Product Development and Management Association

ANNUAL CONFERENCE SPONSORSHIP & ADVERTISING OPPORTUNITIES

DEVELOP YOUR PARTNERSHIP WITH PDMA

September 19–22, 2020 | Hilton New Orleans Riverside
ANNUAL CONFERENCE BY THE NUMBERS

The only conference focused on the integrated activities in all areas of product and innovation management

- **30+** education sessions
- **30%** over 30% of PDMA’s attendees are a director or higher
- **10+** hours of face-to-face time for attendees to view exhibitor products and services
- **300+** product development and management professionals

Who Are Our Attendees?

PDMA attendee’s top areas of interest

- NEW PRODUCT PROCESS
- MARKET RESEARCH
- TEAMS, PEOPLE AND ORG. ISSUES
- STRATEGY
- LIFECYCLE MANAGEMENT
- TOOLS & METRICS
- PORTFOLIO MANAGEMENT

PDMA conference attendees perform the following professional roles:

- 42% Manager
- 22% Practitioner
- 15% Director
- 13% C-Suite
- 8% VP

*2018 Data*
Increase Your Exposure while Driving Innovation at the 2020 PDMA Annual Conference

PDMA’s Annual Conference unites product leaders, teams, innovation executives, academics and solution providers from nearly every industry sector for the “event of the year” for product professionals. Bring your company’s brand to life by engaging with our attendees in person, and maximize brand visibility by sponsoring conference events and materials. Build life-long brand relationships at PDMA’s Annual Conference, and choose one of the following high-impact options.

In addition to the numerous benefits listed on page 4, the following benefits are specific to Diamond, Platinum, Gold, and Silver sponsors as noted.

**Diamond Sponsor (exclusive):**
- PDMA Lounge Barista Sponsor
  - Exclusive sponsor of the PDMA lounge at the conference
  - Logo recognition on the specialty coffees
  - Sponsorship recognition in mobile app
  - Year round logo recognition on PDMA’s website

**Platinum Sponsor (three available):**
- Keynote Sponsor
  - Exclusive sponsor of the keynote speakers
  - Introduce the keynote speakers
  - Signage outside of sessions
  - Sponsorship recognition in mobile app
  - Year round logo recognition on PDMA’s website
- Conference Live Stream Sponsor
  - Exclusive sponsor of the live stream of PDMA’s 2020 Conference
  - Logo recognition featured throughout live stream
  - Sponsorship recognition in mobile app
  - Year round logo recognition on PDMA’s website
- Offsite Event Sponsor
  - Exclusive sponsor of the conference offsite event
  - Logo recognition on signage at offsite event
  - Sponsorship recognition in mobile app
  - Year round logo recognition on PDMA’s website

**Gold Sponsor (two available):**
- Option 1: Network Reception Sponsor
  - Exclusive sponsorship of PDMA’s evening reception
  - Ability to provide branded items at the reception
  - Signage at event
  - Sponsorship recognition in mobile app
- Option 2: Hotel Key Card Sponsor
  - Exclusive sponsorship of the hotel key cards
  - Company logo featured on attendee hotel key cards
  - Sponsorship recognition in mobile app

**Silver Sponsor (four available):**
- Option 1: Conference Wifi Sponsor
  - Exclusive sponsorship of conference Wifi
  - Signage with Wifi information and your company logo throughout the venue
  - Sponsorship recognition in mobile app
- Option 2: Mobile App Sponsor
  - Exclusive sponsorship of the mobile app
  - Company logo featured each time an attendee opens the mobile app
  - Sponsorship recognition in mobile app
- Option 3: Tote Bag Sponsor (PDMA Provides)
  - Exclusive sponsorship of the conference tote bags
  - Company logo featured on tote bags
- Option 4: Lanyard Sponsor (PDMA Provides)
  - Exclusive sponsor of the conference Lanyard
  - Sponsorship recognition in mobile app
  - Year round logo recognition on PDMA’s website

**Additional Sponsorship Options:**
- Breakfast Sponsor (three available) $1,000:
  - Company logo featured on signage at breakfast stations
  - Sponsorship recognition in mobile app
- Coffee Break Sponsor (four available) $1,000:
  - Company logo featured on signage at coffee break stations
  - Sponsorship recognition in mobile app
- Mobile App Push Notification Sponsorship $500
  - Opportunity to provide content for a push notification during the conference
- Tote Bag Insert $300
  - Opportunity to provide a marketing item to be included in the conference tote bags
Become a PDMA Annual Conference Strategic Partner by signing up for one of the packages below! By doing so, you’ll gain visibility and maximize your ROI at the 2020 PDMA Annual Conference.

<table>
<thead>
<tr>
<th>2020 Annual Conference Benefits</th>
<th>Diamond $10,000</th>
<th>Platinum $8,000</th>
<th>Gold $6,000</th>
<th>Silver $4,000</th>
<th>Bronze $2,000</th>
<th>Exhibitor $1,750</th>
<th>Supporter $950</th>
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<tbody>
<tr>
<td>Available</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td>4</td>
<td>Unlimited</td>
<td>Limited</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Table in Innovation Pavilion</td>
<td>(2) 6 ft. Tables</td>
<td>(2) 6 ft. Tables</td>
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<tr>
<td>Conference Registrations</td>
<td>3</td>
<td>2</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Pre-Show Attendee List (includes name, company, email, title, and address)</td>
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<tr>
<td>Post-Conference Attendee List (includes name, company, email, title, and address)</td>
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<tr>
<td>Registration Bag Insert</td>
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<tr>
<td>Level Recognition on Onsite Signage</td>
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<tr>
<td>Booth Sign Indicating Sponsor Level (if exhibiting)</td>
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<td>•</td>
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<tr>
<td>PDMA Website Recognition</td>
<td>Logo &amp; Link</td>
<td>Logo &amp; Link</td>
<td>Logo &amp; Link</td>
<td>Logo</td>
<td>Logo</td>
<td>Name</td>
<td>Name</td>
</tr>
<tr>
<td>Pre-conference Email Recognition</td>
<td>Logo &amp; Link</td>
<td>Logo &amp; Link</td>
<td>Logo &amp; Link</td>
<td>Logo &amp; Link</td>
<td>Logo &amp; Link</td>
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<tr>
<td>Social Media Post</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
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<td>Logo</td>
<td>Name</td>
<td>Name</td>
</tr>
</tbody>
</table>

Are you looking for something different to drive more value for your sponsorship dollars? Contact us to find out more about additional sponsorship opportunities.
The Product Development and Management Association (PDMA) is the premier global advocate for professionals and organizations working in new product development, management and innovation.

We connect innovators with the people, information and resources they need to succeed. As a global community of innovators, PDMA is the only organization that focuses on addressing the unique challenges faced in developing new products and services by providing professional development, certification, peer networking and direct access to forward-thinking content. Our mission is to accelerate the contribution that innovation makes to the economic and professional growth of people, businesses and societies around the world.
2020 PDMA ADVERTISING PACKAGES

Connections E-Newsletter

*Connections* is sent monthly to approximately 21,000 PDMA members and industry prospects. Place your brand amongst PDMA and industry updates, touching a broad segment of the product development industry on a monthly basis.

<table>
<thead>
<tr>
<th>Price (per ad)</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
<th>12x</th>
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<tbody>
<tr>
<td></td>
<td>$350</td>
<td>$325</td>
<td>$300</td>
<td>$275</td>
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</table>

- **Ad Format:** Preferred format is .jpeg. Please clarify if otherwise
- **Ad Size Requirements:** 125 x 125 pixels
- **Ad Due Date:** Artwork and link URL due on the first of the month in which the ad is to run
- **E-newsletter Distribution Date:** Third week of each month

Limited ads per issue. Please note: All ads are subject to review and approval by PDMA.

Website Banner

PDMA.org receives more than 70,000 impressions and 14,000 unique visitors each month. In addition, more than 135 countries visit the site each year. Highlight your company on the PDMA homepage and promote your product or service with a rotating banner linked to your site.

**Pricing** (per banner — limit four per quarter)

- $700 per quarter
- $2,500 yearly

- Non-exclusive, homepage
- **Size Requirements:** 465x57 pixels
- Banner uploaded on the first of the month in which the banner ad is to run
- Artwork and link URL due one week prior to run date

Webcast

Position your company as a thought leader in the field by sponsoring a PDMA webcast. Select an educational topic that is relevant to your solution set and show off your area of expertise.

**Pricing** (per webcast): $2,500

- Sponsor has the option to develop the content for the webcast
- Webcasts must be educational and content-based; all material is subject to approval by the PDMA Webcast Committee
- One (1) logo, 50-word company description with URL and contact information to be positioned on the opening and closing slides of the PowerPoint deck
- PDMA to share leads generated by the webcast with the sponsor following the date of the live event
- All webcasts will be recorded and archived for on-demand play back
- PDMA to provide the technology platform for the webcast and will manage all logistics internally
- Exposure in PDMA's *Connections* e-newsletter
- Featured webcast on website for 2 weeks

kHub

PDMA is the world’s foremost professional association for product management and development professionals: practitioners, academics and service providers. PDMA’s core value is knowledge, founded on sound academic research and well-proven practical application. kHUB facilitates the creation and exchange of product management and development knowledge and good practice, that provides the basis for individual professional development and for organizational innovation, leading to a competitive edge.

- **Ad Format:** Preferred format is .jpeg. Please clarify if otherwise
- **Ad Size Requirements:** 962 x 125 pixels
- **Ad Due Date:** Artwork and link URL due on the first of the month in which the ad is to run

**Price (per ad)**

<table>
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<tr>
<th></th>
<th>Per Month</th>
<th>Per Quarter</th>
<th>Per Year</th>
</tr>
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<tr>
<td></td>
<td>$300</td>
<td>$750</td>
<td>$2,500</td>
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</tbody>
</table>

More information and specs, including examples for all of these options can be found here: pdma.org/yearly_opportunities
2020 PDMA Annual Conference Sponsorship & Advertising Opportunities CONTRACT

Conference Sponsorship Level
Sponsor/Exhibitor Options

- Diamond Level - $10,000
  - Check One
  - Keynote
  - Offsite Event
  - Live Stream

- Platinum Level - $8,000
  - Check One
  - Networking Reception
  - Hotel Key Cards

- Gold Level - $6,000
  - Check One
  - Conference WiFi Sponsor
  - Mobile App
  - Tote Bag

- Silver Level - $4,000
  - Check One
  - Conference Mobile App Push Notification

- Bronze Level - $2,000
  - Check One

- Exhibitor - $1,750
  - Sat □ Sun □ Mon □ Tue

- Branding Supporter - $950

- Coffee Break - $1,000
  - Check One

- Breakfast - $1000 (Check One)
  - Sat □ Sun □ Mon

- Tote Bag Insert - $300

Advertising Opportunities

- Connections E-Newsletter Advertising
  - Total Number of Ads ______________________
  - Months Requested ______________________
  - Pricing (per ad): 1x $350 3x $325 6x $300 12x $275

- PDMA Webcasts ($2,500/each)
  - Total Number of Webcasts ______________________
  - Months Requested ______________________

Contact Information

Main Contact (First and Last Name) ______________________
Company or Institution Name ______________________
Address ______________________________________
City ______________________ Postal Code ______ Country ______
Phone ______________________ Email (print) ______________________

All listings and signage should read: ______________________
(Complete institution, facility, or company.)

Additional Representatives

Platinum Sponsor: Three (3) Complimentary registrations
Gold Sponsor: Two (2) Complimentary registrations
Silver Sponsor: One (1) Complimentary registrations
Bronze Sponsor: One (1) Complimentary registration

 Included
Name(s): ______________________

 Additional Reps ____ x $100
Name(s): ______________________

Questions?
Contact Blake Finger at bfinger@pdma.org or 651.288.3423

Payment must accompany form to guarantee sponsorship.

Payment Options

- Check (payable to PDMA)
- Visa
- Mastercard
- Discover
- AMEX

If you are paying by credit card, all fields are required.
Card Number ______________________
Exp. Date ____________3-digit security code ______
Cardholder Name and/or Company (print) ______________________

Credit Card Billing Address: ____ Same as the address above
(OR complete the following fields)
Address ______________________
City ______________________
State ______ Postal Code ______ Country ______

Signature ______________________

Payment must accompany form to guarantee sponsorship.

Audio/Video Policy: Registration and attendance at, or participation at association events constitutes an agreement by the registrant to association’s use and distribution of the registrant or attendee’s image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities.

PCI Compliance: Please do not send credit card information via email. Per standard by the Payment Card Industry, PDMA has met the requirements of the Payment Card Industry-DATA Security Standards (PCI-DSS).

Cancellation Policy: All exhibits and sponsorships are available on a first-come, first-served basis. Exhibits and sponsorships are not reserved until PDMA receives payment. Cancellations received by July 31, 2020 will receive a 50% refund. No refunds will be given after that date.
1. Agreement
Please complete the agreement, noting your company name, address, contact person, telephone and fax numbers. Upon receipt of the agreement, PDMA will contact you with updated floor plan for you to select a table. Tables are available on a first-come, first-served basis. PDMA will forward a notice confirming the table numbers assigned and any remaining balance due to PDMA (if applicable).

2. Payment Terms
Partner/Exhibitor must include a 50% payment if received on or before June 30, 2020. If application is received after June 30, 2020, please include 100% of payment. If any Partner/Exhibitor fails to perform any other term or condition of the contract, or fails to observe and abide by these Contract Conditions/ rules & regulations, PDMA reserves the right to terminate the contract immediately without refund of any monies previously paid.

3. Cancellation
All exhibits and sponsorships are available on a first-come, first-served basis. Exhibits and sponsorships are not reserved until PDMA receives payment. Cancellations received by July 15, 2020 will receive a 50% refund. No refunds after that date. Sponsor, as a condition of being permitted by PDMA to be a Sponsor in the 2020 Annual Conference, agrees to indemnify and hold harmless PDMA, the Hilton Consulting, and their respective directors, officers, employees or agents, from any and all liability which Partner may suffer as a result of show cancellation, delay, or other alterations or changes caused in whole or in part by any reason outside PDMA’s control.

4. Assignment of Space
Space will be assigned on a first-come, first-served basis. No reservations for table space will be accepted over the telephone or without a signed contract. Exhibit Management reserves the right to make revisions to the floor plan.

5. Set-up and dismantle
Set-up and dismantle hours specified in the Exhibit Resource Page are subject to change, in which case all exhibitors will be notified in writing. Exhibits are to be kept intact until the closing of the floor. No part of any exhibit shall be removed during the conference without special permission from PDMA. Any Partner/Exhibitor that begins dismantling their display by 5:00 p.m. on the close of the show will lose priority status in future PDMA Conferences and may altogether lose the privilege to exhibit.

6. Subletting of Exhibits and Prohibitions
Partner/Exhibitors are prohibited from assigning or subletting a table or any part of the space allotted to them. Nor shall they exhibit or permit to be exhibited in their space any merchandise or advertising materials which are not a part of their regular products, or which are not compatible with the character of PDMA, without a written request and approval from PDMA. PDMA reserves the right to terminate any portion of the exhibit that is not in accord with these rules without prior approval.

7. Hotel Services
Table furnishings such as tables, chairs, washcloths, cameras, flowers, and table services may be obtained from the hotel. The contact information for the hotel along with detailed information on shipping, lab and catering fees, and any other costs not included in the Exhibitor Resource Page. The Exhibit Services Manual will be emailed to each company approximately 90 days before the conference begins. If the Partner/Exhibitor Contract has been received by PDMA HQ. Without prior agreement with the PDMA Show Management, the individual companies are responsible for any costs incurred as a result of a failure to meet scheduled deadline dates, and will be invoiced accordingly. If you have any questions or special requirements, consult the PDMA website at www.pdma.org.

8. Alcoholic Beverages
The serving of alcoholic beverages by Exhibitors in any part of the exhibit area is strictly prohibited.

9. Use of Space - General
All marketing activities of each Partner must be confined to the Partner/Exhibitor’s allotted table space. Demonstrations on tables must be designed to take place and keep the audience within the existing table space to allow the free flow of traffic in the aisles. Partners/Exhibitors expressly agree not to hold any activity that, in the sole opinion of PDMA, creates a material adverse effect on attendance during the conference. If clarification is needed on a specific activity, please submit it to PDMA for approval.

10. Special Effects
Activities such as outside sound and/ or light effects, getting devices and effects will be permitted only in those locations and in such intensity as, in the opinion of PDMA, do not interfere with the activities of neighboring Exhibitors. Operational equipment demonstrated may not create noise levels objectionable to neighboring Exhibitors.

11. Hotel Rooms and Meeting Rooms
PDMA reserves the right to control all rooms and meeting rooms in those hotels which are providing housing for PDMA. No entertainment, meetings, tours, special events, hospitality suite functions, or other private functions will be permitted during the PDMA 2020 Annual Conference activities unless approved by PDMA. Companies who are not in accordance with the stated rules may lose their privilege of exhibiting at this and future PDMA conferences.

12. Exhibit Construction and Layout
PDMA reserves the right to control the layout of the floor. Detailed regulations governing the construction, height, and layout of exhibits will be included in your Exhibit Services Manual. These rules and regulations are to be considered an addendum to this document, and are subject to the full power and enforcement as set forth herein. If you require immediate access to these rules and regulations, please contact PDMA HQ for a copy. Each Partner will be held accountable for abiding by these rules and regulations governing stand construction and height limitations. PDMA reserves the right to control the layout of the floor. Partner/Exhibitor will be bound by the booth construction rules included in the Exhibit Services Manual.

13. Liability
The “Exhibitor” assumes all responsibility for any and all loss, theft, or damage to “Exhibitor’s” display, equipment, and other property while on the hotel premises and hereby waives any claim or demand it may have against the hotel or its affiliates arising from such loss, theft, or damage. The “Exhibitor” agrees to indemnify, defend, and hold harmless PDMA and the Hilton Orlando Bonnet Creek against any liabilities, damages, claims, damages, suits, costs, and expenses, including, without limitation, attorneys’ fees and costs, arising out of or in connection with the “Partner’s” occupancy and use of the exhibition premises or any part thereof or any negligent act, error, or omission of the “Partner” or its employees or agents.

14. Insurance
Each “Exhibitor” shall carry and maintain all liability insurance. Participating “Exhibitors” assume the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to “Exhibitor’s” displays, equipment, and other property brought upon the premises of the Hilton New Orleans Riverside and shall indemnify and hold harmless PDMA, the management firm, agents, servants, and employees from any and all damages, claims, and/or destruction including theft or mysterious disappearance of any and all equipment owned by, leased to, or utilized by “Exhibitors.”

15. Promotions, Contests, Printed Material, Etc.
All giveaway items with the exception of pens, pencils, luggage tags, pocket calendars, and similar items must be submitted for approval to PDMA prior to the conference. All promotions, contests, or other methods, including marketing material, considered by PDMA to be objectionable, are expressly prohibited at the PDMA conference. Prizes, awards, items, contests, lotteries, or other similar items may be permitted in accordance with applicable state laws. Requests for approval of such activities must be submitted in writing to PDMA three weeks prior to the opening of the exhibition. PDMA is not responsible for contacting or providing the contact information for any contests, drawings, or raffles that exhibitors choose to do at their booths, separate from the giveaways organized by PDMA. Distribution of promotional material to PDMA 2020 Annual Conference attendees’ hotel sleeping rooms, public areas, or in technical sessions is strictly prohibited without the prior approval from PDMA. Use of PDMA hotel and conference-related facility communication systems to promote vendors or their products is also prohibited.

16. Use of PDMA Name
Participation by a Partner in the PDMA conference does not entitle the Partner to use the PDMA name other than with reference to the Partner’s participation as a Partner in the PDMA conference without permission from PDMA. Participation in PDMA does not include endorsement or approval by PDMA of any product, service, or participant, and none shall be claimed by any participant.

17. Cleaning
PDMA will arrange daily cleaning of aisle carpets and common areas. “Exhibitors” are responsible for maintaining the cleanliness of their respective exhibit space.

18. Press
PDMA reserves the right to control all media access and press activity during the PDMA conference.

19. Name Badges
In an attempt to better secure your investments, all representatives from an exhibiting company must wear a Partner’s name badge to gain entrance to, and while on the Exhibit Gallery. Name badges must be authorized in writing by the designated company contact person. At badges included in any sponsorship package or booth purchase may be used by an employee of the sponsor or exhibiting company.

20. On-site Name Badges
If additional badges are required on site, an on-site registration form must be completed at the registration desk by the exhibiting company’s contact person. There will be a charge for each additional Partner’s full conference badge.

21. Americans with Disabilities
Act/Similar Non-U.S. Statutes
Exhibitors shall be responsible for making their exhibits accessible to persons with disabilities, as required by the Americans with Disabilities Act or similar statutes as may apply outside the United States and shall hold PDMA harmless from any consequences of failing to do so.

22. Enforcement
The Partner acknowledges that its failure to comply with the rules & regulations set forth herein may result in the loss of all rights to exhibit. The Partner agrees that, if PDMA determines that a material violation has occurred, the Partner will lose the right to exhibit at this and future PDMA annual conferences. In addition, PDMA reserves the right to immediately remove all exhibit materials if a violation occurs during the conference without issuing a refund.

23. General
All matters and questions not covered by the regulations are subject to the decision of PDMA. These regulations may be amended at any time by PDMA and all amendments that may be so made shall be equally binding on all parties affected by them, as are the original regulations. In the event of any amendment or additions to these regulations, written notice will be given by PDMA to such Exhibitors as may be affected by them.

Canons of Conduct
In order that PDMA may better achieve its purposes, the following Canons of Conduct are adopted and shall govern the conduct of all PDMA members, member representatives, and attendees. All such representatives, member representatives, and attendees in connection with all PDMA matters and activities.

A. Must conduct themselves and their activities in a professional manner marked by integrity and spirit of fair play.

B. Must refrain from engaging in any activity which would violate proprietary rights of their employers, PDMA, or any other PDMA member organization (including their representatives).

C. Must comply by the bylaws and policies of PDMA.

D. Must properly register and display appropriate credentials at PDMA activities.

E. Must not engage in sales activities, including direct or indirect solicitation, or conduct any other activity contrary to purpose or policies of PDMA at a PDMA-sponsored activity without prior approval of an officer of PDMA.

G. Must not engage in any form of personnel recruitment or use of PDMA facilities or resources to do so.

H. Must not use the PDMA name, other than in the context of PDMA business as determined by the PDMA Board of Directors.

I. Must not use the PDMA membership list or any part thereof, except in the context of PDMA business, as determined by the PDMA Board of Directors.

J. Must restrict the use of PDMA documents and other data for the purpose defined by the PDMA Board of Directors or PDMA policies.

Contact Blake Finger
bfinger@pdma.org | P 651.288.3423 F 651.290.2266

2020 PDMA Annual Conference Terms & Conditions
Product Development and Management Association — More Connections Advertising Information

Agency Commission
Recognized advertising agencies and house agencies are eligible for a 15 percent commission on sales of space and covers, provided account is paid within 30 days of invoice date. Commission is not allowed on billings for art work, plate work, reprints or mechanical charges.

Terms
Payment is due 30 days upon receipt of invoice.

Rate Policy and Contract
As used in this section, the term “publisher” refers to the Product Development and Management Association; “agents” refers to those companies contracted to provide editorial and design support and other related services.

All insertion orders for advertising in Connections are accepted subject to the terms and provisions of the current rate card. Publication of the advertisement represents acceptance of the order. No conditions, printed or otherwise appearing on the space order, billing instructions or copy instructions that conflict with the publisher’s stated policies and current rate card will be binding on the publisher.

The liability for any error will not exceed the charge for the advertisement in question. Neither the publisher nor its agents assume any liability for errors in any type set by the publisher or its agents.

All contents of advertisements are subject to publisher approval. Publisher reserves the right to reject, exclude, modify or cancel any advertisement, insertion order, space reservation, or position commitment at any time.

All advertisements for Connections are accepted and published on the representation that both the advertiser and advertising agency are authorized to publish the entire content and subject matter thereof. In consideration of publication of an advertisement, the advertiser and advertising agency, jointly and severally, will indemnify and hold harmless the Product Development and Management Association, its officers, agents, employees and members, against all expenses (including legal fees) and losses resulting from the publication of the of the advertisement, including, without limitation, claims or suits for libel, violation of right privacy or publicity, plagiarism, copyright or trademark infringement, and any other claims or suits that may arise out of publication of such advertisement.

Cancellations
All cancellations must be received in writing prior to the published advertising sales deadline. In the event of cancellation, the advertiser agrees to repay the publisher any applicable discounts granted for multiple insertions in the contract period.