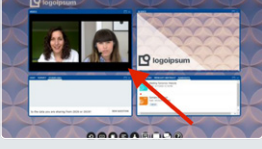


NEW! Watch our sponsorship [video](#) to learn more about where logos, documents and content will be placed during the conference.

| SPONSORSHIP | AMOUNT | BENEFITS |
|--|--------------------------------|--|
| PRESENTING/ DIAMOND SPONSOR  | \$15,000 1 AVAILABLE | <ul style="list-style-type: none"> Conference name to be “PCC presented by YOUR COMPANY LOGO” on all marketing materials and on the top of the conference skin (see photo) 4 exclusive social media posts (10,000+ followers) Full list of attendees sent 2 times Company can provide electronic handout to attendees 6 complimentary registrations Sponsor name announced at the beginning of the conference by the conference chair Digital ad to run 2 times before conference in IPAA’s Issues & Insight weekly e-newsletter Logo on website Logo on industry ads |
| PLATINUM SPONSOR  | \$10,000 | <ul style="list-style-type: none"> Company logo to appear at the bottom of the conference skin (see photo) 2 exclusive social media posts (10,000+ followers) Full list of attendees sent 1 time Company can provide electronic handout to attendees 4 complimentary registrations Sponsor name announced at the beginning of the conference by the conference chair Digital ad to run 2 times before conference in IPAA’s Issues & Insight weekly e-newsletter Logo will appear at bottom of marketing emails Logo on website Logo on industry ads |
| SESSION/ GOLD SPONSOR | \$7,500 | <ul style="list-style-type: none"> Company representative to moderate a panel and give 2-min. introduction of company and speakers Full list of attendees sent 1 time Company can provide electronic handout to attendees 2 complimentary registrations (excluding moderator) Sponsor name announced at the beginning of the conference by the conference chair Logo will appear at bottom of marketing emails Logo on website Logo on industry ads |
| VIDEO PLAYER/ GOLD SPONSOR  | \$7,500 | <ul style="list-style-type: none"> Logo to appear at the bottom of the video player throughout the conference Full list of attendees sent 1 time Company can provide electronic handout to attendees 2 complimentary registrations Sponsor name announced at the beginning of the conference by the conference chair Logo will appear at bottom of marketing emails Logo on website Logo on industry ads |
| REGISTRATION/ SILVER SPONSOR | \$5,000 | <ul style="list-style-type: none"> Custom graphic (provided by company) to be included in the final details email sent to all attendees prior to the conference Company can provide electronic handout to attendees 2 complimentary registrations Sponsor name announced at the beginning of the conference by the conference chair Logo on website |

► Continued on following [page](#).

| SPONSORSHIP | AMOUNT | BENEFITS |
|---|--|---|
| INTERMISSION/ COMMERCIAL SILVER SPONSOR* | \$5,000 ENTIRE BREAK OR | <ul style="list-style-type: none"> 8-minute long commercial (either informational or promotional) to appear during entire break—slide or video provided by company Company can provide electronic handout to attendees 2 complimentary registrations Sponsor name announced at the beginning of the conference by the conference chair Logo on website |
| | \$1,000 PARTIAL BREAK | <ul style="list-style-type: none"> 30-second to 1-minute long commercial (either informational or promotional) to appear during part of break—slide or video provided by company Placement will be decided first-come, first-served |
| | \$500 PARTIAL BREAK | <ul style="list-style-type: none"> 1 to 30-second long commercial (either informational or promotional) to appear during part of break—slide or video provided by company Placement will be decided first-come, first-served |
| HAPPY HOUR/ SILVER SPONSOR | \$5,000 | <ul style="list-style-type: none"> Immediately after the conference, sponsor to hold a happy hour for attendees IPAA will send out the invite (created by the company) to everyone registered 2 weeks prior to the conference and another one to those who have not registered for the happy hour the day before Sponsor will plan the details of the happy hour and will receive list of attendees who register with contact information Logo on website |
| BRONZE SPONSOR | \$2,500 | <ul style="list-style-type: none"> Company can provide electronic handout to attendees 1 complimentary registration Sponsor name announced at the beginning of the conference by the conference chair Logo on website |
| HANDOUT SPONSOR | \$1,000 | <ul style="list-style-type: none"> Company can provide electronic handout to attendees 1 complimentary registration |
| WEBPAGE SPONSOR | \$1,000 | <ul style="list-style-type: none"> Company provides web banner ad (728x90px) to be placed on PCC webpage with custom hyperlink 1 complimentary registration |

*Sponsor benefits are for those who purchase an entire break.

- ▶ Complete **SPONSORSHIP FORM** on following [page](#).
- ▶ All materials must be provided to IPAA no later than **Thursday, January 7, 2021**.
- ▶ We would love to include your organization in this year's program. If you would like to customize a package or have questions, contact Nikki Thomas at nthomas@ipaa.org.

NEW! Watch our sponsorship [video](#) to learn more about where logos, documents and content will be placed during the conference.





Sponsorship Form



Event Name: 2021 Private Capital Conference

Event Date: January 21, 2021

Company Name: _____

Sponsor Representative: _____

Business Address: _____

City, State: _____ ZIP/Postal Code, Country _____

Business Phone: _____ Email: _____

Company Website: _____

Sponsorship Level: _____

Sponsorship Value: \$ _____ Total: \$ _____

Sponsor Description: _____

**Sponsor must provide an .eps vector file of company logo or placement cannot be guaranteed on printed materials or website produced by IPAA.*

.eps vector company logo is included with this agreement

METHOD OF PAYMENT (check one)

Check enclosed in US\$ _____ Credit Card MasterCard VISA American Express

Make payable to **IPAA** and add **2021 PCC** in the memo line.

Card Number: _____

Please Note: Your sponsorship is not finalized until it's been confirmed by Nikki Thomas and you have signed the [Terms & Conditions Agreement](#). At that time, your credit card will be charged the full amount of the sponsorship.

Expiration Date: _____

Name on Card: _____

Signature: _____

RETURN FORM

EMAIL Nikki Thomas at nthomas@ipaa.org

QUESTIONS? 202.857.4742

MAIL IPAA
1201 15th Street NW, Suite 300
Washington, D.C. 20005

TERMS AND CONDITIONS OF SPONSORSHIP

1. AGREEMENT These terms and conditions of sponsorship (the "Terms and Conditions") are entered into by IPAA ("IPAA") and the sponsor ("Sponsor"), whose name is set forth on the Event Sponsorship Form (the "Sponsor Form"). Together, the Sponsor Form and these Terms and Conditions (collectively, the "Sponsorship Agreement") shall govern the performance of the Sponsor (the "Sponsorship"), as described further in this Sponsorship Agreement. Capitalized terms not otherwise defined in these Terms and Conditions shall have the meanings ascribed to them in the Event Sponsorship Form. Unless otherwise specifically noted, all references in these Terms and Conditions to paragraphs or sections will refer to the paragraphs and sections of these Terms and Conditions. IPAA reserves the right to accept or refuse any Sponsorship Agreement or proposed Sponsorship, in its sole discretion.

2. PAYMENT & CANCELLATION POLICY Full payment must be received with the Sponsor Form to secure the Sponsorship. Without full payment, IPAA cannot guarantee and will not reserve the Sponsorship for Sponsor. All requests for cancellation of a Sponsorship must be submitted in writing. All paid and guaranteed Sponsorships cancelled in writing (as set forth in the Terms and Conditions) at least ninety (90) days in advance of the Event will receive a fifty percent (50%) refund of the total Sponsorship fee. No refunds or credits will be issued on cancellation requests received less than ninety (90) days prior to the scheduled Event. Sponsorships are non-transferable.

3. TERM The term of the Sponsorship Agreement shall commence on the date hereof and shall continue in full force and effect until the conclusion of the Event.

4. SPONSORSHIP APPROVAL All Sponsorship activities and promotions are subject to approval by IPAA. IPAA reserves the right to restrict, prohibit, or remove any activity, material, or promotion by Sponsor which, in its opinion and at its sole discretion, becomes objectionable for any reason and may detract from the general character of the Event. Such activities and promotions may include, but are not limited to, persons, objects, conduct, printed materials and anything which IPAA determines to be objectionable. In no event shall IPAA be liable for any expenses incurred as a result of such restriction, prohibition or removal.

5. CHOICE OF COMPANY LOGO Upon Sponsorship Agreement, Sponsor may provide IPAA with multiple versions of Sponsor logo. IPAA will select the best version of Sponsor logo for the most effective collateral production.

6. COMPANY RECOGNITION A Sponsorship shall exist under one (1) corporate brand name only, and cannot be shared between two (2) or more entities, unless special circumstances warrant shared recognition.

7. SPONSORSHIP MATERIALS IPAA retains complete control over the design of all materials produced to fulfill the Sponsorship. All materials used to advertise the Event shall remain the property of IPAA. If the materials contain an IPAA logo, the materials must also contain the following: (i) the Date of the Event; (ii) the name of the Event; and (iii) the IPAA Event Logo provided by IPAA specifically for the Event. Under no circumstance can Sponsor use an IPAA Logo that is not specifically provided in connection with the sponsored Event. IPAA hereby grants Sponsor a limited, royalty free, fully paid-up, non-exclusive, non-transferable, terminable right and privilege to use the specifically provided IPAA Logo for the sole purpose of marketing the Event as described above. No other right, property, license, permission or interest of any kind in or to the use of any intellectual property rights of IPAA is or is intended to be given to, transferred to, or acquired by Sponsor. Sponsor agrees to comply with the marking provisions of the trademark laws of the United States. Sponsor agrees that its use of the IPAA Logo inures to the benefit of IPAA and that Sponsor shall not acquire any rights as a result of this limited license. Any use of IPAA's intellectual property that exceeds the limited license set forth above shall constitute a material breach of this Agreement.

8. COSTS & EXPENSES All costs, fees, and expenses not directly covered as benefits of Sponsorship are the full responsibility of the sponsor, i.e. electricity or food and beverage being offered in booth.

9. INDEPENDENT CONTRACTOR Each party is an independent contractor. This Sponsorship Agreement does not constitute either party as an agent, representative or partner of the other and neither shall have the authority to enter into contracts or obligations on the other's behalf. Each party shall be solely responsible for all debts and obligations incurred by it in performing its obligations under the Sponsorship Agreement, including, without limitation, all obligations to and in respect of its employees, and each party agrees to indemnify the other to the extent a party is held to be liable for a debt or obligation of the other party under this paragraph.

10. INTELLECTUAL PROPERTY Subject to the provisions below relating to termination of the Agreement, IPAA's trademarks, service marks, brand names, logos and artwork displayed on the signs and other materials hereunder, and all trademark rights or copyrights in such signs and other materials, shall be and remain the sole and exclusive property of IPAA. Sponsor shall not have the right to use in any way or reproduce for any purpose the corporate or trade names, trademarks, service marks, logos or other proprietary symbols of IPAA without the IPAA's prior written consent. IPAA's use of Sponsor's name and logo pursuant to the Sponsorship does not convey IPAA's approval, endorsement, certification, or referral of any product or service provided by Sponsor.

11. CONFIDENTIALITY "Confidential Information" means information exchanged by the parties that is not generally known to the public and at the time of disclosure is identified as, or would reasonably be understood by the receiving party to be, proprietary or confidential. Confidential Information may be disclosed by a party in oral, written, visual, electronic or other form. The party receiving any such Confidential Information ("Receiving Party") will use the same care and discretion to avoid disclosure, publication or dissemination of any Confidential Information received from the party disclosing such Confidential Information ("Disclosing Party") as the Receiving Party uses with its own similar information that it does not wish to disclose, publish or disseminate (but in no event less than a reasonable degree of care). Except as otherwise expressly permitted under this Sponsorship Agreement, the Receiving Party shall not: (a) disclose, duplicate, copy, transmit or otherwise disseminate in any manner whatsoever any Confidential Information of the Disclosing Party; (b) use the Confidential Information of the Disclosing Party (i) for the Receiving Party's own benefit or that of any third party, (ii) to the Disclosing Party's detriment, or (iii) for any purpose other than performance of this Agreement; (c) commercially exploit any Confidential Information of the Disclosing Party; or (d) acquire any right in, or assert any lien against, the Confidential Information of the Disclosing Party. Confidential Information shall also include the terms of this Agreement. This paragraph shall survive the termination of this Agreement.

12. COMPLIANCE WITH LAWS Sponsor will perform all of its obligations to IPAA in compliance at all times

with all United States federal, state and local laws, rules, statutes, enactments, orders and regulations, including those of any governmental agency, and all interpretations of and changes, supplements or replacements to, any of the foregoing that are applicable to Sponsor in performing its obligations for the Event. Sponsor is duly licensed, authorized or qualified to do business and is in good standing in every jurisdiction in which a license, authorization or qualification is required for ownership or leasing of assets or the transaction of business of the character transacted by it except where the failure to be so licensed, authorized or qualified would not have a material adverse effect on Sponsor's ability to fulfill its obligations under this Sponsorship Agreement.

13. INDEMNIFICATION Sponsor agrees to indemnify and hold IPAA, the Event facility and its owners, officers, committees, directors, employees and agents (collectively, the "Indemnitees") harmless from any and all claims, damages, costs, losses, expenses, causes of action, liabilities and obligations of whatever nature or type, which the Sponsor has, or may have, or which have been, or could have been, or in the future otherwise might have asserted against it in connection with acts of the Sponsor, its directors, shareholders, officers, agents or employees. Upon signing this Agreement, Sponsor expressly releases the Indemnitees from any and all claims for loss, damage or injury.

14. NOTICES Notices (including any consent or communication hereunder) must be in writing and may be given by first class mail (return receipt requested) or hand delivered to the address set forth below for IPAA, and to the address set forth on the Booking Form, as supplied by Sponsor. Either party may change its notice address by using this procedure. To IPAA: IPAA, 1201 15th St., NW, Ste. 300, Washington, DC 20005 USA.

15. TERMINATION

- In the event that the Event does not occur, IPAA will refund the Sponsorship fee amount to Sponsor within thirty (30) days of providing notification to Sponsor of termination of the Event.
- Sponsor may terminate this Sponsorship Agreement by providing written notice of such cancellation to the IPAA no less than ninety (90) days prior to the Event; provided, however, that Sponsor will receive fifty percent (50%) refund of the total Sponsorship fee and provided further, that upon IPAA's receipt of such notice of cancellation, IPAA reserves its right to remove all references to Sponsor from any and all Event materials. In the event that Sponsor fails to provide IPAA with notice of its intent to terminate the Sponsorship Agreement more than ninety (90) days prior to the Event, IPAA will not refund the Sponsorship fee; provided, however, that Sponsor reserves the right to remove all references to Sponsor from any and all Event materials.
- IPAA may terminate this Sponsorship Agreement at any time in the event of material breach of this Sponsorship Agreement (including without limitation non-payment of fees) by Sponsor.
- IPAA may terminate this Sponsorship Agreement without cause upon written notice provided to Sponsor no less than ten (10) days prior to the Event. In the event that IPAA terminates the Sponsorship Agreement following a material breach, Sponsor shall receive no refund of the Sponsorship fee. However, when terminated by IPAA without cause, IPAA shall refund one hundred percent (100%) of the total Sponsorship fee that Sponsor has paid as of the date of notice within thirty (30) days of providing such notice.

16. GOVERNING LAW This Sponsorship Agreement shall be governed by the laws of the District of Columbia, exclusive of its conflicts of law rules.

17. MISCELLANEOUS

- Amendments to the Sponsorship Agreement. No term of this Sponsorship Agreement may be amended, modified or waived without the express written permission of each party hereto.
- Representations and Warranties. EXCEPT AS EXPRESSLY SET FORTH IN THIS AGREEMENT, IPAA MAKES NO, AND EXPRESSLY DISCLAIMS ANY, REPRESENTATIONS OR WARRANTIES, EXPRESS OR IMPLIED, REGARDING THE EVENT, SPONSORSHIP OF THE EVENT AND SPONSORSHIP BENEFITS AND ANY OTHER SERVICE PROVIDED BY IPAA HEREUNDER. THE PROVISIONS OF THIS PARAGRAPH SHALL SURVIVE TERMINATION OR EXPIRATION OF THE AGREEMENT.
- Limitation of Liability. NEITHER PARTY WILL BE LIABLE TO THE OTHER PARTY FOR ANY INDIRECT, INCIDENTAL, CONSEQUENTIAL, EXEMPLARY, PUNITIVE OR SPECIAL DAMAGES ARISING OUT OF OR IN RELATION TO THIS AGREEMENT, INCLUDING LOST PROFITS REGARDLESS OF THE FORM OF THE ACTION OR THEORY OF RECOVERY, EVEN IF SUCH PARTY HAS BEEN NOTIFIED OF THE POSSIBILITY OF SUCH DAMAGES. THIS LIMITATION OF LIABILITY SHALL NOT APPLY TO THE INDEMNIFICATION OBLIGATIONS UNDER THIS SPONSORSHIP AGREEMENT OR EITHER PARTY'S BREACH OF ITS OBLIGATIONS OF CONFIDENTIALITY.
- Force Majeure. IPAA shall not be liable for any prevention or delay in performance resulting in whole or in part, directly or indirectly, from an Act of God, terrorism, civil disturbance, court order, natural disasters, wars, riots, actions by Federal, state or local governments, or any other circumstances or causes beyond the reasonable control of IPAA or its suppliers.
- No Waiver. No delay or omission by either party in exercising any right or remedy under this Sponsorship Agreement or existing at law or equity shall be considered a waiver of such right or remedy. No waiver by either party of any right or remedy whether under this Sponsorship Agreement or otherwise shall be effective unless in writing.
- Severability. If any provision of this Sponsorship Agreement is held to be invalid or unenforceable, it will be construed to have the broadest interpretation which would make it valid and enforceable. Invalidity and unenforceability of one provision will not affect any other provision of this Sponsorship Agreement.
- Assignability. Neither party to this Sponsorship Agreement may assign, transfer, sell, pledge, or hypothecate its right, title of interest in this contract or any part thereof, or any rights or privileges created thereby without prior written consent of the other party. Any assignment or attempted assignment contrary to this paragraph shall be null and void. This Sponsorship Agreement shall be binding upon all successors, legal representatives and permitted assigns of the parties.
- Entire Agreement. This Sponsorship Agreement constitutes the entire agreement of the parties hereto with respect to the subject matter hereof and supersedes any prior or contemporaneous written or verbal communications or representations regarding such subject matter. This Sponsorship Agreement may not be modified except in writing signed by both parties hereto.

SIGN & DATE BELOW

IPAA Representative: Nikki Thomas

Sponsor Representative: _____

Signature: _____

Signature: _____

Date: _____

Date: _____

ACCEPTANCE: Sponsor has read the Terms & Conditions of this Agreement. Sponsor understands that this Agreement shall be legally binding between IPAA and the Sponsor. Sponsor also understands that any changes in the information in this Agreement must be provided to IPAA in writing.