

By purchasing a **Digital Sponsorship Package** (including a *solus eDM*, *eNewsletter sponsorship*, *webinar*, or *Talent Story*) with Australasian Talent Conference Pty Ltd ACN 121 579 833 also known as ATC Events & Media ("ATC") as trustee for the ATC Unit Trust ABN 12 659 624 945, your organisation recognises and agrees to the following terms and conditions.

Purchase of solus eDM campaign

- All assets to be submitted as an HTML file by Client seven (7) business days prior to publish/distribution date. Required assets include:
 - Fully designed eDM provided as HTML file
 - Subject line
 - Preview text
- All content will be reviewed by ATC's Head of Marketing & Communications for alignment with ATC's readers.
- Suggested edits (if required) to be approved by Client five (5) days prior to publish date.
- Direct email will be distributed to ATC's database of talent leaders, professionals, and talent tech providers.
- Solus eDMs are sent on Wednesdays at 11:00am AEST/AEDT, with a limitation of 1x Client solus eDM sent per week. The exact send date will be confirmed in writing between ATC and Client within 7 days of Digital Sponsorship Package purchase.
- ATC will confirm due dates and deadlines for provision of assets by Client at the time of confirming solus eDM send. These dates will be confirmed in writing.

Purchase of Museletter (eNews) sponsorship

- Thought Leadership Content (article, whitepaper, case study, video, etc.) for inclusion in ATC's *Museletter* to be supplied by Client seven (7) business days prior to scheduled publish date. Required assets include:

Content placement in Museletter/TWIT

- 400px(W) x 650px(H) thumbnail image (.png or .jpg format)
- A headline (max 40 characters)
- A short blurb describing the content (max 50 words)
- Tracked URL to link out to

"Big Thanks to our Sponsor" call-out

- Generic overview of your services/products (max 50 words) for inclusion at bottom of eNewsletter. (This should be skewed in such a way that it highlights the role your organisation plays in the TA community. We can help you craft this copy if you need assistance.)
 - Your logo (.png), max 200px wide
 - Your own tracked URL for CTA
- All content to be reviewed by ATC's Head of Marketing & Communications for alignment to ATC's readers.

- Suggested edits (if required) to be approved by Client five (5) days prior to publish date.
- Content will be included in three (3) areas of the ATC *Museletter*:
 - Discussed and linked inside THIS WEEK IN TALENT (TWIT) section
 - Appear in the premium section
 - Bottom banner with text about Client's product/services

The ATC Museletter is sent on Fridays at 8:30am AEST, with a limitation of 1x Client sponsorship per Museletter. Client content will be amplified via social media posting from the ATC LinkedIn account within 1 week of the ATC Museletter send. The exact send date will be confirmed in writing between ATC and Client within 7 days of Digital Sponsorship Package purchase.

- ATC will confirm due dates and deadlines for provision of assets by Client at the time of confirming ATC Museletter sponsorship. These dates will be confirmed in writing.

Purchase of Webinar campaign

- Campaign includes delivery of 1x 60-minute webinar, hosted by ATC.
 - Speaker panel and discussion agenda to be devised in partnership between ATC and Client. Speaker panel must include minimum 1x Talent Acquisition industry representative – this could include a current or prospective client (of the webinar Client).
 - All assets co-branded with ATC and Client.
 - Full social media promotion, and a minimum of 2x dedicated eDMs to drive registrations.
 - Exact dates and project timeline TBD upon purchase of digital package. All dates will be confirmed in writing by and must be agreed upon by Client in writing.
 - A minimum of 12 weeks' lead time is required for all webinar campaigns. 8 weeks is required for production timeline, from kick-off call to webinar date. Production timelines account for 4 weeks of preparation, and 4 weeks of promotional activities to drive registrations.
 - All leads and a full engagement report will be provided to Client within 2 days of the webinar taking place.
 - Exact registration targets will vary for individual campaigns depending on Client objectives. ATC will undertake a thorough exploratory kick-off call with Client to gain a strong understanding of client objectives from the campaign.

Purchase of Talent Story

- The Talent Story is a co-written case study, told from the perspective of the Client's client.
- The template questionnaire for the Talent story will be provided to the Client upon purchase of package. The content must be submitted by the Client fourteen (14) business days prior to publish date.
- ATC will liaise with Clients' allocated team member and Client to assist with producing content.
- All content will be reviewed by ATC's Head of Marketing & Comms/Editor for alignment with ATC's readers. ATC reserves the right to suggest changes and edits to style, grammar, and tone to ensure the content piece is in-line with our editorial standards.
- Suggested edits (if required) to be approved by the client seven (7) business days prior to publish date.
- Final copy of content to be housed on ATC Resources page.
- Direct email will be distributed to ATC's database of talent leaders, professionals, and talent tech providers.
- Content to be published on the ATC Resources page, included in ATC eMuseletter, and shared on ATC's social media channels.
- Dates for eDM and eMuseletter to be confirmed upon agreement of package.

General Terms & Conditions (solus eDM, eNewsletter sponsorship, webinar, Talent Story)

1. Digital media package pricing is only valid for thirty (30) days from the date the agreement has been raised.
 2. All requests for a change of date must be made in writing with a minimum twenty-eight (28) days' notice.
 3. All rescheduling is subject to availability – ATC Events and Media makes no guarantee that the preferred date of reschedule will be available.
 4. Campaigns may only be rescheduled by the client one (1) time.
 5. Any variation and/or additional work to the package listed above will attract the following fees:
 - (i) Between twenty-eight (28) and seven (7) business days prior to the scheduled campaign, an AU\$250 fee is payable by the Client before campaign execution;
 - (ii) Less than seven (7) business days prior to the scheduled campaign, an AU\$500 fee is payable by the Client before campaign execution.
 6. If the content and digital assets are not provided by the Client on the scheduled due date, ATC has the right to reschedule the campaign date to a later date, at a time the best suits ATC's schedule.
 7. If the content and digital assets are not provided by the Client on the newly scheduled date, ATC has the right to cancel the campaign and no refund will be provided.
 8. ATC does not hold any responsibility for any deliverables not being distributed on the scheduled date due to delays in final content supply and/or approval by the Client. Should this occur, content may be moved to an alternative date at the discretion of ATC subject to availability.
 9. ATC's services are not designed as standalone sales tactics and are intended to drive traffic into the start of a sales funnel.
 10. ATC will not be liable for any failure or delay of the Client's marketing campaign delivery caused by natural disaster or any other delay outside the control of ATC.
 11. Any copyright and ownership of imagery and/or content are assumed to be held by the Client unless ATC is advised otherwise.
 12. The Client warrants that the project or property is not in breach of any applicable codes, ordinances, or other government regulations.
 13. When applicable, ATC will supply the Client with any leads generated from the marketing campaign.
 14. ATC shall not be liable for any indirect loss and/or expense (including loss of profit) suffered by The Client as a result of a breach by ATC of this agreement.
 15. The Client agrees to sign the Terms and Conditions electronically and may opt-in to request for a paper form Agreement.
 16. The Client acknowledges that the electronically signed Agreement forms a part of the Digital Sponsorship Package Application and Agreement.
 17. Each party agrees that electronic signatures, whether digital or encrypted, of the parties included in this Agreement, have the same force and effect as manual signatures.
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Payment Terms & Conditions (applicable to all sponsorship packages)

1. All sponsorship packages will incur 10% Goods and Services Tax.
2. All amounts are to be paid in full unless other arrangements have been made prior to commencing. ATC's standard payment terms are payment in full within fourteen (14) days from date of invoice unless agreed and stipulated otherwise on the invoice.
3. Based on the work and efforts involved in setting up the Client's campaign, there is no cancellation refund on acceptance of these terms and conditions.