

Appendix A Terms and Conditions

The scope of the marketing alliance services includes, but will not be limited to the use by the Board, at its option, any or all of the following services, subject to the payment of any out-of-pocket expenses, if applicable:

1. Access to ASM Global Insights – proprietary customer experience platform providing in the moment feedback from organizers, exhibitors and attendees.
2. Access to ASM Global's partnerships with Madison Entertainment for entertainment sourcing and Honeycomb Strategies for sustainability consulting services
3. Director of Marketing dedicated to the convention center division.
4. Sales and Marketing Representation by ASM Global at tradeshow, corporate website, social and digital advertising.
5. Personal introductions to major clients, with one of ASM Global national sales representative accompanying an EC/BC Sales Executive to any targeted ASM Global key client(s).
6. Database Marketing: Share with EC/BC existing and/or acquired ASM Global databases of clients open to meeting outside the continental US and direct inquiries to EC/BC.
7. ASM Global DMO Partnerships: ASM Global National Sales works with the destination marketing organizations and holds a strategic partnership with Destinations International. Our trusted Alliance model promotes collaboration between the DMO, venue, and connected hotel partner(s) to identify, evaluate and close business opportunities that have the greatest economic impact for the destination. With approval of the Board, ASM Global would invite Destination Toronto to attend any ASM Global hosted events and share Alliance best practices.
8. Participation in ASM Global sponsored events and industry trade shows, typically providing elevated 'sponsor' status at reduced expense.
9. ASM Global corporate support for sales leads and sales missions
10. Sales leads generated by ASM Global National Sales Office and other ASM Global facilities thru ASM Global LEADS sharing platform.
11. Attend ASM Global's Annual International Sales Meeting and/or Management Meeting
12. Access to ASM Global's industry partnerships with suppliers and content providers
13. Use of and inclusion on ASM Global website, intranet and industry database
14. Preferred ASM Global Advertising Rates for industry trade publications
15. Annual Update on the Industry to the Board
16. Strategic and financial analysis by ASM Global
17. Participation is monthly r Sales & Marketing Regional Strategy Meetings/Conference Calls with ASM Global and other venues within designated region.
18. Consultation on facility design, capital planning, product selection and other projects as requested.
19. Access to ASM Global Academy online Sales and Service Training programs
20. Cross training and professional development of Board staff as requested.
21. Food & Beverage audits and recommendations as requested.
22. Participation is ASM Global's General Managers meeting where peer to peer best practices are exchanged.
23. Operational Reviews and facility audits as requested.
24. Assistance with analysis of long-term contracts and business negotiations
25. Preventative Maintenance Program (PMP), a fully integrated stand-alone system that supports the operational activities and management reporting requirements of the Board. ASM Global also provides operational support, including: i) Access to ASM Global's Operations Intranet system, inclusive of ASM Global's best practices, white papers, preferred vendor purchasing programs, standard operating procedures, and the information exchange known as "Ask OSCAR"; ii) License to use "ALTUM", ASM Global's proprietary Maintenance Management software.

ASM Global Corporate Staff to be involved in the Consulting Services include, but are not limited to, Executive Vice-President; Vice-President Market Development; Regional Sales Director; Regional Marketing Director, Vice-President of Operations; Vice-President Finance & Accounting; Vice-President for Food & Beverage.