52ND ANNUAL CONVENTION

Opportunities

ABAI
Association for Behavior Analysis International

CE SIGNS

SOLD OUT

APP - GOLD SPONSOR

$12,000

Sponsor the official event mobile app used for schedules, CE scanning, and real-time updates. Your logo will be front and center on the splash screen every time an attendee opens the app. It's high-impact, high-frequency visibility all weekend long. Features your logo on event emails, plenary slides, welcome sign, website and program book. Includes one full-registration.

DEADLINE
04/25/2026

LANYARDS

SOLD OUT

TOTE BAG - REGISTRATION

$9,000

Keep your presence strong long after the event wraps up. As a tote bag co-sponsor, your logo will go wherever the attendees go, during the conference and beyond! Ensuring long-lasting visibility for your brand. Features your logo on event emails, plenary slides, welcome sign, website and program book.

DEADLINE
03/25/2026

INTERNATIONAL RECEPTION — $9,000

Sponsor the International Reception, where 700+ attendees from across the globe come together for an evening of cultural connection, conversation, and community. Featuring a short program, networking, hors d'oeuvres, and a cash bar. Features your logo on event emails, plenary slides, welcome sign, website and program book. **

DEADLINE 04/03/2026

DIRECTIONAL SIGNS — $8,625

Own the attendee journey with your logo featured on all directional signage throughout the event. This high-impact package features your logo on event emails, plenary slides, the welcome sign, website and program book. Includes one email blast, one social media share, and one full-registration. The ultimate visibility bundle!

DEADLINE 04/03/2026

ABAI SOCIAL — $8,500

Step into the spotlight by sponsoring the largest social event of the conference! The annual social is open to all attendees and brings together professionals from across the globe for a night of celebration and connection. This vibrant gathering features music, dancing, and a cash bar, creating the perfect atmosphere for attendees to unwind and network in a relaxed setting. Your logo will be featured on event signage, event emails, plenary slides, the welcome sign, website and in program book. Includes one mass email, one social media share and one full-registration. **

DEADLINE 04/03/2026

TOTE BAGS - BOOKSTORE — $7,000

bookstore tote bags, given to every attendee who makes a bookstore purchase. These reusable bags won't just circulate through the conference halls, they'll travel home, to campuses, clinics, and offices across the world. It's a practical, high-visibility branding opportunity that extends well beyond the event and keeps your name front and center long after the last session ends. Features your logo on event emails, plenary slides, welcome sign, website and program book. (Any leftover tote bags may be used at future events.)

DEADLINE 03/25/2026

BADGE/LUGGAGE TAG

FOUR SIDED TOWER — $4,600

the event. You provide the designs for all four panels, and we'll take care of the rest, from printing to placement. With full creative control, your organization can showcase messaging, branding, or visuals in a bold, elevated format seen by

DEADLINE
04/03/2026

HYDRATION STATION — $2,875

be displayed prominently on signage next to the water station, providing high-visibility exposure in a useful, appreciated space. Also features your logo on event

DEADLINE
04/03/2026

PASSPORT HOST

SOLD OUT

PLENARY ROOM WAIT SCREEN AD – PER DAY — $1,200

plenary session room, home to the event's most popular invited speakers. It's a daily

DEADLINE
04/03/2026

PROFESSIONAL HEADSHOTS INSTRUCTIONS — $800

Sponsor the take-home instruction cards given to attendees who participate in our free professional headshot service; one of the most in-demand perks of the event. Your logo will be printed directly on the card, which provides details on how to access their photos after the conference.

DEADLINE
04/03/2026

REGISTRATION WELCOME SIGN — $650

Welcome attendees as they check in by featuring your logo on small signage placed directly on the registration desks. It's a simple, strategic way to greet every attendee with your brand right from the start.

DEADLINE
04/24/2026

PASSPORT – EXHIBITOR ONLY — $575

Boost booth visits with the Passport Prize Drawing! As attendees collect signatures to enter the drawing, your booth becomes a must-stop destination. It's an easy and effective way to increase foot traffic, spark conversations, and create new connections. *(Exhibitors only)*

DEADLINE
04/03/2026

LEAD CAPTURE – EXHIBITOR ONLY $550

come together for an evening of cultural connection, conversation, and community. Featuring a short program, networking, hors d'oeuvres, and a cash bar. Features

DEADLINE
05/25/2026

WEBSITE AD – ONLINE PROGRAM $499

logo on the event schedule to boost brand visibility among highly engaged professionals planning their next steps. It's targeted, trusted exposure in the right place at the right time.

DEADLINE
03/25/2026

WEBSITE AD – CAREER CENTER $299

logo on the Career Center page to boost brand visibility among highly engaged professionals planning looking into employment opportunities. It's targeted, trusted exposure in the right place at the right time.

DEADLINE
03/25/2026

All items are first come first served.

* Pricing may be subject to change if the event center adjusts its fees. We will never alter your price unless there are changes from external vendors. Should that occur, we will notify you in advance, and you will have the option to cancel your sponsorship without penalty.

**Social events occasionally include complimentary opportunities for additional experiences within the event itself. As the primary social event sponsor, your organization will be recognized as the lead supporter of the overall gathering. As the main sponsor, you will receive first right of purchase and access to exclusive discounted pricing on these additional experience sponsorships before they become publicly available. If refused additional sponsors may also be featured for individual experiences within the event.

PROGRAM BOOK ADVERTISMENTS

PROGRAM BOOK – OUTSIDE BACK COVER

$11,000

Your ad on the program book puts your brand front and center alongside essential event info; like schedules, sessions, and maps that attendees rely on. It's a simple way to stay top of mind all conference long. FULL COLOR.

DEADLINE
03/25/2026

PROGRAM BOOK – INSIDE FRONT COVER

SOLD OUT

PROGRAM BOOK – INSIDE BACK COVER

$6,700

Your ad in the program book puts your brand front and center alongside essential event info; like schedules, sessions, and maps that attendees rely on. It's a simple way to stay top of mind all conference long. FULL COLOR.

DEADLINE
03/25/2026

PROGRAM BOOK – FULL PAGE

$1,850

Your ad in the program book puts your brand alongside essential event info; like schedules, sessions, and maps that attendees rely on. It's a simple way to stay top of mind all conference long. Black & White.

DEADLINE
03/25/2026

PROGRAM BOOK – HALF PAGE

$1,045

Your ad in the program book puts your brand alongside essential event info; like schedules, sessions, and maps that attendees rely on. It's a simple way to stay top of mind all conference long. Black & White.

DEADLINE
03/25/2026

PROGRAM BOOK – QUARTER PAGE

$550

Your ad in the program book puts your brand alongside essential event info; like schedules, sessions, and maps that attendees rely on. It's a simple way to stay top of mind all conference long. Black & White.

DEADLINE
03/25/2026

PACKAGE OPPORTUNITIES

VIRTUAL PACKAGE – 2 AVAILABLE

SOLD OUT

- Org listing on website
- Logo on event emails
- Web AD: Virtual Program page
- Web Ad: Career Central page
- One mass email
- Mobile app rotating banner
- One social media share
- One virtual full-registration

ON-SITE PACKAGE – 4 AVAILABLE

$2,900

- Org listing on website
- Logo on welcome sign
- 8.5"x11" Flyer at registration
- Half-page program book ad
- Logo on plenary slide
- Program book thank-you
- Logo on charging station
- One full-registration

DEADLINE
03/25/2026

COMBINATION PACKAGE – 4 AVAILABLE

$3,200

- Org listing on website
- Logo on event emails
- Logo on welcome sign
- Program book thank-you
- Quarter-page program book ad
- Logo on plenary slide
- Logo on charging station
- One-Full Registration

DEADLINE
03/25/2026

ULTIMATE PACKAGE - 2 AVAILABLE

$4,500

- Org listing on website
- Logo on event emails
- Web Ad: Virtual Program Page
- Web Ad: Career Central Page
- One mass email
- One social media share
- Mobile app rotating banner
- Logo on charging station
- Logo on plenary slide
- Logo on welcome sign
- Program book thank-you
- Half-page program book ad
- One virtual full-registration
- One full-registration

DEADLINE
03/25/2026

All items are first come first served.

* Pricing may be subject to change if the event center adjusts its fees. We will never alter your price unless there are changes from external vendors. Should that occur, we will notify you in advance, and you will have the option to cancel your sponsorship without penalty.

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ORDER FORM

OPPORTUNITY NAME	PRICE
	$
	$
	$
TOTAL	$

Name _____
Organization _____
Billing Address _____
City _____ State _____
Zip Code _____ Country _____
Email _____

Payment Method:

☐ Check (payable to "ABAI" in USD
Charge ☐ MC ☐ Visa ☐ AMX ☐ DISC
Card Number _____
Expiration Date _____ CCV Code _____
☐ Issue invoice for payment

Signature _____

F: (269) 492-9316
P: (269 492-9312
E: exhibits@abainternational.org

Association for Behavior Analysis International
550 W. Centre Ave. Ste 1
Portage, MI 49024

TERMS AND CONDITIONS

ABAI Advertisement, Marketing, and Sponsorship Terms and Conditions

Effective Date: 10/01/2024

"Advertiser" (as defined below) has executed a contract with "Publisher" (as defined below) for Publisher to publish advertisements, sponsorships or a marketing campaign for Advertiser. These Terms and Conditions supplement and are made a part of the contract between Advertiser and Publisher. These Terms and Conditions, together with the terms in the contract between the Advertiser and the Publisher constitute the entire agreement between the Advertiser and the Publisher. These Terms and Conditions govern all purchases of sponsorship, marketing, advertising, and print and digital advertising placements fulfilled by the Association for Behavior Analysis International (ABAI). These Terms and Conditions apply to all orders entered after the effective date above.

Defined Terms

"Advertiser"

"Advertiser" is the organization contracting with Publisher to publish an advertisement and/or provide marketing services.

"Publication"

"Publication" or "Publishing" may refer to book/journal publication, print and distribution on-site, setup of signage on-site, a digital advertisement going live online, social media posts, or an email campaign being sent.

"Publisher"

"Publisher" or "ABAI" refers to the Association for Behavior Analysis International, as the organization that will be responsible for publishing all advertisements, marketing campaigns, and sponsorships.

"Sponsor"

"Sponsored by" or "Sponsor" means content which supports an organization's desired brand message or views, but does not constitute endorsement by ABAI.

Approval Process

ABAI reserves the right to determine the suitability of all advertisements and other materials submitted by Advertiser and to reject those inconsistent with its mission or seek additional information from Advertiser to make a final decision. All submissions will be reviewed and approved by ABAI. You will receive confirmation of your submission from the ABAI office within 10 business days. If you do not receive a confirmation of your proposed submission, it has been rejected.

Term

The term of this agreement will be until the completion of the associated event, or a specific timeframe outlined as the length of a specific advertising campaign, as agreed in writing between the parties.

Compliance with Laws

Advertiser represents, warrants, and covenants that:

(a) They have full power and authority to enter into this Agreement and perform its obligations hereunder.

(b) Their performance of this agreement will not violate any contracts with third parties.

(c) All materials and digital files submitted to ABAI do not contain any computer viruses or other damaging code.

(d) All advertisement material and campaigns do not violate any rights of any third parties, including but not limited to copyright, trademark, patents, trade secrets, right to privacy, right of publicity, "Intellectual Property Rights," and civil rights.

(e) They are familiar with, and all ad materials and campaigns comply with, all applicable laws, regulations, and FTC and industry guidelines, including but not limited to local, state, federal, and international laws.

(f) Ads and ad campaigns will comply with ABAI's privacy policy, the California Online Privacy Protection Act, and the Self-Regulatory Principles for Online Behavioral Advertising at https://digitaladvertisingalliance.org/sites/aboutads/files/DAA_files/seven-principles-07-01-09.pdf.

(g) Email campaigns will comply with the 2003 CAN-SPAM Act available at https://www.ftc.gov/business-guidance/resources/can-spam-act-compliance-guide-business.

Advertiser confirms they have obtained all necessary consents and releases before submitting materials, and all statements and direct and indirect claims made in each ad are accurate, true, and supported by competent and reliable substantiation. Advertiser accepts that all ad preparation is Advertiser's responsibility.

File Requirements

Upon the purchase of any advertising, marketing, or sponsorships, Advertiser must be able to provide Publisher with a logo that is a high-quality transparent image, suitable for large-scale print, in both full color and single-color formats.

Any print proof sent by Publisher must be approved by Advertiser within five business days. In the absence of communication, the product may not be printed. In the event of a lack of response from Advertiser, no refunds will be issued.

Acceptance

Submission of an advertisement does not constitute a commitment by Publisher to publish or distribute the advertisement as-is. Publisher accepts an advertisement only by confirming in writing or publishing such ad.

Legal Review

Publisher does not assume any obligation to perform legal review of advertisements.

Advertisement Material Delivery

Failure of Advertiser to meet any deadlines may result in additional charges or denial of publication with no refund.

Advertiser shall be responsible for timely delivery to Publisher of all advertisement material necessary for publication and distribution of the ads, including all necessary artwork and/or digital files, the timing and formats of which may be more specifically set forth in the order. If all necessary materials are not received in time for the scheduled run date, and unless otherwise specifically instructed by Advertiser, the Publisher may, at its sole discretion, use artwork or other materials from previous ads placed by Advertiser, if applicable.

Publisher will not be responsible for advertisement material that is not properly formatted or displayed or that cannot be accessed or viewed because it was not received by Publisher in the proper form, in a timely manner, or in an acceptable technical quality for mobile or online publication.

Publisher accepts no responsibility for material formatting that varies based on device type or age.

Publisher is not responsible for reminders of any deadlines initially submitted and agreed to by Advertiser as a part of the contract.

Advertisement materials that do not conform to the order specifications may result in a higher price, delay in publication, or lack of publication with no refund.

Publisher prohibits and may postpone, cancel, or otherwise return, any advertisement material that violates its advertising or communication standards, including but not limited to advertising that violates applicable laws, promotes illegal goods, or promotes messages that are inconsistent with the mission of the Publisher. See the ABAI Communication Policy.

Rejection and Alteration of Advertisements

To ensure the integrity of Publisher's publications and for the benefit of our readers and all Advertisers, Publisher reserves the right to revise, reclassify, edit, or reject any ad material or any portion thereof at any time.

Publisher reserves the right to refuse to publish any advertisement text or other content for any reason and regardless of whether any such advertisement material was previously accepted by Publisher.

Publisher reserves the right to alter any advertisement material for the material to conform to Publisher's current mechanical or technical specifications.

Position Requests

For print advertisements, placement or location of advertising is not guaranteed. Any specific advertisement placement condition shall not be legally binding upon Publisher but will be treated as a request only. Publisher shall not be deemed in breach of this agreement if it does not publish or distribute an advertisement in a requested position.

Preparation and Delivery

Delivery of Advertisement material

For digital advertisements, Publisher will make final technical specifications electronically viewable to Advertiser. If advertisement materials are delivered late, Publisher is not required to guarantee full delivery of the advertisement on the previously agreed timeline.

Rejection of Advertisements

Publisher shall notify Advertiser when it rejects advertisement materials due to unsatisfactory technical quality, inappropriate content, or any other reason.

Advertiser shall notify Publisher when it rejects any proof due to unsatisfactory technical quality, errors, or any other reason.

Replacement or Removal of Digital Advertising

Once submitted, Advertiser may replace or cancel creative copy for advertisements only with written notice to Publisher. Publisher must confirm this change in writing and will communicate confirmation with Advertiser for it to go into effect.

Digital Ownership

As between the parties, Publisher owns all right, title, and interest in and to all content on the Publisher websites (except for advertisement materials) and all other content, html, and code. Nothing in this agreement or otherwise precludes Publisher from using any code, design, idea, concept, or material used in connection with this agreement on behalf of itself or any third party. Publisher owns all rights, title, and

interest in and to any data about users of its websites. Advertiser authorizes Publisher to bring any claims Publisher may in its reasonable discretion choose to pursue to prevent third party use of the content or data contained in any advertising, without Advertiser's consent.

Copyright

The Publisher owns all rights to their logo, designs, themes, and content. Advertisers are prohibited from copying, reproducing, or repurposing the publisher's assets without consent. For the publication of related content, a written request for permission as well as prior submission of content for review and approval is required.

Email Campaigns: Advertising Content

Upon signing of the contract, Advertiser will provide Publisher with images and other content it would like to include in its email advertisement. If Advertiser does not provide all content for the advertisement, ABAI will add additional content that the provider has the right to use for this purpose and will retain its rights in such added content.

Email Campaigns: Approval

Publisher will provide Advertiser with a copy of the advertisement to review prior to deployment of the email campaign. Advertiser must object to the advertisement within 5 business days, or it will be deemed approved.

Email Campaigns: Cancellation Policy

Upon receipt of a signed contract, work begins, and expenses are incurred. Therefore, email campaigns cannot be cancelled once content is submitted.

Liability for Errors/Omissions/Cancellations

For All Placements

It is Advertiser's responsibility to check for errors in its advertisements before and after publication. Advertiser shall check the first appearance of advertisements for correction. Publisher shall not be liable for any publication in which the proof was authorized by Advertiser prior.

Publisher is not responsible for errors on copy received after deadline and assumes no financial responsibility for typographical errors.

Publisher is not responsible for errors involving orders, cancellations, or corrections given orally. Written or facsimile confirmation of orders, cancellations, or corrections must be received prior to Publisher's print/cancellation deadline.

Publisher will publish and distribute advertisements and bill Advertiser for all orders that are not canceled prior to the deadline. Advertiser may be subject to a cancellation charge when such cancellation results in production delays.

Digital Only

If Publisher is unable to display any digital advertisement for any reason, it shall at its discretion either:

(a) provide substitute advertising of comparable value ("makegood"), or

(b) refund to Advertiser a portion of the fee Advertiser has paid to Publisher.

Publisher's total liability for breach or violation of this contract or for failure to publish or display any digital advertisement or for errors and omissions in a digital advertisement shall be limited to a refund of any amount paid for such digital advertisement.

Print Only

Publisher's total liability for breach or violation of this contract or for failure to publish or display any advertisement or distribute any advertisement insert shall be limited to a refund of any amount paid for such placement.

Publisher's liability for errors or omissions in print display advertisements shall be limited to the cost of advertising space in an amount equal to the erroneous portion of the advertisement.

Publisher shall have no liability for, and no credit shall be issued to Advertiser for, errors that do not materially affect the value of the advertisement or advertising insert or where Advertiser is responsible for the error or omission. In the event Advertiser has paid a premium for a particular position, damages for failure to publish in a particular position shall be limited to the refund of the premium paid. With respect to advertising, such reimbursement shall be limited to a refund of that portion of the premium associated with the portion of the advertising inserts that were not distributed in accordance with the specific position request.

Financial Terms

Rates

Unless otherwise specified in the order, Advertiser agrees to pay Publisher's published rates in effect for applicable advertising at the time of placement.

Payment

Advertiser shall pay all Invoices within 15 days of the invoice date or as otherwise stated on the invoice. "Invoice" refers to any electronic or paper request for payment regardless of the title of the document. Invoices may be titled "statement" or "bill."

Deposit

A *50% deposit is due within* one week of approval. The *balance is due before the print /submission deadline.* Failure to remit the balance by the dates specified constitutes cancellation of the contract, and the reserved product will be subject to resale without refund of deposit.

Invoice Disputes

Advertiser waives any dispute regarding any item included in an invoice unless notice and amount of such dispute is provided to Publisher within thirty (30) days of the invoice date. Send such notices to exhibits@abainternational.org or call the number on the invoice.

Late Payment and Collections

Except for invoiced payments that Advertiser has successfully disputed, Advertiser shall be responsible for all amounts invoiced by Publisher and all costs incurred by Publisher in connection with the collection of any amounts owing hereunder, including without limitation, collection fees, court costs, and reasonable attorney fees.

Rate Changes

Publisher shall have the right to revise the advertising rates set forth in this agreement at any time upon notice to Advertiser of such rates. Advertiser may terminate this agreement on the date the new rates become effective by giving written notice within 30 days of such termination.

If Publisher is printing the advertisement and there is an increase in the cost of paper at any time during the term of this agreement, Advertiser understands and agrees that the advertising rates in the order may be adjusted to reflect that increase automatically upon the effective date of the cost of paper increase.

Termination

Should a digital Advertiser wish to cancel a reservation before the deadline, a 30% (USA currency) administrative fee will be retained. Should any non-digital advertiser or sponsor wish to cancel a reservation before the print deadline a $250 (USA Currency) administrative fee will be retained. Cancellation after this date obligates Advertiser to full payment. No refunds will be made after this date. No refunds will be made if cancellation is made after proof is approved and the product has been printed or published. All cancellations must be in writing.

Publisher shall have the right to terminate this agreement at any time, with or without notice to Advertiser, for Advertiser's failure to remit payment for invoices by the due date of such bills.

Publisher shall have the right to terminate this agreement for any reason and at any time by written notice to Advertiser. Any non-rendered services or publications will be refunded.

Advertiser shall have the right to terminate this agreement at any time by written notice to Publisher. Refunds shall apply to the cancellation date and publication status of the product.

Other Terms

Force Majeure

Except for payment obligations, neither party will be liable for failure to perform any obligation required under this agreement when such failure is due to fire, flood, unavoidable accident, government action, legal restrictions, electronic or electrical interference, system failure, technical failure, equipment breakdown, failure of any third-party system or product, or any other cause beyond the control of that party.

Endorsement

The execution of services, products, or equipment through Publisher does not constitute endorsement by ABAI. Advertiser is not permitted to represent in any manner that its goods or services have been endorsed by ABAI.

Relationship of Parties

Nothing in this agreement creates any agency, joint venture, partnership or other form of joint enterprise, employment or fiduciary relationship between the parties. Publisher is an independent contractor pursuant to this agreement. Neither party has any express or implied right or authority to assume or create any obligations on behalf of or in the name of the other party or to bind the other party to any contract, agreement or undertaking with any third party.

Indemnification

Advertiser shall defend, indemnify and hold harmless Publisher and its affiliates, subsidiaries, and their respective directors, officers, principals, managers, members, partners, shareholders, employees, and controlling persons and their affiliates (Publisher and each such person being an "Indemnified Party"), against any and all losses, damages, liabilities, deficiencies, claims, actions, judgments, demands, settlements, interest, awards, penalties, fines, costs, or expenses of whatever kind, including attorneys' fees, fees and the costs of enforcing any right to indemnification (collectively, "Losses"), arising out of or resulting from its breach of this agreement; negligence or willful act or omission of Advertiser or its personnel or affiliates in connection with its performance of its obligations under this agreement; the content of, or representations made in any advertisement or any website linked to from an advertisement; and any other claims of any nature arising from or attributable to the publication or distribution of any advertisement.

Limitation of Liability

Except with respect to Advertiser's indemnification and confidentiality obligations, in no event will either party be liable to the other for any consequential, incidental, indirect, exemplary, special or punitive damages whatsoever (including damages for loss of use, revenue or profit, business interruption and loss of information), whether arising out of breach of contract, tort (including negligence) or otherwise, regardless of whether such damage was foreseeable and whether or not such party has been advised of the possibility of such damages. In no event shall Publisher be liable to Advertiser for any amount greater than the amount paid by Advertiser to Publisher under this agreement. In addition, any liability of Publisher is limited as stated above under *Liability for Errors/Omissions/Cancellations*.

Advertiser Represented by Employee

Advertiser's representative represents and warrants they possess all necessary authority to enter into this agreement on behalf of Advertiser. The employee represents and guarantees they have all necessary authority to enter into this agreement on behalf of Advertiser.

License to Ad Materials

Advertiser grants Publisher a non-exclusive, perpetual, irrevocable, and worldwide license to copy, store, display, print, and distribute any and all advertisement materials provided by Advertiser or its agents, including but not limited to photographs, artwork, text, and graphics, in any media, presently known or unknown, including but not limited to Publisher's electronic publications on the internet and in any archival retrieval system whether that information is digitally stored or stored on any other media.

Publisher has no obligation to return any material (including advertisement material) submitted to Publisher by or on behalf of Advertiser to Advertiser or any other party, and Publisher shall have no liability for its loss or destruction.

Confidentiality

Publisher may disclose or make available to Advertiser information about its business affairs and services, confidential information and materials comprising or relating to intellectual property rights, third-party confidential information and other sensitive or proprietary information, as well as the terms of this agreement including but not limited to the pricing and rates, whether orally or in written, electronic or other form or media, and whether or not marked, designated, or otherwise identified as "confidential." Following receipt/disclosure of such confidential Information, Advertiser shall:

(a) Protect and safeguard the confidentiality of Publisher's confidential information with at least the same degree of care as Advertiser would protect its own confidential information, but in no event with less than a commercially reasonable degree of care.

(b) Not use Publisher's confidential information, or permit it to be accessed or used, for any purpose other than to exercise its rights or perform its obligations under this agreement.

(c) Not disclose any such Confidential information to any person, except to Advertiser's representatives who need to know the confidential information to assist Advertiser, or act on its behalf, to exercise its rights or perform its obligations under this agreement.

Advertiser shall be responsible for any breach of this section caused by any of its representatives or agents. At any time during or after the term, at Publisher's written request, Advertiser and its representatives shall promptly return or destroy all confidential information and copies thereof that it has received under this agreement.

Governing Law and Venue

This agreement, including all order documents, and all matters arising out of or relating to this agreement, shall be governed by, construed, and enforced in accordance with the substantive law (excluding choice of law provisions) of the State of Michigan. Any and all actions concerning any dispute arising hereunder shall be filed and maintained only in the State Courts residing in Kalamazoo County, Michigan or the United States District Court for the Western District of Michigan. Both parties hereby consent to and submit to the exclusive jurisdiction and venue of the preceding courts and agree that such State and Federal courts shall be the exclusive forum for such disputes.

Complete Agreement, Modification, and Waiver

This agreement constitutes the final, complete, and exclusive statement of the terms of the agreement between the parties with respect to all advertising and supersedes all prior and contemporaneous understandings or agreements of the parties, unless otherwise noted in this agreement. This agreement may be modified only by a written document signed by an authorized representative of both parties. Waiver of any of the terms of this agreement by Publisher in any instance shall not prevent Publisher from subsequently enforcing any provision of this agreement in accordance with its terms.

Initials I acknowledge and agree to the terms set forth in this agreement

Signature:_____ Date: _____