

Partnership Terms and Conditions

1. Introduction Welcome to the B2B Growth Expo Partnership Programme. We collaborate with select show suppliers to enrich the experience at our nationwide exhibitions. This document details the terms and conditions governing our partnership arrangements.

2. Partnership Scope As a partner ("Partner") with B2B Growth Expo, you agree to supply your services to the organisers ("Organiser") at no cost. In return, the Organiser will provide various promotional benefits as outlined below.

3. Partner Responsibilities

- **Service Provision:** Partners agree to provide their services according to the specifications agreed upon in advance with the Organiser. Services must be delivered in a professional manner, adhering to the timelines and quality standards set by the Organiser.

4. Organiser Responsibilities In consideration of the services provided by the Partner, the Organiser agrees to offer the following promotional benefits:

- **Complimentary Exhibition Stand:** Partners will be provided with a complimentary stand at the show, enhancing their visibility and direct engagement opportunities with attendees.
- **Preferred Supplier Listing:** Partners will be added to our list of preferred suppliers, making it easier for exhibitors and visitors to discover and engage with their services.
- **Promotion to Exhibitors and Visitors:** The Organiser will actively promote the Partner's services to both exhibitors and visitors to enhance lead generation opportunities for the Partner.
- **Advertising and Branding:**
 - **Website Listing:** Partners will be listed on the official B2B Growth Expo website.
 - **Magazine Advertisement:** Partners will receive advertising space in our event magazine, which may include advertisements and feature articles relevant to their services.
 - **Show Guides Branding:** Partner branding will be included in our show guides distributed during the exhibitions.
 - **Leaflet Distribution:** Partners will have the opportunity to distribute their promotional leaflets at the event venues.
 - **Inclusion in Marketing Activities:** Partners will be included in all relevant marketing activities conducted by the Organiser, which may include online campaigns, email marketing, and social media promotions.

5. Intellectual Property Each party retains all rights, title, and interest in and to their respective trademarks, service marks, and intellectual properties. Neither party may use the other party's intellectual property without prior written consent.

6. Term and Termination

- **Term:** These terms will remain in effect for the duration of the partnership agreement or until terminated by either party with a written notice.
- **Termination:** Either party may terminate the agreement with thirty (30) days' written notice to the other party. Upon termination, all promotional activities will cease, and any materials featuring the partner's branding will be removed from the event materials.

7. Limitation of Liability: The Organiser shall not be liable for any indirect, incidental, special, consequential, or punitive damages, including but not limited to loss of profits, data, use, goodwill, or other intangible losses resulting from your participation in the B2B Growth Expo.

8. Governing Law These terms and conditions shall be governed by and construed in accordance with the laws of the jurisdiction in which the Organiser is located.

9. Agreement By providing services to the B2B Growth Expo, you agree to these terms and conditions, constituting a binding agreement between the Partner and the Organiser.

For any questions or further clarification regarding these terms, please contact our partnership management team at hello@b2bgrowthhub.com.