MEETING OF THE MINDS



2027 SPONSORSHIP OPPORTUNITIES

CONFERENCE
Tuesday, March 9 – Thursday, March 11, 2027

EXPO
Tuesday, March 9 – Thursday, March 11, 2027

THIS IS ADP® MEETING OF THE MINDS 2027



The future of work is being shaped by bold ideas, transformative technologies, and the organizations turning possibility into measurable results. ADP® Meeting of the Minds brings together senior executives, HR practitioners, technology innovators, and business decision makers for an unparalleled experience focused on workforce transformation and business impact.

For sponsors, this is more than an event. It's an opportunity to engage directly with the people influencing workforce strategy, employee experience, technology investments, and organizational growth. Meeting of the Minds creates meaningful opportunities to build relationships, exchange ideas, and demonstrate how your solutions help organizations solve real business challenges.

As a sponsor, you'll gain access to a highly engaged audience and multiple opportunities to elevate your brand through thought leadership, executive networking, breakout sessions, experiential activations, and integrated content experiences. Your presence will be amplified across digital, onsite, and event channels, extending your reach before, during, and after the conference.

This year's theme, Proof of Possible, celebrates the organizations and innovators who are transforming ambitious ideas into measurable outcomes. It's about moving beyond vision and demonstrating what's achievable when technology, expertise, and human ingenuity come together to create real business value.

As a sponsor, you'll have the opportunity to bring that story to life. Whether you're helping clients streamline operations, empower their workforce, harness emerging technology, or accelerate growth, Meeting of the Minds provides a platform to showcase tangible results and inspire what's possible next.

Build meaningful, face-to-face relationships with executives, HR professionals, ADP client service teams, and stakeholders from some of ADP's largest and most strategic client organizations. These are the individuals evaluating solutions, influencing investments, and seeking trusted partners to help them achieve their goals.

To our returning sponsors, welcome back. We value your partnership and the role you play in helping clients drive meaningful outcomes. We look forward to showcasing the innovation, expertise, and impact you bring to the Meeting of the Minds experience.

Join us at Meeting of the Minds 2027 and demonstrate your Proof of Possible.

ATTENDEE DEMOGRAPHICS

ADP Meeting of the Minds brings together industry titans from enterprise-level organizations for an unparalleled experience of connection, innovation, and insight.

This is a high-impact opportunity to engage directly with prominent leaders from some of the world's most influential companies. Through curated networking experiences, thought leadership platforms, and premium brand visibility, ADP Meeting of the Minds offers a strategic path to elevate your presence in the enterprise space.

Position your brand where the future of work is being shaped — alongside the decision- makers who are driving it.

1.094 million
SOCIAL IMPRESSIONS

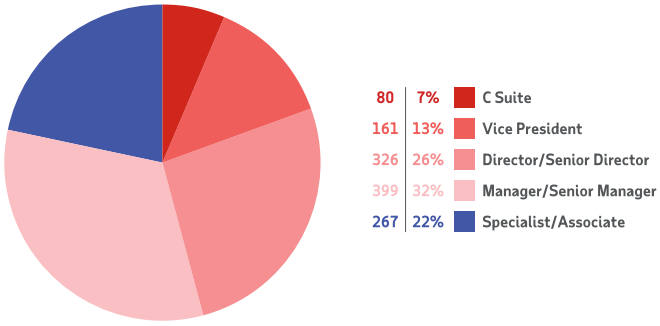
23,000
CE CREDITS AWARDED

243
SPEAKERS

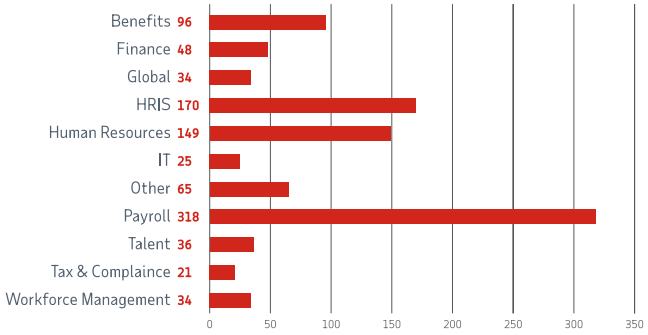
230+
SESSIONS

1,500+
TOTAL ATTENDEES

COUNT OF ROLE



FOCUS AREAS



INDUSTRY



SPONSORSHIP OPPORTUNITIES

ADP Meeting of the Minds offers four levels of sponsorship to maximize your reach!

	PLATINUM $65,000 Limit 2 or $110,000 Limit 1 (Sole Sponsor)	GOLD $44,500 Limit 6	SILVER $35,500 Limit 10	BRONZE $19,500 Limit 50
Pre-Event Marketing				
Social Media Cards provided for use on your Social Media Outlets	✓	✓	✓	✓
Logo and Link on ADP Meeting of the Minds Website	✓	✓	✓	✓
Logo and Link on (1) ADP Meeting of the Minds Pre-Event Email	✓	✓		
Promotion on ADP Social Media Outlets, Pre-Event (Linkedln regarding Breakout Session)	✓			
Thought Leadership				
Breakout Sessions * (50 minutes) ▪ One (1) promotional push notification per Breakout Session ▪ Leads from Sponsor Session participation (Name, Title, Company)	2 sessions	1 session	1 session	
Solutions Theater Session* (20 minutes) ▪ One (1) promotional push notification per Theater Session ▪ Leads from Sponsor Session participation (Name, Title, Company)	2 sessions	1 session		
Engagement and Access				
Upgraded Exhibit Space, including the following: ▪ Kiosk with branding ▪ Company logo header ▪ Backwall graphic of your choice ▪ (1) Monitor - 42" ▪ (1) 10-amp Power Drop ▪ (1) 20" Round Bar Table ▪ (2) Barstools ▪ (1) Lead Retrieval Device Leads from booth visitors (Name, Title, Email, Company, Business Phone Number)	✓	✓		
Standard Exhibit Space, including the following: ▪ Kiosk with your company's branding ▪ Company logo header ▪ Backwall graphic of your choice ▪ (1) Monitor - 32" ▪ (1) 10-amp Power Drop ▪ (2) Barstools Leads from booth visitors (Name, Title, Email, Company, Business Phone Number) Lead device rental required			✓	✓
Networking Opportunities during refreshment breaks	✓	✓	✓	✓
Networking Opportunities during cocktail reception	✓	✓	✓	✓
Conference Passes	10	6	4	2

* Keynote Addresses, Breakout Sessions, branded materials, giveaways, emails, and content must be produced to ADP specifications and are subject to ADP approval.

Maximize your sponsorship, by signing up early for your sponsorship so your session(s) can be approved and published in early January on the ADP Meeting of the Minds Website and Agenda Builder.

SPONSORSHIP OPPORTUNITIES

ADP Meeting of the Minds offers four levels of sponsorship to maximize your reach!

	PLATINUM $65,000 Limit 2 or $110,000 Limit 1 (Sole Sponsor)	**GOLD** $44,500 Limit 6	**SILVER** $35,500 Limit 10	**BRONZE** $19,500 Limit 50
Branding and Promotion				
Logo recognition at the General Sessions	✓	✓	✓	✓
100-word company description on the Conference Mobile App	✓	✓	✓	✓
Exclusive Sponsor of the Closing General Session ▪ Address the entire ADP Meeting of the Minds audience via video. Video must be submitted to ADP for approval, cannot be a sales pitch or commercial. (Max 3 minutes) ▪ Prominent signage and recognition in Closing General Session ▪ One (1) Closing General Session promotional push notification via the conference app ▪ Leads from RFID scan at Closing General Session (Name, Title, Company)	✓			
Inclusion of one (1) collateral piece in conference bags (supplied by sponsor* - 1,800 pieces)	✓	✓		
Post-Event Marketing				
One (1) post-event email* to the ADP Meeting of the Minds audience, sent by ADP on sponsor's behalf	✓			
Logo and Link on (1) ADP Meeting of the Minds post-event email	✓	✓		

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ADDITIONAL SPONSORSHIP OPPORTUNITIES

*You must be a level sponsor (Platinum, Gold, Silver, or Bronze) in order to purchase any additional opportunities

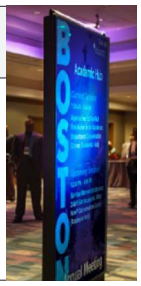
Pre-Conference - Sponsorship	
**WEBSITE AD	$5,500.00** *Non-Exclusive Sponsorship*	Partner with us and put your brand front and center. As a valued sponsor, your brand will be prominently featured on our front page that will link to your company website—giving you direct exposure to a dedicated and engaged audience.
**PRE- CONFERENCE EMAIL	$5,500.00** *Non-Exclusive Sponsorship*	Be part of one of the ADP MOTM Pre-Conference emails that goes out to more than 20,000 ADP clients. Your message will be alongside a message from ADP Meeting of the Minds. Content must be approved by ADP. Limited dates and slots available.
Conference - Sponsorship Visibility	
**MOBILE APP	$26,500** *Exclusive Sponsorship*	The reference tool guests will use to navigate ADP Meeting of the Minds and customize their experience. Place your message in the palm of their hands before, during and after the event. This interactive resource provides information on sessions, evening events and the Expo Hall. Branding on the main app page and in the activity feed, Conference app signage with your logo, logo inclusion in all app promotions, signage at the conference app help desk, recognition at the opening general session, logo recognition on the ADP Meeting of the Minds website with a link to your organization's website.
**WIFI	$26,500** *Exclusive Sponsorship*	Display your logo in the event collateral, on the event app and signage around the event. Wi-Fi network splash page to link to your company's website.
**HYDRATION STATION + CO-BRANDED WATER BOTTLE	$26,500** *Exclusive Sponsorship*	Help keep ADP Meeting of the Minds attendees hydrated with water bottles that display your company logo. There will be a bottle in every conference bag and water stations throughout the conference, branded with your logo. This green alternative will also reduce plastic bottle waste at ADP Meeting of the Minds. You will maintain high visibility even after the conference as attendees carry this in-demand item wherever they go. *Water bottle is selected by ADP MOTM team.
**CONFERENCE BAG	$26,500** *Exclusive Sponsorship*	Put your brand in every attendee's hands — literally. As the official Conference Bag Sponsor, your logo will be prominently featured on the bag every attendee receives at check-in and carries throughout the event and beyond.Your logo, along with the ADP MOTM Logo will be printed on the front of the official conference bag.
**CONFERENCE NOTEBOOK	$26,500** *Exclusive Sponsorship*	Proudly display your company logo alongside the ADP Meeting of the Minds logo on the official 2027 ADP Meeting of the Minds notebook that will be put in each conference bag. *Notebook is selected by ADP MOTM team.
**HOTEL KEY CARD	$25,000** *Exclusive Sponsorship*	You're the brand each attendee sees first thing in the morning, last thing at night and every other time they enter their hotel room. With repeated brand awareness your company is in the hands of each attendee.
**LUNCH SPONSORSHIP	$25,000** *Exclusive Sponsorship*	Sponsor the Lunch where guests relax, refuel, and network in a vibrant setting. This high-traffic area offers premium brand exposure during one of the most engaging parts of the day. Sponsorship includes: Prominent logo placement on signage and tables, Opportunity to display branded materials or giveaways; Recognition in event materials and announcements. Make your brand part of the conversation—right where connections are made.
**RECHARGE LOUNGE AREA	$15,000** *Exclusive Sponsorship*	Relax and recharge yourself and your devices in the exclusive area with comfortable chairs and a charging table. Branding to include signage and table graphic.
**CONFERENCE LUGGAGE TAG	$15,000** *Exclusive Sponsorship*	Proudly display your company's logo alongside the ADP MOTM logo on the official 2027 Luggage Tag. Attendees can attach their luggage tag to their conference bag for easy identification. *Luggage tag is selected by ADP MOTM team.
**BAG INSERT	$8,000** *Non-Exclusive Sponsorship*	Sponsoring a bag insert is the perfect way to give exposure to your latest product or publication, or just get your name out to all ADP Meeting of the Minds attendees. It's also a highly effective way to guide attendees to your booth. Sponsors must provide approximately 1,800 pieces*.
**CONFERENCE APP AD	$6,500** *Non-Exclusive Sponsorship*	The mobile app is where all the action is. It is the uniter of our experience and keeps everyone informed as the resource for the latest in announcements, agenda building and networking connections. Keep your brand in front of this audience by sponsoring within the conference mobile app, including visibility upon log in and banner drops in the activity feed throughout the course of the event. Your brand will be seen morning through night!

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ADDITIONAL SPONSORSHIP OPPORTUNITIES, continued

SIGNAGE	Proudly have your logo prominently displayed for all attendees to see.
**DIGITAL SIGNAGE	$7,500** *Limited Availability*	Put Your Brand in Front of the Right Audience — All Conference Long Looking to stand out at ADP Meeting of the Minds? Our Digital Signage Sponsorship offers premium exposure in high-traffic areas throughout the venue, ensuring your brand is seen by 1,800 attendees, speakers, and industry leaders.



Tuesday - Sponsorship Visibility	
**WELCOME RECEPTION	Cost listed below each item** *Exclusive Sponsorship*	Be part of the ADP Meeting of the Minds Welcome Reception by sponsoring: Specialty Drink in a Light-Up Drink Cup $19,500 o Proudly display your company logo alongside the ADP Meeting of the Minds logo in the light-up drink cup at the welcome event. Premium alignment opportunity at the start of the fun. Specialty Dessert $16,500 o Beautifully display your company logo on the signature dessert of the event. Everyone will thank you for satisfying their sweet tooth. Photo Station $12,500 o Sponsorship includes your company's logo prominently displayed alongside the ADP MOTM Logo on a step-and-repeat backdrop. In addition, you may provide something at the photo station to hand out with your logo for added brand exposure.
SEAT DROP **GENERAL SESSION ONE I $8,000** *Exclusive Sponsorship*	Place collateral material or a giveaway on every seat in General Session One Sponsor to supply the item* for drop.
Expo Hours - Tuesday, Wednesday, Thursday - Sponsorship Visibility	
PROFESSIONAL HEADSHOT LOUNGE I $20,000 *Exclusive Sponsorship*	One of the most popular sponsorships every year! Conference attendees will have the opportunity to receive a free professional headshot photo, Available to all ADP Meeting of the Minds attendees during expo hours. Your company's branding will be prominently displayed at the Headshot Lounge. Sponsor will have the opportunity to scan badges, provide branded giveaways. Sponsor may also provide branded t-shirts for the photographer and staff to wear.
**EXPO HALL CARPET DECALS	$7,500** *Exclusive Sponsorship*	Eye-catching and hard to miss! Place your artwork strategically on the main walkways of the Expo Hall. We'll produce and adhere six logoed 4' x 4' decals to the Expo's carpeted aisles in high-traffic areas. A terrific way to reach attendees as they tour the exhibits. You provide the artwork, and we'll do the rest.

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ADDITIONAL SPONSORSHIP OPPORTUNITIES, continued

Wednesday - Sponsorship Visibility	
BUSINESS BREAKFAST | $12,500 *Exclusive Sponsorship*	Sponsorship includes your company's logo prominently displayed on signage. In addition, you may provide collateral and/or promotional items* for each table. Send out social media message thanking your company for starting the day off right by fueling clients during Meeting of the Minds.
COCKTAIL RECEPTION I $6,500 *Non-Exclusive Sponsorship*	Wrap up the day on a high note by hosting an appetizer or dessert at your booth. You will receive branded cocktail napkins, and signage.
ICE CREAM CART | 17,500 *Exclusive Sponsorship*	Beat the heat and boost your brand visibility as our Official Ice Cream Sponsor! This high-visibility, activation puts your logo front and center at one of the most popular stops at ADP MOTM — the ice cream station. Branded signage at the ice cream serving station, Logo placement napkins, Recognition in event app.
Thursday - Sponsorship Visibility	
CLIENT APPRECIATION CELEBRATION *Exclusive Sponsorship*	Be part of the ADP Meeting of the Minds Client Appreciation Celebration by sponsoring: Specialty Drink in a Light-Up Drink Cup $19,500 o Proudly display your company logo alongside the ADP Meeting of the Minds logo in the light-up drink cup at the Client Appreciation Celebration. Premium alignment opportunity during a premier client experience moment. Specialty Dessert $16,500 o Display your company logo on the signature dessert of the event. Everyone will thank you for satisfying their sweet tooth!
BUSINESS BREAKFAST | $12,500 *Exclusive Sponsorship*	Sponsorship includes your company's logo prominently displayed on signage. In addition, you may provide collateral and/or promotional items* for each table. Send out social media message thanking your company for starting the day off right by fueling clients during Meeting of the Minds.
ESPRESSO BAR | $18,500 *Exclusive Sponsorship*	Fuel the energy of our event by sponsoring the Espresso Bar— high-traffic, high-visibility space where attendees connect, recharge, and network. As the exclusive espresso sponsor, your brand will be prominently displayed at the station and associated with every cup served. Benefits include: Logo placement at the espresso bar and on signage, Brand mention in event materials and announcements, branded napkins. Keep the conversation brewing—with your brand at the center of it.
SEAT DROP CLOSING GENERAL SESSION | $8,000 *Exclusive Sponsorship*	Place collateral material or a giveaway on every seat in the closing General Session Sponsor to supply the item*

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ADDITIONAL SPONSORSHIP OPPORTUNITIES, continued

Sponsorship Visibility - Varies depending on date and time	
**ADP MEETING OF THE MINDS CORPORATE SOCIAL RESPONSIBILITY	$26,500** *Exclusive Sponsorship*	The Corporate Social Responsibility (CSR) beneficiary has not been selected but a nonprofit will be selected that aligns with ADP's commitment to educational and humanitarian causes. Your company is invited to partner with ADP: o Your company will be thanked during the closing and general session as a partner of the CSR beneficiary association on the importance of a CSR program in company culture through employee giving and volunteering. o This year's hands-on activity will take place during conference hours to drive as many attendees to participate in the activity selected. o The CSR selection committee is committed to providing attendees with activities that really make attendees feel like they're getting involved for a good cause. o Use the spotlight to draw attention to charities or causes.
**ROOM DROP	$18,000** *Limited availability,* *Non-Exclusive Sponsorship*	Leave a treat, trinket, or treasure branded item with your company logo or custom message for attendees to find in their rooms after a long day. Limited to one item which must be provided by the sponsor. Size and weight restrictions may apply. You choose either Tuesday or Wednesday night drop.
**SOLUTIONS THEATER SESSION	$9,500** *Non-Exclusive Sponsorship*	Looking to reach your audience in a quick 20-minute session? We are offering exhibitors the ability to present in the Solutions Theater in a mini session to all attendees. Limited slots available.

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NETWORKING OPPORTUNITIES

Throughout the conference, there are multiple networking opportunities for sponsors to interact with attendees:		
Tuesday, March 9, 2027	**Wednesday, March 10, 2027**	**Thursday, March 11, 2027**
▪ Expo	▪ Networking Meals	▪ Networking Meals
▪ Welcome Reception	▪ Expo	▪ Expo
	▪ Breaks in Expo	▪ Breaks in Expo
	▪ Expo Cocktail Hour	▪ Client Appreciation Celebration

REGISTRATION AND CONFERENCE HOURS

Tuesday, March 9, 2027, 8:00 am -9:00 pm
Wednesday March 10, 2027, 8:00 am – 5:00 pm

ADDITIONAL FULL CONFERENCE PASS available | $2,195
Limit of 10 attendees per company (this includes passes that are part of your sponsor package)

EXHIBIT HOURS (Times are subject to change.)
Tuesday, March 9, 2027 1:00 pm – 4:00 pm
Wednesday March 10, 2027 8:00 am – 11:00 am and 1:00 – 6:00 pm (5:00 pm – 6:00 pm Expo Cocktail Hour)
Thursday, March 11, 2027 8:00 am – 5:00 pm

We look forward to connecting with you on how you can get the most out of your sponsorship. Space is limited on a first-come, first-serve basis.

All contracts must be electronically submitted no later than January 8, 2027. Terms and Conditions are non-negotiable.

Contact us now to reserve your spot!

Thank you,



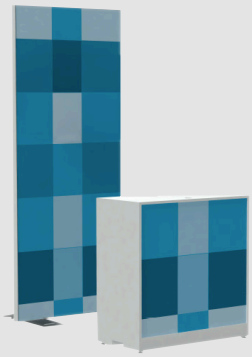
Linda House
Linda.house@adp.com

Event Approval Notice

All events must be approved by **Linda House** prior to scheduling. Additionally, events may **only begin a minimum of 30 minutes after the Expo Reception has concluded.**



Premier Exhibit



Standard Exhibit

EXHIBIT INFORMATION

ADP will provide a turnkey Exhibit with your company's branding.

Installation

Sponsors may prepare their kiosks starting at 3:00 pm on Monday, March 8, 2027. Any exhibit space not occupied one hour prior to show opening on Tuesday, March 9, 2027, will be forfeited without refund.

Dismantle

Sponsors may close their kiosks at 5:00 pm on Thursday, March 11, 2027, and must be completed by 7:30 pm.

CANCELLATION POLICY

All cancellations must be received in writing to ADP at linda.house@adp.com.

Cancellations received by January 8, 2027, will result in ADP retaining an administrative charge of 50 percent of the total cost of the Sponsorship fee. No requests for refunds will be granted starting January 9, 2027.

Cut-off Date for Sponsorship Registration is January 8, 2027.

If you register for a Sponsorship after January 8, 2027, your company will not be listed in any printed materials or event signage.

ADP SPONSORSHIP TERMS AND CONDITIONS

These ADP Sponsorship Terms and Conditions (these "Terms and Conditions") govern the sponsorship arrangement between ADP, Inc. ("ADP") with its principal office located at One ADP Boulevard, Roseland, New Jersey 07068 and the entity accepting these Terms and Conditions to receive sponsorship benefits ("Sponsor").

1. Sponsorship

1.1 Benefits. Sponsor shall receive the sponsorship benefits set forth in the ADP Meeting of the Minds ("Event") prospectus (the "Prospectus") that correspond to applicable Tier.

1.2 Eligibility. ADP reserves the right, in its sole discretion, to approve, deny and/or revoke Sponsor's eligibility to sponsor the Event and/or the sponsorship tier ("Tier").

2. Fees and Payment. Sponsor shall pay ADP the fees for the Tier set forth in the Prospectus. Full payment of the sponsorship fees must be received by ADP within 30 days following the date of the invoice from ADP, but in no event less than 5 days before the start of the Event. If full payment has not been received by ADP prior to the Event, ADP reserves the right to cancel Sponsor's access to and sponsorship of the Event. All sponsorship fees are deemed fully earned and nonrefundable when these Terms and Conditions are accepted, except as otherwise provided herein. These Terms and Conditions are non-cancellable by Sponsor.

3. Sponsor Conduct

3.1 Sponsor shall conduct itself and its sponsorship of the Event in a decorous and ethical manner. ADP reserves the right to restrict or prohibit exhibits or activities which, because of noise, method of operation, content, safety or any other reason, are objectionable to ADP or otherwise detract from or are out of keeping with the character of the Event. ADP reserves the right, without prior notice, to take any security measures it deems appropriate for the safety of attendees, including the right to deny access to the Event for any individual, for any reason at any time.

3.2 ADP may prohibit installation or request removal or discontinuance of any booth, exhibit, activity or promotion that, if continued, departs substantially from the approved design and description. ADP reserves the right to close, remove or require changes in Sponsor's booth, exhibit or activity and to remove any of Sponsor's personnel, contractors, invitees or guests if the booth, exhibit, activity or individuals are deemed by ADP, in its sole discretion, to be detrimental to ADP, the Event, other sponsors or the public.

3.3 Sponsor shall adequately staff its booth, exhibit or activity during all Event hours. Sponsor agrees to cooperate with ADP and other sponsors to make mutual use of the facilities harmonious.

3.4 Sponsor is not permitted to plan any activities that conflict and/or are competitive with the Event without ADP's prior written consent.

3.5 Sponsor may not, at any time during the Event, make statements or representations, or otherwise communicate, directly or indirectly, in writing, orally, or otherwise, or take any action which may, directly or indirectly, disparage ADP or any of its subsidiaries or affiliates or their respective officers, directors, employees, advisors, businesses, or reputations. Notwithstanding the foregoing, nothing in these Terms and Conditions shall preclude Sponsor from making truthful statements are required by applicable law.

3.6 Any leads collected by Sponsor in connection with the Event are the property of Sponsor and, subject to applicable law, may be used to communicate with said leads.

3.7 Sponsor will adhere to Event security practices at all times, including (i) compliance with badge requirements, and (ii) complying with all fire, safety and health regulations of the Event venue. Badge trading is not permitted.

3.8 Sponsor and its invitees must observe any Event-specific COVID policies, which (if any) will be provided prior to the Event.

3.9 Sponsor shall not mark, deface or otherwise damage any furnishings or equipment that is provided, including booths of other sponsors, kiosk structures or the Event premises. Sponsor shall return all furnishings and equipment, and the premises in as good condition as they were received. Sponsor shall be liable for any damage caused by its failure to adhere to this provision.

3.10 If Sponsor or its representatives fail to observe the terms and conditions stated herein or, in the reasonable opinion of ADP, conduct themselves unethically or detrimentally to ADP, Sponsor may be dismissed from the Event without refund or other appeal.

4. Social Media. Sponsor is encouraged to participate in Event social media subject to the terms below:

4.1 **ADP Name/Logo.** When posting on social media channels during and about the Event, use the official name ADP ADP Meeting of the Minds Summit

4.2 **Promotional Messages.** Sponsor may make reference to "ADP" or the Event in Sponsor's user account profiles, but not the branded name(s) (i.e., the X account "@CompanyName ADP " is not be permitted, but "We are an official sponsor of ADP ADP Meeting of the Minds Summit " is.

4.3 **Restricted Times.** Posting marketing messages during Event general sessions is prohibited.

4.4 **Photography/Recording.** Attendees, staff and exhibits may not be photographed or filmed unless permission by the authorized individual is granted. This policy also extends to photo or video sharing via social networks. Attendees with a 'do not photograph' icon on their attendee badges cannot be photographed/filmed.

4.5 **General Conduct.** Sponsor shall ensure its communications about the Event are respectful and professional and no content marked or communicated verbally as confidential is shared on social media channels.

5. Intellectual Property

5.1 **ADP Name/Logo.** Use of the ADP and Event logos by Sponsor, its affiliates or contractors, for any purpose, is prohibited without the prior written consent of ADP.

5.2 **License.** Sponsor hereby grants ADP, its affiliates and their respective representatives, a non-exclusive, worldwide, perpetual, royalty-free right and license to use, copy, transmit, distribute and publicly display at the Event, Sponsor's trademarks, logos and other Sponsor content, including video content, presentation materials, hyperlinks and exhibitor booth items, solely in connection with and at the Event and pursuant to these Terms and Conditions. Other than as provided in these Terms and Conditions, Sponsor retains all rights, title and interest in and to its intellectual property.

ADP SPONSORSHIP TERMS AND CONDITIONS, continued

6. **Publicity.** ADP may, directly or through its affiliates, their respective representatives or third-party service providers, record, photograph or otherwise capture portions of Sponsor or its representatives and their sponsorship of and presence at the Event. Any uses and/or display of Sponsor's or Sponsor's representatives' name, voice, likeness, digital images, photos, video recordings, records, appearance and biographical information by ADP for the purposes set forth herein are hereby authorized in each instance. Sponsor represents and warrants to ADP that all necessary rights, releases and clearances related to any consented uses have been duly secured by Sponsor from Sponsor's representatives.

7. **Compliance**

7.1 **No Preferential Treatment.** Sponsor acknowledges and agrees that its sponsorship of the Event is not intended to, and shall not be construed to, constitute any form of quid pro quo arrangement, and the full and only consideration it is receiving in exchange for the sponsorship fee are the benefits for the applicable Tier as set forth in the Prospectus. Neither Sponsor nor ADP shall provide, be obligated to provide, receive or be entitled to receive, any benefit, advantage, or preferential treatment other than those expressly specified in these Terms and Conditions. Sponsor and ADP further agree that the sponsorship does not create any expectation of future business, contracts, or other commercial opportunities beyond the agreed sponsorship benefits with respect to the Event, and Sponsor has no expectation of receiving any consideration from ADP other than in connection with the Event. For the avoidance of doubt, the acceptance of the Terms and Conditions stated herein represent a one-time-only commitment between ADP and Sponsor.

7.2 **Anti-Bribery.** Sponsor represents, warrants, and agrees that neither Sponsor, nor anyone acting on its behalf, will pay, offer to pay or give anything of value to any person, entity or association (including, without limitation, any ADP clients or prospects) if the payment, promise or gift influences, or has any reasonable likelihood of influencing, any act or decision that will assist ADP or Sponsor in securing an improper advantage or in obtaining or retaining business or in directing business to any other person, entity or association (regardless of whether such payment, promise or gift is technically permitted under applicable laws). Notwithstanding anything to the contrary contained herein, ADP will have the right to terminate Sponsor's sponsorship and participation in the Event for cause immediately upon notice to Sponsor, and without penalty, for any violation by Sponsor of this Section.

8. **Disclaimer.** ADP PROVIDES THE SPONSORSHIP BENEFITS ON AN "AS IS" BASIS. ADP MAKES NO REPRESENTATIONS OR WARRANTIES OF ANY KIND REGARDING THE SPONSORSHIP BENEFITS OR THE EVENT, AND DISCLAIMS ANY AND ALL WARRANTIES, EXPRESS OR IMPLIED, RELATING TO THE SPONSORSHIP BENEFITS AND THE EVENT, INCLUDING ANY IMPLIED WARRANTIES ARISING OUT OF A COURSE OF PERFORMANCE, DEALING, AND TRADE USAGE. ADP WILL NOT BE HELD LIABLE FOR DAMAGE OR LOSS OF PROPERTY RESULTING FROM ANY CAUSE. ANY CLAIMS FOR ANY SUCH LOSS, DAMAGE OR INJURY ARE WAIVED BY THE SPONSOR.

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10.3 These Terms and Conditions shall be governed by and construed under the laws of the State of New York. Any legal action or proceeding relating to these Terms and Conditions shall be instituted in a state or federal court in New York County, New York and both parties agree to submit to the jurisdiction of, and agree that venue is proper in, these courts in any such legal action or proceeding.

10.4. If any provision of these Terms and Conditions as applied to either party or to any circumstance shall be adjudged by a court of competent jurisdiction to be void or unenforceable for any reason, it shall be revised so as to effectuate the intent of the parties to the maximum extent possible, or if not capable of such revision will be deemed severed from these Terms and Conditions, and the remaining provisions of these Terms and Conditions will remain in force and unaffected.

10.5 Sponsor cannot assign any of its rights or obligations under these Terms and Conditions without the express written agreement of ADP.

10.6 These Terms and Conditions are non-negotiable and constitute the entire agreement between Sponsor and ADP pertaining to the subject matter hereof, and supersede all prior agreements, understandings, negotiations and discussions, whether oral or written, of the parties with respect to such subject matter. Any amendment, supplement or change hereto must be in writing and signed by the parties hereto.



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