite at the Conference (deadlines apply)
• Sponsor logo featured in post-Conference NNA publications and website
Co-Marketing Sponsorship Opportunities

Deadlines vary. Please check with the NNA for availability before selecting item.

All Co-Marketing Sponsorship Packages Include:
- Access to download complete database of names on SigningAgent.com
- Sponsor logo and company profile in official Conference program, and other Conference marketing communications (deadlines apply)
- Sponsor logo and hyperlink on the Conference website
- Full promotional rights to Conference logos and trademarks (with NNA approval)
- Social media promotions
- Sponsorship signage prominently displayed onsite at the Conference (deadlines apply)
- Sponsor logo featured in post-Conference NNA publications and website

Gold Co-Sponsorship — $15,000
- Half-page ad in The National Notary magazine (3 issues)
- Editorial coverage in The National Notary magazine (1 issue)
- Banner ad placement in the Notary Bulletin (4 issues)
- Editorial write-up in the Notary Bulletin (1 issue)
- Full-page ad in official Conference program
- Opportunity to present as speaker or panel advisor
- Choice of one (1) item from additional sponsorship opportunities list

Silver Co-Sponsorship — $10,000 (3 available)
- Quarter-page ad in The National Notary magazine (3 issues)
- Editorial coverage in The National Notary magazine (1 issue)
- Banner ad placement in the Notary Bulletin (4 issues)
- Half-page ad in official Conference program
- Editorial write-up in the Notary Bulletin (1 issue)
- Choice of one (1) item from general sponsorship opportunities list

Bronze Co-Sponsorship — $7,000 (3 available)
- Quarter-page ad in The National Notary magazine (1 issue)
- Banner ad placement in the Notary Bulletin (2 issues)
- Editorial write-up in the Notary Bulletin (1 issue)
- Half-page ad in official Conference program

Platinum Co-Sponsorship — $20,000 (3 available)
- Full-page ad in The National Notary magazine (3 issues)
- Editorial coverage in The National Notary magazine (2 issues)
- Premium banner ad placement in the Notary Bulletin (8 issues)
- Editorial write-up in the Notary Bulletin (2 issues)
- Customized social media promotions
- Sponsorship of networking event for first Platinum sponsor to sign up
- Full-page ad in official Conference program
- Opportunity to present as speaker or panel advisor
- Four (4) full Conference registrations
- Choice of one (1) item from additional sponsorship opportunities list
General Sponsorship Opportunities

Deadlines vary. Please check with the NNA for availability before selecting item.

Full Gala Banquet and Hosted Bar
$100,000 — Tuesday, June 6
Grab everyone’s attention at the Conference’s premier event. Sponsorship includes your logo on cups and napkins, your logo and name on signage, a reserved dinner table, and verbal recognition during our Achievement Award presentation. Sponsor receives prominent promotion throughout the NNA and Conference website, and enjoys one exhibitor table with premium space, and five (5) full Conference registrations. It’s an exceptional way to show your support for the NNA and ensure your name is remembered by everyone in attendance.

Breakfast (1 available each day)
$10,000 — Mon., June 5, Tues., June 6, Wed., June 7
What better way to reach attendees than when they are starting their day? Sponsors will receive valuable exposure via signage within the dining area and notable recognition on the NNA’s Conference website. Includes two (2) full Conference registrations and one exhibitor table.

Travel Mugs $7,500
Ensure that your brand and message resonates year-round with coffee mugs that will be distributed to attendees upon check-in. Branded mugs are a great way to highlight your company logo, brand, and message to attendees both during AND after the event. Includes two (2) full Conference registrations and one exhibitor table. Deadline for artwork is March 31, 2017.

Ice Cream Break
$5,000 — Tuesday, June 6
Help attendees beat the heat while you gain valuable exposure. Ice cream treats will be distributed during a break and sponsor will be recognized on signage. Includes two (2) full Conference registrations and one exhibitor table.

Tote Bags $5,000
Customized with your company’s logo, this bag will be distributed to attendees at registration. The NNA will work with you on choosing the bag and your logo will appear on it. An NNA logo at least one third the size of the sponsor’s logo must also appear on the bag. Includes two (2) full Conference registrations and one exhibitor table. Deadline for artwork is March 31, 2017.

About the NNA®
The National Notary Association (NNA), founded in 1957, is the leading authority on the American Notary Public office and recognized nationally and internationally as the preeminent educator and promulgator of ethical best practices for U.S. Notaries.

As the largest and oldest organization serving the nation’s 4.4 million Notaries, the nonprofit professional Association serves a membership that represents every U.S. state and jurisdiction — and many other countries — by promoting notarial best practices that bolster consumer protection and by inspiring Notaries to excel in their important role as deterrents to fraud.

Through its educational programs and its member-support services, the NNA provides the guidance Notaries need to comply with state laws, rules and requirements; to safeguard themselves and their employers from liability; to manage risk in order to prevent fraud and identity crimes; to perform professionally at the highest ethical level; and to take advantage of the opportunities that regularly emerge for highly trained and reliable professional Notaries.

For more information on the NNA’s Conference sponsorship opportunities, please contact Chris Sturdivant at 818-739-4086 or csturdivant@nationalnotary.org.
Hotel Key Cards $3,500
Hotel Key Cards are used by attendees multiple times daily, so make sure it's your custom-designed key card they're using. Target registered attendees in the Hyatt Regency Dallas from check-in to check-out. Sponsor-provided Key Cards are distributed to NNA 2017 attendees upon check-in. Deadline for artwork is March 13, 2017.

Lanyards $3,500
How do you get your buyers to wear your company’s name throughout the show? Sponsor the badge lanyards that are distributed to all attendees at the registration desk. Deadline for artwork is March 31, 2017. NNA must approve artwork in advance.

Notepads $3,500
Conference attendees taking notes can’t miss your company's customized name and logo on this pad. Distributed in Conference tote bags, they will be one of the essential tools used daily. NNA must approve artwork in advance. Deadline for artwork is March 31, 2017.

Water Bottles (1 available) $3,500
Distributed at registration, these water bottles customized with your company's logo will be constant reminders of your company. The NNA will work with sponsors on the choice of the bottle. An NNA logo at least one third the size of the sponsor's logo must also appear on the bottle. The NNA must approve artwork in advance. Deadline for artwork is March 31, 2017.

Branded Pens $2,000
Every time an attendee uses this pen to write, your company’s name and logo will be etched in their minds. The custom pens will be distributed in tote bags and include a single color imprint of your company name or logo. The NNA must approve artwork in advance. Deadline for artwork is March 31, 2017.

Charging Station $2,000
Put your company logo and graphics out there for attendees to see this year as they charge their cell phones, computers or other devices on this free-standing electronic charging station to be located in the lobby area.

Media Lounger (1 available) $1,750
Cellular devices — and thumbs — get a rest with this handy media lounger. Cell phones stick to it without any magnets or sticky messes. Your company name and logo featured prominently on this handy 5” x 2-1/2” x 3” silver device. Distributed to attendees in our event tote bags.

Branded Highlighters $1,500
Put a handy highlighter in the hands of every attendee. The tri-color custom highlighters will be distributed in tote bags and include a single color imprint of your company name or logo. The NNA must approve artwork in advance. Deadline for artwork is March 31, 2017.

Letter Opener/Staple Remover (1 available) $1,250
This handy 7/8” x 5-3/16” x 5/16” tool has a letter opener at one end and an integrated staple remover at the other. Available in a variety of colors with your company name and logo imprinted on one side. Distributed to attendees in our event tote bags.

Luggage Tag $1,200
When hundreds of similar pieces of luggage come down the conveyor belt, these 2” x 3-1/2” x 3/16” durable, flexible vinyl tags will be spotted instantly! Rectangle shape is perfect for imprinting your company logo, tagline or contact information. Color options available. Distributed to attendees in our event tote bags.

SPF 15 Lip Balm $1,150
Your company name and logo prominently featured on this SPF 15 lip moisturizer label and distributed to attendees in our event tote bags. Available in an assortment of flavors and cap colors.

Welcome Reception Game Networking Bingo $1,000 — Sunday, June 4
Have your company logo front and center when hundreds of NNA 2017 attendees gather to play our most popular ice breaker, Networking Bingo. We’ve made making new friends fun and easy at our annual Conference, now your brand can be the only sponsor of this exciting networking activity.

Tote Bag Inserts (3 remaining) $750
What better way to get the attention of Conference attendees than with a tote bag insert? Your material will be distributed in the tote bags that attendees receive at registration. (Tote bag inserts can include, but are not limited to: flyers, brochures, candy, or other giveaways. Inserts cannot be water bottles, notepads or pens as these are separate sponsorships.) Deadlines apply.

General Exhibitor $2,500
In addition to the general sponsor opportunities, as a general exhibitor, your company is granted one (1) exhibitor table and two (2) full Conference registrations. Additional passes are $550 each.
NNA 2017 Mobile App Sponsorship Opportunities

Note: The NNA must approve all artwork in advance.

NNA Facebook Page Cover Photo
Followed by over 50,000 Notaries and reaching over 24,000 people during our annual Conference, your logo added to our themed Facebook cover photo during NNA 2017 will boost your company’s visibility and brand exposure.

NNA Facebook Event Page Cover Photo (1 available) $1,000
Reaching over 7,000 people leading up to and during our annual Conference, your logo will be featured on our Facebook Event Page, heightening your company’s visibility and brand exposure to this targeted audience.

Push Notifications (✓ 4 available) $500
Displaying within the NNA 2017 activity feed and on an attendee’s screen even if the app is closed, your messages provide an effective vehicle for you to remind attendees to stop by your booth, schedule a meeting, and announce a promotional giveaway.

Splash Page $500
A “brought to you by” message that fills the entire screen, free from distraction, will bring your company optimal brand exposure. The splash screen will be viewed every time an attendee opens our event within the app, which could be dozens of times each day.

Banner Ad (✓ 13 available) $350
Appearing at the top of our app screen, a banner ad is a cost effective way to build brand awareness and reach targeted attendees at NNA 2017. With three seconds of display time each time it appears and a link to your in-app sponsor profile, it will help generate the right leads.

To reserve your sponsorship opportunity for the NNA 2017 Conference, or for additional information, please contact:

Chris Sturdivant
Vice President, Business Development
818-739-4086
CSturdivant@nationalnotary.org

Michael Appleby
Business Development Executive
818-739-4099
MAppleby@nationalnotary.org

Sponsorship opportunities subject to change.

Photo courtesy of Dallas CVB
NNA's 2017 Sponsorship Application and Agreement

Choice of Sponsorship and/or Exhibit Booth

☐ Sponsorship Event/Item

Describe: ___________________________________________________________

Exhibit Booth: ☐ Yes ☐ No

Application
All applications are subject to approval by the National Notary Association. Full payment must accompany application.

Please Print or Type

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<th>Title</th>
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Attendee Information  Please Print or Type

1

Name | Job Title
Phone Number | Email Address

Number of previous Conferences attended

I am a U.S. Military Veteran ☐ Yes ☐ No
Do you require special accommodations under the ADA? ☐ Yes ☐ No

Please select the meal functions you will attend below

I will attend the following events ☐ Welcome Reception (Sunday, June 4) ☐ Gala Banquet (Tuesday, June 6)

If attending, please choose entrée: ☐ Chicken ☐ Beef ☐ Vegetarian

Breakfast: ☐ Monday, June 5 ☐ Tuesday, June 6 ☐ Wednesday, June 7

2

Name | Job Title
Phone Number | Email Address

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3

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Breakfast: ☐ Monday, June 5 ☐ Tuesday, June 6 ☐ Wednesday, June 7

Note: If you plan on sending more than three attendees, please make a copy of this form and use for your additional attendee's information.
Payment Information

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Terms and Conditions

A. Scope.

This agreement relates to the conference presented by the National Notary Association ("NNA") as identified in the companion NNA 2017 Sponsorship Program and Application ("Application"). The completed Application incorporates by reference all of the terms of this master contract. In submitting a signed Application, Sponsor agrees to the terms set forth in this Contract. The term "Contract," as used herein, refers to the terms set forth in this Sponsor's Contract. "NNA 2017" refers to the referenced NNA 2017 Conference in Dallas, Texas, June 4-7, 2017. "Sponsor" is an entity whose Application has been accepted by NNA. Subject to the availability of sponsorships at the level selected, the Application for Sponsorship for a particular event becomes a binding contract upon NNA's issuance of a confirmation notice after receiving a fully completed Application and good funds in the amount owed.

B. Objectives.

The NNA’s primary objective for NNA 2017 is to provide a unique educational framework for the dissemination of the newest ideas in the Notary industry. This objective is accomplished through the assembly of leaders from either a broad or targeted range of industry participants and the presentation of program activities to facilitate the exchange of information directed at solving needs related to the Notary business.

C. Terms of Sponsorship.

i) Sponsor agrees to sponsor NNA 2017 and to make a contribution in the amount and in the manner specified in the Application for the Sponsorship level selected by Sponsor. It is understood and agreed that Sponsor's sponsorship of NNA 2017 is not contingent upon any specific attendance levels or other manner of participation by NNA members and non-members at NNA 2017. Payment is required in full and must accompany your application. Application and payment are due on or before May 1, 2016. To the extent that any portion of a payment would not (if made as a separate payment) be deemed a qualified sponsorship payment under Section 513(i) of the Internal Revenue Code of 1986 (the "Code"), such portion of the payment and the other portion of such payment shall be deemed and treated as separate payments.

ii) During the term of this Contract, NNA hereby agrees to identify and acknowledge Sponsor as a sponsor of NNA 2017 at the level identified on the Application. Such identification and acknowledgment may include displaying Sponsor's corporate logo and certain other identifying information [as permitted in connection with qualified sponsorship payments under Section 513(i) of the Code and the Treasury regulations thereunder] on the NNA website in connection with NNA 2017 and on other appropriate promotional media and materials in connection with NNA 2017, as set forth in the Application.

D. Name and Logo Usage.

i) Sponsor hereby grants NNA a limited, non-exclusive, revocable license to use Sponsor's name, acronym, and logo during the term of this Contract for the purpose of identifying and acknowledging Sponsor's sponsorship of NNA 2017. The placement, form, content, appearance, and all other aspects of such identification and acknowledgement shall be determined by NNA in its sole discretion, which determination shall not be unreasonable. Notwithstanding the foregoing, NNA will make commercially reasonable efforts to confer with Sponsor before making its decision(s).

ii) On or before applicable deadlines, Sponsor shall provide to NNA all necessary logos and other information, content and materials (in printed, electronic and/or other form) for use in connection with its sponsorship of NNA 2017.

iii) NNA hereby grants to Sponsor a limited, non-exclusive, revocable license to use NNA's name, acronym, and logo during the term of this Contract for the purpose of promoting Sponsor's sponsorship of NNA 2017.

iv) A party's name, acronym, logos and other trademarks ("Marks") are and will remain its property. Neither party will take any action that jeopardizes the other party's proprietary rights or acquire any rights in the Marks, nor revise or alter the Marks in any way. The Marks must be displayed in the same form (and colors) as provided by each party unless otherwise agreed in writing.

E. Event Website Hyperlink.

During the term of this Contract, Sponsor shall be permitted to maintain an Internet hyperlink on the NNA event website to a connection with such hyperlink, Sponsor agrees and acknowledges that NNA does not endorse, approve, certify, or control Sponsor’s website and does not warrant, guarantee or make any representations regarding the accuracy, completeness, efficacy, timeliness, merchantability, or fitness for a particular purpose of the content or data located on such site. Reference on the Sponsor website to any specific product, process or service does not constitute or imply endorsement, recommendation or favoring by the NNA. The NNA is not responsible for, and expressly disclaims all liability for, damages of any kind arising out of use, reference to, reliance on, or performance of such content or data. Sponsor agrees to display a commercially reasonable privacy policy and to employ commercially reasonable security on its website.

F. Cancellation and Force Majeure.

i) Sponsor specifically recognizes that NNA will be harmed if Sponsor cancels its sponsorship at any time after this Contract goes into effect. Should Sponsor cancel participation at any time (except as permitted in Section L (b) due to NNA's material breach) or fail to make any payment that becomes due, Sponsor forfeits all monies paid and all right to sponsorship benefits. Upon the NNA's cancellation of NNA 2017 for any reason, the liability of the NNA shall be limited to a refund of fees paid by Sponsor. In the event of any cancellation, all rights, duties, liabilities, and obligations hereunder shall terminate.

ii) Neither NNA nor Sponsor shall be liable for any delays resulting from circumstances or causes beyond its reasonable control, including, without limitation, fire or other casualty, act of God, strike or labor dispute, war, act of terrorism, or other violence, or any law, order or requirement of any governmental agency or authority provided that the party experiencing the delay works diligently to overcome the cause of the delay as expeditiously as possible.

G. Assignment of Space.

Classification of exhibits and assignment of space will be determined by the character of the proposed exhibits and individual requirements and preferences. Once space has been approved by the NNA, no exhibit will be moved without agreement by the Sponsor. The NNA shall have the right to use such space as it sees fit to eliminate blank space in the exhibit area, provided such exhibit booth space is not occupied by one hour before the official Conference opening.


The NNA reserves the right to remove from the hotel premises any or all of the property of the Sponsor should the Conference be cancelled or relocated or should the Sponsor violate any of the conditions of the agreement. If the agreement is canceled for violation of such conditions, the NNA assumes no liability for the return of the sponsorship fee or any part thereof. In recognition of the common interest of all Sponsors and the NNA in maintaining the appropriate standards of decorum, THE SPONSOR WAIVES ANY AND ALL RIGHTS OF HEARING PRIOR TO THE REMOVAL OF PROPERTY FROM THE HOTEL OR EXHIBIT AREA FOR THE REASONS STATED ABOVE.

I. Exhibit Booths.

i) Standard exhibit booth equipment (table, chairs and tablecloth) will be provided by the NNA without cost to the Sponsor. Sponsor is responsible for any signage to be displayed in the exhibit booth. If a Sponsor plans to install a completely constructed display of such a character that the Sponsor will not require or desire the use of the standard booth equipment, no part thereof shall project as to obscure the view of the adjacent booths. Sponsors must have all packing equipment stored beneath their exhibit booth during exhibit area hours, with no equipment blocking walk-ways or intruding upon the neighboring exhibit space. Sponsors may not disrupt or alter in any way the electrical wiring. Sponsor's space should be attended or have materials prominently displayed at all times during exhibit hours of the Conference.

ii) Exhibits shall be shown only in the official exhibit area. Neither the Sponsors nor the non-Sponsors shall be permitted to display articles, equipment or information concerning services, or movies of such articles, equipment or services in private suites or rooms during the Conference, in accordance with prior agreements between the NNA and officials of hotel. No Sponsor shall permit any other corporation or firm or its representatives to use the space allotted to it, nor shall it display articles not manufactured or sold normally by it. Co-participation by any other corporation or firm or its representatives in space assigned to the original applicant must be by written permission of the NNA. No Sponsor will be allowed to block the visibility of another Sponsor.

iii) Nothing shall be posted on, or nailed, screwed or otherwise attached to columns, walls, floors, or other parts of the hotel exhibit area where permission from the proper building authority. Packing, unpacking and assembly of exhibits shall be done only in designated areas and conformity with direction of the NNA and hotel manager or their assistants. The Sponsor is solely and fully responsible for its own exhibit materials and should obtain insurance at its own expense.

iv) All displays must be in place and set up by the time of the official start of NNA 2017 unless other arrangements are agreed to in writing by both parties. Space not occupied or setup by that time may be reassigned for other purposes by the NNA. Set-up and tear-down times are subject to change.

| Exhibit Area Set Up | Sunday, June 4 | 11:00 a.m. to 5:00 p.m. |
J. Distribution of Printed Matter.

Neither Sponsor nor NNA shall distribute to the Conference attendees printed mat-
ters, samples, souvenirs and the like, except within rented space. Special distribution of such material elsewhere must be approved by the NNA.

K. General Terms and Conditions.

i) The following shall govern term and termination of this Contract:
   a. This Contract shall commence as specified in Section A above and will terminate at the conclusion of the parties’ obligations pertaining to NNA 2017.
   b. In the event either party commits a material breach of any provision contained herein, which remains uncured after thirty (30) days written notice specifying the breach, the non-breaching party may terminate this Contract. Upon expiration or termination of this Contract each party agrees to return any intellectual property provided by the other party and discontinue use of the other party’s intellectual property. In the event this Contract is terminated for material breach of a party following the commencement of the Sponsor-ship activities, the parties agree to nonetheless cooperate to the extent necessary to avoid interruption of NNA 2017 which may include continued use of Sponsor’s name in printed materials related to NNA 2017. Such cooperation shall not be construed or operate to waive any claim or defense a party may have.
   c. In addition, Sponsor may terminate this Contract upon written notice to NNA if it deter-
   mines that (i) a governmental, regulatory, or professional entity (including, without limitation, the American Institute of Certified Public Accountants, the Public Company Accounting Over-
sight Board, or the Securities and Exchange Commission), or an entity having the force of law has introduced a new, or modified an existing, law, rule, regulation, interpretation, or decision, the result of which would render Sponsor’s performance of any part of the Con-
   tract illegal or otherwise unlawful or in conflict with independence or professional rules; or (ii) circumstances change (including, without limitation, changes in ownership of NNA or any of its affiliated) such that Sponsor’s performance of any part of the Contract would be illegal or otherwise unlawful or in conflict with independence or professional rules or (iii) if, in the professional judgment of those partners responsible for the oversight of independence for Sponsor and its subsidiaries, such termination is necessary to avoid impairing or appearing to impair the independence of Sponsor, any of its affiliates, or other member firms of Spon-
   sor, and their respective affiliates, with respect to the provision of attest services to any client or potential client in accordance with applicable laws, regulations or professional standards, including, without limitation, the professional standards of the American Institute of Certified Public Accountants and the rules promulgated by the Securities and Exchange Commission to implement the Sarbanes-Oxley Act of 2002.

ii) Sponsor assumes entire responsibility, and hereby agrees to protect, indemnify, defend and save harmless the NNA, and the NNA 2017 facility, its officers, directors; owners; and affiliated companies; and all employees and agents of all of them (collectively, “Indemnitees”) against any personal injury to Sponsor or its officers, agents, employees or guests, or to any other person in attendance at NNA 2017. In addition, Sponsor agrees to indemnify and hold harmless the Indemnitees from and against any claims, damages, losses or exchanges however incurred, and including reasonable attorneys’ fees and costs, arising from any claim resulting, in whole or in part, from (a) Sponsor’s breach of this Contract; (b) NNA’s publication of Sponsor’s Marks pursu-
   ant to this Contract; and (c) the contents or subject matter of Sponsor’s website linked to the NNA event website. Sponsor specifically warrants that it owns and has all rights to the Marks licensed hereunder.

iii) All parties participating in the exhibit area of the NNA Conference are expected to use special care whenever they deem it necessary to hire temporary help to assist in their exhibit or hospitality activities, so that the personnel selected by them will be of a caliber in keeping with the high standards of the exhibition and Conference.

iv) The NNA undertakes no duty to exercise care, nor assumes any responsibility for the protection of the property of the Sponsor or its representatives, or of the property used in connection with the exhibit, from theft or damage or destruction by fire, accident or other cause. Small and easily portable articles shall be properly secured or removed after exhibition hours and placed in safekeeping by the Sponsor. Any protection exercised, in fact, by the NNA shall be deemed purely by the Sponsor. Any protection exercised, in fact, by the NNA shall be deemed purely by the Sponsor. Any protection exercised, in fact, by the NNA shall be deemed purely by the Sponsor.

v) Sponsor shall, at its sole expense, carry and keep in full force and effect at all times during the term of this Contract appropriate levels of insurance applicable to its activities under this Contract. Sponsor acknowledges that NNA does not maintain insurance covering Sponsor’s property, and that it is the sole responsibility of Sponsor to maintain appropriate insurance covering losses by Sponsor relative to its property.

vi) In NO EVENT SHALL EITHER PARTY BE LIABLE FOR INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL OR EXEMPLARY DAMAGES SUCH AS, BUT NOT LIMITED TO, LOSS OF REVENUE OR ANTICIPATED PROFITS OR LOSS BUSINESS, WHETHER IN AN ACTION IN CONTRACT OR TORT EVEN IF THE OTHER PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

vii) NNA MAKES NO REPRESENTATIONS OR WARRANTIES, AND SPECIFICALLY DISCLAIMS ANY REPRESENTATIONS OR WARRANTIES, EXPRESS, IMPLIED, OR STATUTORY, INCLUDING (WITH-
   OUT LIMITATION) ANY IMPLIED WARRANTY OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, NONINFRINGEMENT OF THIRD PARTY RIGHTS AND/OR ANY CLAIM OR DEFENSE A PARTY MAY HAVE.

viii) Sponsor shall comply with all federal, state and local laws and NNA has no responsibility for Sponsor compliance with applicable laws.

ix) It is not the intention of Sponsor or NNA that the parties exchange any confidential infor-
    mation during the term of this Contract. However, should either party decide to share such information in its performance of this Contract, it shall so notify the other party, and if such party has no objection to receiving the information, the following terms will apply:

   a. Sponsor agrees during and after the term of this Agreement, neither party shall, directly or indirectly, without the express written consent of the non-disclosing party, divulge, use, sell, exchange, furnish, give away, or transfer in any way any Confidential Information as hereinafter defined of the other party. The parties acknowledge that any Confidential Information that has been disclosed to the Non-Disclosing Party by the Disclosing Party (both terms as hereinafter defined) has been disclosed solely for the performance of its duties hereunder. The parties agree that all Confidential Information is the exclusive prop-
    erty of the Disclosing Party. If either party is served with any form of process to obtain any Confidential Information, the party served shall, to the extent permitted by applicable law, immediately notify the other party who served, if any, have the right to seek to quash such process.

   b. “Confidential Information” shall include, without limitation, information disclosed or provided by one party (the “Disclosing Party”) to the other party (the “Non-Disclosing Party”) which that Disclosing Party has designated as confidential; the names, addresses, and telephone numbers of all customers and members, and any other personally identifi-
    able information or any other information relating to any customers and members; and all other information known about the Disclosing Party by the Non-Disclosing Party.

x) This Contract and the rights granted to Sponsor hereunder are non-exclusive and, among other things, NNA reserves the absolute right to enter into similar agreements with third parties related to additional sponsorship opportunities for NNA 2017.

xi) The Contract shall be governed by, construed and enforced according to the laws of the State of California. The parties hereby irrevocably agree to submit themselves to the personal jurisdiction of the courts of Los Angeles County, California, which shall be the exclusive venue for all disputes relating to this agreement.

xii) NNA shall have full power in the interpretation and enforcement of the terms and conditions contained in this Contract, and the power to make, from time to time, such reasonable amend-
    ments thereto and to set such further terms and conditions as it shall consider necessary for the proper conduct of NNA 2017, provided, such new terms and conditions do not materially alter or diminish the contractual rights of Sponsor. The failure of NNA to enforce a term or condition of this Contract in one instance shall not be construed to limit NNA’s right to enforce the term or condition in any other instance. Neither shall it be construed to affect a waiver of any other term or condition of this Contract.

xiii) Sponsor shall not assign or delegate Sponsor’s rights or obligations under this Contract without NNA’s prior written consent.

xiv) This Contract may be amended or modified at any time by a writing executed by both of the parties hereto.

xv) All provisions of this Contract are severable. If any provision or portion hereof is determined to be unenforceable in arbitration or by a court of competent jurisdiction, then the remaining portion of the agreement shall remain in full force and effect.

xvi) All rights and remedies herein are cumulative and in addition to any and all other rights and remedies available at law or in equity.

xvii) The representations, warranties, limitation of liability, confidentiality, accrued payment obligations, and indemnities set forth in this Contract shall survive the expiration or other term-
    enation hereof.

xviii) This Contract constitutes the sole agreement of the parties with respect to the subject matter hereof and supersedes all previous oral agreements and understandings between the parties with respect to such subject matter. This Contract may be executed in one or more counterparts, each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument.