SPONSORSHIP AND EXHIBITION POLICY 2027

The AWA sponsorship policy is designed to create mutually beneficial partnerships between the AWA and our corporate supporters.

WE AIM TO DO THIS BY:

- Extensively promoting events throughout industry networks in a manner that is beneficial to the success of AWA events.
- Promoting the events through our Association media outlets including the Update magazine, website and social media.
- Ensuring we give Sponsors and Exhibitors every possible opportunity to reach their target audience through fair and equitable programming and trade display layout.
- Providing brand recognition to our Sponsors to maximise return on investment.
- Provide excellent customer service to our Sponsors and Exhibitors – we want you to enjoy participating in AWA events and that you will come back next year!

OUR TERMS AND CONDITIONS FORM TWO PARTS:

General terms and conditions relating to corporate partnerships, where events are not incorporated into the agreement.

Terms and conditions specific to Events. These terms and conditions encompass the general terms and conditions as outlined over the following pages.

TERMS AND CONDITIONS – GENERAL

Partnership Approval All partnership applications are subject to review and approval by the Australian Wagyu Association (AWA). The AWA reserves the sole and absolute discretion to accept, decline, suspend, or terminate any partnership application or partnership arrangement at any time.

Partnership Benefits The AWA is committed to delivering the benefits, entitlements and promotional opportunities outlined in each partnership package and will use its best efforts to do so. However, from time to time, circumstances beyond the AWA's reasonable control, including operational requirements, event changes or unforeseen factors, may necessitate amendments to certain partnership benefits. The AWA reserves the right to amend, substitute, postpone, reduce or withdraw any benefit where reasonably necessary and, where practicable, will endeavour to provide an alternative benefit of comparable value. Such changes will not give rise to any liability, compensation, refund or penalty on the part of the AWA.

No Guarantee of Outcomes The AWA does not guarantee any specific commercial outcome, exposure level, business opportunity, lead generation, or return on investment arising from a partnership.

Prospectus Information While every effort is made to ensure the accuracy of information contained in this prospectus, the AWA reserves the right to amend any information, pricing, partnership inclusions, or conditions without prior notice.

Acceptance of Terms By entering into a partnership agreement with the AWA, the partner acknowledges and accepts these Terms and Conditions and any additional terms specified in the partnership agreement.

Member lists – A member contact list will not be provided as part of any partnership. It is the responsibility of the partner to attract members to their business to build contacts.

Web hyperlinks – AWA requests each partner who is provided with a hyperlink from the AWA website, to respond with a reciprocal link from your organisation's website to the AWA website be provided.

Logo placement – Placement and size of logos, content or other marketing collateral included in marketing material will be at the discretion of the AWA and will reflect the level of support given by your organisation. All graphical elements will be designed to suit the requirements of the media channel.

Variation – This agreement can only be varied with the written consent of both parties. Where both parties agree to the variation of this agreement, the amount of the Partnership or delivery of other services or some of its components may be increased in accordance with a written variation of this agreement.

Exclusivity – The Partner acknowledges there are a range of partners offering different or competitive products and services at the conference. There is no exclusivity of Partnerships apart from a limit on the number of Partners where specified by the AWA.

Termination of agreements – If either party goes into liquidation, is deregistered, is wound up, dissolved (except for the purpose of reconstruction or amalgamation), enters a scheme or arrangement or is placed under official management or in receivership, the other party may terminate this agreement by immediate written notice. Any Partnership monies unspent will remain the property of AWA.

Term of the agreement – One (1) year from execution date.

AWA Terms of Trade – Fees are exclusive of GST, GST will be added where applicable. Payment terms are strictly 30 days from invoice date. A completed partner application form or partnership contract together with payment in full of the applicable fee is required to confirm a partnership. Only a confirmed partnership may access any partner benefits, and all partnerships must be confirmed at least 7 days prior to any AWA event to which the partnership relates.

TERMS AND CONDITIONS – EVENTS

Sponsor registrations – All company representatives attending and participating in the conference must register and pay the nominated 'sponsor' registration fee. Some packages include sponsor registrations in which case this fee is not payable, however a completed registration is still required. Additional registrations may be purchased for your staff at the nominated rates. These registrations give you full access to all of the conference activities including Welcome Function, Industry Dinner and WBBC Awards Dinner in 2027.

Display space – All 3x2 display spaces are part of a shell scheme. All clear space is 5x5 for a custom build or machinery display. A trestle table, two chairs and a cloth are included. Power is not automatically available but can be made available by prior arrangement (charges may apply).

Display allocations – A map of the trade display space will be provided a month prior to conference confirming allocated positions. Allocation of sites will be made firstly based on sponsorship investment, then by date of sponsorship confirmation. Confirmation of sponsorship is made once payment is received.

Web hyperlinks – AWA requests each sponsor who is provided with a hyperlink from the conference website, to respond with a reciprocal link from your organisation's website to the conference website be provided.

Sponsor speaker positions – Speaker fees and travel costs associated with any sponsored speaking positions will not be covered by AWA and the speaker conference registration is deemed as one of the inclusive registrations provided in the sponsorship package. Speaker presentations remain the property of the presenter and will not be made available to the public. Videos of the presentation will be made available post-conference.

Logo placement – Placement and size of logos included in the conference material will be at the discretion of the AWA and will reflect the level of support given by your organisation. All signage will be designed to suit the requirements of the venue.

Insurance – The Sponsor must carry their own Public Liability insurance covering the entire period of the event. A current Certificate of Currency for $20 million must be provided to AWA 60 days prior to the event date, preferably noting AWA as an interested party.

Force majeure – Where a force majeure event occurs, the parties will work together in good faith to agree a mutually agreeable course of action with regard for the delivery of the Services (or the non-delivery of the Services in the case of conference cancellation). If the agreement is terminated as a result of force majeure event the sponsor is entitled to a full refund of any payments made less an agreed amount deducted for value or services that may have already been received.

Cancellation policy – Once your sponsorship is confirmed. Due to the considerable administration associated with this Conference, a cancellation fee equivalent to 50% of the full payment amount will be incurred should confirmed agreements be cancelled by a sponsor more than 60 days from the commencement of the conference. Cancellations within 60 days of the commencement of the conference will pay a cancellation fee equal to 100% of the full payment amount of the confirmed agreement. All requests for cancellations must be made in writing to the AWA Conference Manager.

TERMS AND CONDITIONS – DATA SHARING

Access to Australian Wagyu Association (AWA) data sharing services is subject to AWA approval and ongoing compliance with these terms.

- Eligibility for access to AWA data sharing via Helical requires the organisation to maintain a partnership level at or above the minimum tier specified within the Partnership Prospectus.
- Eligibility for access to AWA data sharing via API requires the organisation to maintain a Platinum Partnership.
- Eligibility for access to AWA data sharing via Share Card requires the organisation to maintain a Gold Partnership.
- Partnership status alone does not guarantee access to AWA data sharing services. All data sharing arrangements are assessed and approved at the sole discretion of AWA.
- AWA reserves the right to approve, decline, suspend, modify, limit, or terminate any data sharing arrangement at any time and for any reason, without notice or liability.
- The scope, format, frequency, and availability of any data provided may be amended by AWA at its discretion.
- Continued access to AWA data sharing services is contingent upon the partner maintaining the required partnership level and complying with any applicable data sharing agreements, policies, and conditions established by AWA.w