



FuturePace

Work Order #7

Client: Visit Orlando

This work order is entered into as of September 1, 2020 between Orlando/Orange County Convention & Visitors Bureau, Inc. d/b/a Visit Orlando (“Client”) and Simpleview, LLC (“Simpleview”) and is pursuant to, and made a part of and governed by, the Master Services Agreement between Client and Simpleview dated September 20, 2019 (“Agreement”). In addition to the services to be performed by Simpleview pursuant to the Agreement and any other Work Orders now or hereafter existing under the Agreement, Simpleview shall perform the Services specified below.

Start Date: October 1, 2020

Initial Term: 15 months

Renewal Term: 12 months

Features

FuturePace delivers innovative and enhanced pace reporting for CVBs offered by 2Synergize (a Simpleview consulting company), powered by Simpleview Business Intelligence. Featuring improved data processing for greater accuracy of the calculation of pace targets, FuturePace allows subscribers dynamic (integrated with your Simpleview CRM) access to two types of reporting: long-term pace targets and short-term STLY Pace (Same Time Last Year) reports.

Specifications

FuturePace includes the following:

- Web portal access to pace reports, flexible goal setting, drill down capabilities, and integration with Simpleview CRM
- Pace reports updated daily from CRM data
- Dedicated customer support for trouble shooting and data interpretation

Cost Summary

Contract Item	Annual Cost
Initial Term Cost –CVBs with CC 250,000 GSF of Exhibit Space and Greater [October 1, 2020 – December 31, 2021]	\$18,750
Discount Period Value [October 1, 2020 – February 28, 2021]	(6,250)
Net Initial Term Costs:	\$12,500
Renewal Term Cost (if applicable):	\$15,000

This work order sets the fees for the associated FuturePace services to be provided by Simpleview to the Client with a service period beginning October 1, 2020. There will be no charge for the initial five months (October 1, 2020 – February 28, 2021) of the Initial Term. The invoice for the remainder of the Initial Term (March 1, 2021 – December 31, 2021) shall be sent on March 1, 2021. Client may terminate this Work Order for convenience any time by providing at least 30 days' notice to Simpleview. Upon such termination by Client, Simpleview shall promptly refund the pro rata portion of any fees previously paid for the Services attributable to the remainder of the applicable term.

After the Initial Term, the parties may agree to renew this Work Order in writing.

By signing below, Simpleview and Client each agree that it has carefully read and fully understood this Work Order, and each agrees to be bound by the terms of this Work Order with each signatory representing and warranting that they have the authority to sign for and bind the indicated party.

Orlando/Orange County Convention & Visitors Bureau, Inc. d/b/a Visit Orlando

Signature: Keith Swider
647C829F5682EDCABDA37F953334DDBA contractworks.

Print Name: **Keith Swider**

Title: **VP of Finance**

Date: **10/07/2020**

Simpleview, LLC

Signature: Christine "Shimo" Shimasaki
32AD60FB55BAFB9ACFC0A478BCBE2092 contractworks.

Print Name: **Christine Shimasaki**

Title: **Managing Director**

Date: **10/08/2020**