

AMENDMENT TO SPONSORSHIP AGREEMENT

This Amendment to Sponsorship Agreement is dated May 28, 2020 (the "**Amendment**"), and is between Orlando/Orange County Convention & Visitors Bureau, Inc. d/b/a Visit Orlando, a Florida not-for-profit corporation ("**Visit Orlando**"), and International Association of Exhibitions and Events, a Texas not-for-profit corporation ("**Organizer**").

WHEREAS, the parties have entered into a Sponsorship Agreement, dated November 25, 2019 (the "**Agreement**"); and

WHEREAS, the parties hereto desire to amend the Agreement to reflect a reduction in the Events, Sponsor Benefits, and Sponsorship Fee due to the COVID-19 pandemic; and

NOW, THEREFORE, in consideration of the foregoing and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Definitions. Capitalized terms used and not defined in this Amendment have the respective meanings assigned to them in the Agreement.

2. Amendments to the Agreement. The Agreement is hereby amended as follows:

Schedule A is deleted and replaced with the Schedule A-1 attached hereto.

Schedule B is deleted and replaced with the Schedule B-1 attached hereto.

Schedule C is deleted and replaced with the Schedule C-1 attached hereto.

Each reference to Schedule A, Schedule B, or Schedule C in the Agreement is deleted and replaced with Schedule A-1, Schedule B-1, or Schedule C-1, respectively.

3. Limited Effect. Except as expressly provided in this Amendment, all of the terms and provisions of the Agreement are and will remain in full force and effect and are hereby ratified and confirmed by the parties. Without limiting the generality of the foregoing, the amendments contained herein will not be construed as an amendment to or waiver of any other provision of the Agreement or as a waiver of or consent to any further or future action on the part of either party that would require the waiver or consent of the other party. This Amendment constitutes the sole and entire agreement between the Parties with respect to the subject matter contained herein, and supersedes all prior and contemporaneous understandings, agreements, representations, and warranties, both written and oral, with respect to such subject matter.

By signing below, Visit Orlando and Organizer each agree that it has carefully read and fully understood this agreement, and each agrees to be bound by terms of this agreement with each signatory representing and warranting he/she has authority to sign for and bind the indicated party.

**ORLANDO/ORANGE COUNTY
CONVENTION & VISITORS BUREAU,
INC.**

By: Keith Swider
Name: KEITH SWIDER
Title: VP-OF FINANCE & BUSINESS
AFFAIRS

**INTERNATIONAL ASSOCIATION OF
EXHIBITIONS AND EVENTS**

By: Cathy Braden
Name: Cathy Braden
Title: EVP/CEO

SCHEDULE A-1

Events

Event	Dates	Location
Expo! Expo!	December 3-5, 2019	Mandalay Bay Resort & Casino Las Vegas, Nevada

SCHEDULE B-1

Sponsor Benefits

Organizer shall provide Visit Orlando, as the sponsor, with the following (“**Sponsor Benefits**”):

Expo!Expo!

- Sponsorship of Opening General Session: Day One
 - Recognition of Visit Orlando and Orange County Convention Center (“OCCC”) as general session partners on the video screen at the beginning and end of the session
 - Recognition of Visit Orlando and OCCC as partners of the session on all schedules, signage, emails, and communications that mention the opening general session
 - Opportunity for Visit Orlando and OCCC to provide welcome remarks or video (not to exceed 2 minutes) to the general session attendees (subject to IAEE’s prior reasonable approval of such remarks/video).
 - Opportunity for Visit Orlando and OCCC to introduce the guest speaker
 - Recognition of Visit Orlando and OCCC at the entrances and exists of the opening general session
 - Branded communication pieces that recognize Visit Orlando and OCCC as sponsors of the general session.
- Sponsorship of Industry Leadership Dinner – Monday, December 2
 - Attendance for up to 4 Visit Orlando or OCCC attendees
 - Onsite recognition of Visit Orlando and OCCC as sponsors of the dinner
 - Recognition of Visit Orlando and OCCC as sponsors on the Event mobile app
 - Visit Orlando and OCCC logos on IAEE web site
 - Opportunity for Visit Orlando and OCCC to provide welcome remarks (not to exceed 2 minutes) to dinner guests
 - Opportunity for Visit Orlando and OCCC to provide amenity of gift to dinner guests
 - IAEE to provide guest list to Visit Orlando after the event
- Partner recognition sign provided to Visit Orlando and OCCC to be displayed in their booth(s)
- Recognition of Visit Orlando and OCCC on the Event mobile app
- Link to Visit Orlando and OCCC’s web pages on Expo!Expo! web site

- A total of 6 invitations for Visit Orlando and OCCC attendees to attend Partner Reception hosted by IAEE Board of Directors
- A total of 6 full Event meeting registration passes for Visit Orlando and OCCC
- Visit Orlando and OCCC logos in all branded Expo!Expo! email communications promoting the Event
- 20% discount on all IAEE advertising (including Expo!Expo! and any additional advertising)
- Pre and post show attendee email list provided to Visit Orlando (excludes those that requested to opt out of all exhibitor communications)
- One \$3600 credit towards Expo!Expo! 2020 booth space.

Additional Benefits

- IAEE membership for Visit Orlando for March 2020-February 2021
- IAEE membership for OCCC for October 2019 – September 2020

SCHEDULE C-1

Sponsorship Fee

Sponsorship Fee

\$50,000 (“**Sponsorship Fee**”) to be paid by Visit Orlando to Organizer within 45 days of receipt of invoice from Organizer.