



FUTURE

Future B2B LLC

Terms and Conditions - Webinar Events

Each event includes:

- The minimum number of leads as defined in the pricing table. We do not charge for leads delivered above and beyond the minimum commitment.
- A dedicated event manager to handle logistics and project management
- Event platform and hosted registration page
- Event recording for use in on-demand lead generation needs after the event
- A unique URL which the client may use to send people to the event. These registrations are not counted in Future B2B's minimum commitment and, in multivendor events, are not shared with other event participants.

Future B2B will host the registration process and reserves the right to final approval of event title, creative imagery, and abstract. Why? **Our goal is to maximize your investment, so we reserve the right to rewrite or refine the abstract to best meet the objectives of the event.**

Lead filtering and targeting are not included unless otherwise specified in this agreement. The only exception is in the case of Vertical EcoCasts, for which all leads are guaranteed to be from the target vertical, as specified by the registrant at the time of registration.

Future B2B makes every effort to achieve the minimum stated registration goal prior to the date of the event. In the unlikely event that we are not able to meet the minimum registration goal by the event date, we reserve the right to fulfill the delta within 60 days post-event.

Future B2B lead forms include the following fields: First Name, Last Name, Email Address (Note: some users may choose to override this field with a personal email address. This is not blocked by our system and our system assumes this is the user's wish and we respect that), Country, State/Province (if USA or Canada), Phone Number (best efforts), Company Name, Job Title, Postal/Zip Code. By accepting this agreement, the client indicates an understanding that Future B2B cannot be responsible should a registrant choose to provide inaccurate information. We do not allow event registrations from citizens of the UK or EU.

Post-event reporting: Future B2B's standard post-event deliverables are a standard lead report in Excel XLS or CSV format. Upon request, we can format the Excel lead reports to enable easy upload into 3rd party platforms.

Every effort is made to maximize the number of new leads delivered with each event. However, we also recognize that multiple marketing touches are often required to create sales opportunities. As a result, our events feature a mix of net-new and multiple-touch opportunities.

Future B2B will fulfill its obligations under this agreement either directly or with the assistance of our partner network, or via a combination of the two methods. Use of partners is entirely at the discretion of Future B2B based on ensuring the best possible outcomes for the client.

Future B2B will review any claims of lead quality and, if deemed to be accurate, will replace said leads. Future B2B reserves the right to audit the leads in question to verify quality. All requests for lead review/replacement must be submitted to Future B2B no later than 30 days post-delivery.

For multivendor events:

- Future B2B makes no guarantees or warranties around the participation of other vendors in the event. At the time the event is pitched and sold, we can provide then-current information and accept no responsibility for any changes to the vendor lineup that may occur thereafter.
- Future B2B is not able to support client-provided suppression lists for lead generation purposes.

While it's an unlikely occurrence, Future B2B reserves the right to reschedule or cancel an event for any reason. If this happens, we will provide as much notice as possible. As a matter of course, we strive to stick to the schedule we've provided, but we occasionally have to reschedule or cancel an event. If we have to reschedule an event, we will work with you to ensure that you can still carry out your objectives. If we have to cancel an event, we will either reschedule your participation into another similar event or work with you on another mutually agreeable solution.

Client change requests (single vendor webinars). Any change requests by client, resulting in a webinar date change or a move to a different webinar, must be raised directly to Future B2B no less than 45 days prior to your confirmed webinar date(s). We are unable to accept change requests received within 45 days of your contracted webinar date.

Client change requests (multi-vendor webinars). Our events are carefully scheduled and marketed to ensure broad and pertinent participation from vendors and to create a compelling reason for our audience to attend. Vendor cancellations create challenges that are incredibly difficult to overcome and, in the past, have resulted in the need to completely cancel events for which our lead generation efforts had already begun. As such, the following cancellation table applies:

Cancellation Notice Period	% of fees payable
0 days or more	0%
22-29 days	50%
21 days or less	100%

Follow up communications with registrants are not carried out by Future B2B unless otherwise specified in this agreement.

Future B2B reserves the right to incentivize event registration, attendance, and engagement.