WHO CAN YOU REACH?

As the largest industry event in the world, the ASET Annual Conference attracts Neurodiagnostic technologists from across all modalities. In our 2021 conference, we drew 947 attendees representing 12 countries – USA, Puerto Rico, U.S. Virgin Islands, Mexico, Brazil, Canada, Australia, Ghana, Japan, Saudi Arabia, UAE, Ireland, Italy, and Germany.

In addition you can reach ASET’s members through our conference communication channels for weeks leading up to the conference. Here’s an overview of ASET’s membership makeup.

ATTENDEES’ ROLE

Beyond members in our email list, ASET has a growing social media following – over 6,500 followers across Facebook, Twitter, and LinkedIn.

40% OF ATTENDEES DECIDE WHAT SUPPLIES AND EQUIPMENT ARE PURCHASED IN THEIR LAB

DECISION MAKING

Some of the sponsorship opportunities come with a promotion via ASET’s digital channels. Below is a makeup of the audience your brand can reach.

CREDENTIALS

EDUCATION
The ASET Annual Conference is the largest educational and networking event in the world of Neurodiagnostics. The conference offers educational seminars, poster presentations, high-level plenary session speakers, a symposium, Exhibit Hall and numerous opportunities to expand your network. Whether you want to generate brand exposure or capture a lead, the conference is an excellent opportunity for your organization to engage with key industry constituents, including Neurodiagnostic technologists, laboratory managers, physicians and supplier representatives.
**EXHIBITOR OPTIONS**

**Exhibit Dates:** August 4-5, 2022

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**EARLY BIRD EXHIBIT BOOTH RATE - ON OR BEFORE MAY 27, 2022**

**Standard Package**
- Includes an 8’ high back drape, 3’ high side rails
- 10’ x 30’ – $3,775
- 10’ x 20’ – $2,775
- 10’ x 10’ – $1,775

**Standard Plus Package**
- Includes the Standard Package PLUS a table, two chairs, and a waste basket.
- 10’ x 30’ – $4,175
- 10’ x 20’ – $3,175
- 10’ x 10’ – $2,175

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**EXHIBIT BOOTH RATE - AFTER MAY 27, 2022**

**Standard Package**
- Includes an 8’ high back drape, 3’ high side rails
- 10’ x 30’ – $3,975
- 10’ x 20’ – $2,975
- 10’ x 10’ – $1,975

**Standard Plus Package**
- Includes the Standard Package PLUS a table, two chairs, and a waste basket.
- 10’ x 30’ – $4,375
- 10’ x 20’ – $3,375
- 10’ x 10’ – $2,375

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**Nonprofit booth rates available upon request.**
Contact marketing@aset.org

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**Booth Space Includes**
- One (1) full conference registration
- One (1) additional booth personnel registration (includes lunch, courses, but not CEUs)
  
  **Note:** Additional full conference registration badges to include all CEUs may be purchased at regular conference rates.
- Company information on Conference App
- Publication of your company’s information and booth number in the Final Program
- Logo placement on the ASET website
- Welcome Reception in the Exhibit Hall
- Dedicated exhibit time
- One complimentary list of attendees
- Secured exhibit space during non-exhibit hours

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**What’s Expected from the Exhibitor?**

Additional services that can be ordered through our General Services contractor:
- Labor
- Material Handling
- Electrical
- Furniture rental
- Rental displays
- Florist
- Audio-visual equipment

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**Cancellations and Adjustments**

All notices of cancellation or adjustment in booth space must be received in writing before June 1 to receive a refund. After June 1, 2022, the expo obligates the exhibitor to full payment of the rental space. See the contract terms (page 10) for more information.
EXHIBIT FLOOR PLAN

You can reserve your booth at aset.org/annual-conference

* Larger booths and custom setups are available upon request. Contact marketing@aset.org.
For high visibility, you have many options to display your brand on items used by attendees during and after the conference.

**PRINT ITEMS & MERCHANDISE**

**PROMO ITEMS**
*Co-branded with conference logo*

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity (1 Batch)</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference T-Shirts</td>
<td>500</td>
<td>$6,000</td>
</tr>
<tr>
<td>Lanyards</td>
<td>500</td>
<td>$3,000</td>
</tr>
<tr>
<td>Tote Bags</td>
<td>500</td>
<td>$5,000</td>
</tr>
<tr>
<td>Tumblers</td>
<td>500</td>
<td>$3,000</td>
</tr>
<tr>
<td>Pens</td>
<td>500</td>
<td>$1,800</td>
</tr>
<tr>
<td>Hand Sanitizers</td>
<td>500</td>
<td>$3,000</td>
</tr>
<tr>
<td>Face Masks</td>
<td>500</td>
<td>$3,000</td>
</tr>
</tbody>
</table>

*2 Batches can be sponsored*

Signed contract must be received by June 20 for all print and promotional materials.

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**FINAL PROGRAM ADVERTISEMENTS**

The 8.5” x 11” Final Program is distributed to all conference attendees and exhibitor personnel.

<table>
<thead>
<tr>
<th>Placement</th>
<th>Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Outside Cover</td>
<td>$2,000</td>
</tr>
<tr>
<td>Front Inside Cover</td>
<td>$2,000</td>
</tr>
<tr>
<td>Back Inside Cover</td>
<td>$1,800</td>
</tr>
<tr>
<td>Internal Page</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

**STEP AND REPEAT BANNER**

Display your logo in the conference’s step and repeat banner, a perfect backdrop for a photo booth. This banner can accommodate up to 4 sponsor logos in addition to the conference logo.

**INVESTMENT:**
$500/logo or $3,000 for an exclusive logo placement

**PACKET INSERTS ADVERTISEMENTS/PROMOTIONS**

8.5” x 11” one-pager provided by sponsor

**INVESTMENT:**
$500
EDUCATIONAL/PROFESSIONAL DEVELOPMENT

The conference offers different modality-specific sessions. When you sponsor a session, you will have your logo featured in the Final Program, get mentioned with a hyperlink on the program webpage, and have your logo displayed on signage.

Conference Sponsorship [all 3 days]
Thursday - Saturday: $2,800

Conference Sponsorship [1 day, 1 track]
Thursday Track: $800
Friday Track: $800
Saturday Track: $800

Lunch and Learn: $500

NETWORKING AND SOCIALIZING

Beverage Sponsorship: $1,000
The sponsorship includes 75 tickets printed with your logo and a short message. The cost of the drinks will be billed to you based on actual consumption. You will also receive a clickable banner ad in a promotional email. You can sponsor more drink tickets in batches of 75.

Continental Breakfast and Break: $3,000 for all 3 days or $1,200 per day
Benefits include logo placement in the Final Program and conference webpage, clickable banner ad in a conference email, and signage inside the breakfast and break hall.

Lunch (Friday): $1,500
Benefits include logo placement in the Final Program, conference lunch hall, webpage, clickable banner ad in a conference email, and signage inside the exhibit hall.

Break Sponsorship: $500
Play a looping video for three (3) minutes during session breaks. There will be two 40-minute breaks on Thursday and Friday, and one 20-minute break on Saturday.

Discounts may be available for bundled sponsorship packages, please contact marketing@aset.org if you are interested in pursuing such a package.

ASET FOUNDATION

Each year the ASET Foundation holds a Silent Auction in conjunction with the Annual Conference. Vendors may donate items to the auction. Items will be on display in the Foundation booth in the Exhibit Hall and on the Silent Auction online app. To donate items, email info@asetfoundation.org.

Details:
- All donated items are tax deductible.
- Vendor donors will be acknowledged in the auction catalogue.
- ASET Auction link and deadline for donations can be found on the ASET Foundation website, asetfoundation.org.
For sponsorship and advertising inquiries, please contact ASET’s Marketing Department.

marketing@aset.org
816.931.1120, ext. 106
816.944.3237 direct
C. USE OF EXHIBITORS, FACILITIES, CONSTRUCTION & INSTALLATION

Acceptability of Exhibits: All exhibits shall be to serve the interests of the members of ASET and its affiliates and shall be operated in a way that will not detract from other exhibitors, the expo or the annual meeting as a whole. ASET reserves the right to refuse agreements not meeting standards required and expected, as well as the right to curtail or close any exhibits or parts of exhibits that reflect unfavorably on the character of the meeting or believed to be injurious to the purpose of the Society. This applies to displays, literature, advertising, novelties, souvenirs, conduct of persons, etc. Exhibitors are requested to staff their exhibits with personnel attired in a manner consistent with the decorum of the meeting and knowledgeable in the products and policies of the company.

Logo, Giveaway Items & Drawings. Use of ASET’s logo or name is prohibited on signs inside or outside the exhibit area, giveaway items and on descriptive product literature, except reference may be made to the meeting as the “ASET Conference, place and date.” Exhibitors must advise ASET of any items to be given away or drawings to be held on exhibit floor. At the discretion of show management, ASET reserves the right to prohibit distribution of giveaway items or drawings on the exhibit hall or in the exhibit facility.

Music or Entertainment: Exhibitor agrees to pay when due all royalties, license fees or other charges accruing or becoming due to any form, person or corporation by reason of any music, either live or recorded, or other entertainment of any kind or nature, played, staged or produced by the exhibitor, its agents, or employees within the premises covered by this License Agreement including but not limited to royalties or licensing fees due to BMI, ASCAP or SESAC. Exhibitor agrees to hold harmless ASET, its agents and employees against any and all such claims and charges, and to defend, at its own expense, any and all such claims and charges.

Restriction on Use of Space: Exhibit booths must be maintained by at least one company representative at all times during show hours. No exhibitor shall sublet, assign or share any part of the space allocated to them without the written consent of ASET. Solicitations or demonstrations by exhibitors must be confined within the bounds of their own respective booths. Aisle space shall not be used for exhibit purposes, display sign, solicitation or distribution of promotional material. Exhibits, signs and displays are also prohibited in any of the public spaces or elsewhere on the premises of the meeting facilities or in the guestrooms or hallways of the hotel. Operation of sound devices is allowed if the exhibitor complies with restrictions on loud volume. Bright lights or displays with lighting, which are judged to interfere or detract from other exhibitors are subject to removal at the discretion of show management.

Construction of Exhibits: Exhibits shall be constructed and arranged in the area not more than three feet forward of the back wall of the booth and in this area up to a height not to exceed eight feet from the exhibit floor. All parts of the exhibit in any portion of the booth beyond three feet from the booth back wall shall be placed not to exceed the height of the dividing side rails [36’]. Advertising, signs, logos and exhibit structures shall not exceed the eight-foot height limit from the exhibit floor.

Appearance of Exhibits: Any part of the exhibit which does not lend itself to an attractive appearance, such as unfinished side or end panels must be draped at the exhibitor’s expense. ASET reserves the right to have such finishing done and to bill the exhibitor for charges incurred.

Installation and Dismantling of Exhibits: All installation and dismantling of exhibits must be carried out during the time indicated in the accompanying exhibit information. No exhibit may be erected after the expo opens or be dismantled before the official closing time. It is the responsibility of the exhibitor to see that all materials are delivered and removed from the exhibit hall by the specified deadline. Should the exhibitor fail to remove their exhibit, this removal will be arranged by ASET at the expense of the exhibitor. All empty crates, upon erection of the display, shall be labeled as such and properly identified with the company name and booth number for removal by the official drayer from the exhibit floor.

Failure to Occupy Space: Space not occupied by the close of the exhibit installation period as specified in the accompanying material will be forfeited by the exhibitor and this space may be resold, reassigned or used by ASET.

B. CANCELLATION OF EXHIBIT AND SPONSORSHIP CONTRACT

Cancellation: No cancellation shall be acknowledged until written notice has been received by ASET. If the notice is received before June 1, 2022, 50% of booth space rental will be refunded. After June 1, 2022, the expo obligates the exhibitor to full payment of the rental. No refunds will be made after this date unless all booth space has been sold, in which case the exhibitor will be entitled to a refund as outlined above.

Payment: All agreements must include full payment of the booth rental.
Drayage: Advance shipment of exhibit material must be made to the official drayage company. The exhibit facility cannot accept direct shipments. Should any shipments be made directly to the facility, they will be removed by the authorized drayage company and stored until the facility is ready to accept material for the expo and all costs involved will be charged to the exhibitor concerned.

Labor: Exhibitors shall employ only accredited labor personnel for all work other than that properly handled by their own personnel in accordance with local labor regulations. Information regarding specific regulations which are applicable may be obtained from the official service contractor. Display personnel, painters, carpenters, electricians and other skilled labor can be arranged through the official service contractor at established rates. If a contractor other than the official service contractor is used to setup, erect or dismantle the exhibit, ASET must be notified and be in receipt of a general insurance certificate at least thirty [30] days prior to the official move-in date, or the contractor will not be permitted to service the exhibit.

Fire and Safety Regulations: Fire regulations require all display material used for decoration to be flameproof. Any/all electrical equipment, including signs and lights, shall be in good operable condition and be able to pass the inspection of the local fire department. Each exhibitor agrees to be knowledgeable and responsible regarding ordinances and regulations pertaining to health, fire prevention and public safety while participating in this expo. No combustible materials shall be stored in or around the booth. The use of flammable materials necessary to the purpose of the exhibit where no other alternative can be used must first be brought to the attention of ASET, in writing, no fewer than 90 days before the expo opening for approval.

D. SECURITY, LIABILITY & INSURANCE

Security: ASET will provide security during the closed hours of the expo, but the furnishing of such service shall not be construed to be any assumption of obligation or duty with respect to the protection of the property of exhibitors, which shall at all times remain in the sole possession and custody of each exhibitor and shall be the sole responsibility of each exhibitor. After show hours, only those exhibitors properly identified and with permission of ASET may enter the exhibit hall.

Liability: Neither ASET, nor the official service contractor, nor the exhibit facility/hotel or management or their members, representatives, employees, directors and/or officers will be responsible for injury, loss or damage that may occur to the exhibitor or the exhibitor’s employees or property from any cause whatsoever, prior, during or subsequent to the period covered by this contract/agreement. The exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, save and hold harmless ASET, Maritz Global Events, the official decorator, the exhibit facility/hotel [to include all employees, directors, officers, management and agents] from and against any and all actions, claims, expenses, losses and damages to persons or property, governmental charges or fines and attorney’s fees arising out of or by reason of the exhibitor’s occupancy or use of the exhibition facilities, or caused by exhibitor’s own installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding such liability caused by the sole negligence of the exhibit center, its employees and agents.

Damage to Exhibit Facilities: The exhibitor must surrender space occupied by the exhibitor in the same condition it was at commencement of occupation. The exhibitor or the exhibitor’s agent shall not injure or deface the walls, columns or floors of the exhibit facilities, nor the booths or the equipment or furniture of the booths. When such damage appears, the exhibitor shall be liable to the owners of the property so damaged. Additionally, the exhibitor agrees to protect, save and hold harmless ASET, its agents and the convention facility of and from all loss, liability and/or damage whatsoever caused to the facility housing the exposition, or any part thereof, directly or indirectly.

Damage to Inadequately Packed Property is the Exhibitor’s Own Responsibility: Insurance. Exhibitors agree to maintain such insurance as will fully protect ASET from any and all claims of any nature whatsoever, including claims under the Worker’s Compensation Act, and for personal injury, including death which may arise in connection with the installation, operation and dismantling of the exhibitor’s display. ASET does not maintain insurance covering exhibitor’s property. It is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance. Exhibitors are advised to add to their existing insurance a portal-to-portal rider to protect them against the loss/damage to their materials by fire, theft, accident, etc.

Amendments to Regulations: Any and all matters and questions not specifically covered by the articles in this contract shall be subjected to the decision of ASET. The aforementioned items covered by this contract may be amended at any time by ASET in the interest of the expo, and notice thereof shall be binding on exhibitors equally with the foregoing rules set forth in this contract.

1. Definitions and Interpretation

Ad(s): any kind of promotional or advertising material (including, but not limited to, adverstorial content or classified information) that is, as the case may be: (i) to be printed in a print Publication and/or (ii) to be published or otherwise displayed by electronic means (including, but not limited to, banner, skyscraper, pop-up, roadblock, leader, belly bands, cover wraps, tip ons, inserts, button or other forms of online or electronic display advertising) via or as part of or in connection with any online Publication

Ad timeline: the timeframe during which the ad will run on the ASET advertising channels.

Agreement: these Terms signed by the Parties

Confirmation: details of or proof of publication of the Advertisement in the Publication; including, but not limited to, pictures, pdf copies and clicks.

Content: the complete artwork, copy, active URLs, storyboards, scripts, documents, charts, graphics, photographs, film and/or other materials provided in any media provided by the Sponsor to the Publisher for publication as the Advertisement

Content Deadline: the latest date by which the Sponsor is required to provide full instructions and Copy to the Publisher for publication of the Advertisement in accordance with and subject to this Agreement

“Parties” and/or
Party: the Publisher and/or the Sponsor, together or individually, as the context requires

Publication: online or printed material, platform, content, materials, websites or other space specified in the Agreement on which the Ad is published

Publisher: ASET - The Neurodiagnostic Society, located at 312 SW Greenwich Dr, Suite 669, Lee’s Summit, MO 64062

Specification: the format, file configuration and/or specification of the Content, required by the Publisher in order to publish the Ad.

Sponsor: the Party or client, specified in the Agreement, placing the order for the publication of the Ad (including, but not limited to, the Sponsor’s advertising agency or media buyer)

Terms: these Advertising Terms and Conditions

2. Provision of Advertising Services

a. After receipt by the Publisher of a signed Agreement, the Publisher shall arrange for publication of the Advertisement in accordance with this Agreement.

b. The Publisher is not required to publish the Advertisement until it: (i) receives a signed Agreement from the Sponsor; (ii) confirms that there is available space in the Publication; and (iii) approves, at its sole discretion, the Advertisement.

3. Supply of Content

a. Sponsor shall provide the Content to the Publisher in an approved Specification before the content deadline. Publisher reserves the right to vary the Specification from time to time.

b. If the Advertiser fails to comply with clause 3.a, Publisher reserves the right to: (i) require Advertiser to resubmit the Content in accordance with the required Specification; (ii) extend/reduce (as applicable) the period that the Advertisement will be published in the Publication; and (iii) delay publication of the Advertisement until complete Content in the required Specification is received.

c. If Publisher changes the Specification of Content which has already been supplied by Advertiser, the Publisher reserves the right to suspend publication of the Advertisement for a reasonable time in order for Advertiser to send revised Content. Publisher shall not be liable for any additional costs incurred by Advertiser in providing revised Content.

d. For print Ad, in no event shall Publisher be liable for any discrepancy in the color shades of the published Ad, regardless of whether a color proof was supplied in accordance with the Specification.

e. Proofs will not be provided by the Publisher. Content received by the Publisher will be published as is.
f. For any Content that includes loose inserts, Advertiser must ensure these are received by Publisher’s distributor at least fifteen (15) business days prior to the Ad publication date. Publisher shall not be responsible for the omission of any loose inserts where this timeframe has not been met and any fees shall be payable in full in respect of the agreed inserts.

4. Placement, Sizing, Quality and Delay
a. If placement of the Ad is agreed in the Agreement, Publisher shall use commercially reasonable efforts to fulfil the request. Publisher shall notify Advertiser if the requested placement is not available.

b. If placement of Ad is not otherwise agreed in the Agreement, Publisher shall use commercially reasonable efforts to place the Ad in a section of the Publication most relevant to the Advertiser. However, the placement, sizing and/or quality of the Ad is at the sole discretion of Publisher.

c. Publisher reserves the right, at its sole discretion:
   i. To place the word “advertisement” alongside Content which (in Publisher’s opinion) resembles editorial or advertorial matter;
   ii. To reject or remove any Ad which brings or may bring disparagement, ridicule or scorn upon Publisher or which in Publisher’s opinion, is likely to fall within the prohibitions set out in clause 7.a; and
   iii. To reject or remove any Ads which the Society deems, at its sole discretion, to be in direct competition with its own products and/or services.

d. The Publisher shall not be liable to the Advertiser for any reasonable delay in publishing the Ad due to operational reasons or where content publication is delayed due to peer review or other editorial reasons.

5. Confirmation
a. Where the Agreement requires the Publisher to provide Confirmation, the Publisher will endeavor to provide such Confirmation within a reasonable timeframe after publication of the Ad. The Publisher shall provide the Confirmation in an electronic pdf format or any other electronic format decided in its sole discretion. The Publisher is not obliged to provide physical copies of the Ad, unless agreed otherwise in writing.

b. Publisher cannot guarantee the delivery of the Confirmation. Publisher cannot control the generation of clicks on an Ad. Publisher has the appropriate technological systems to reasonably detect and filter certain click activity, however, the Publisher shall not be responsible for click fraud, technological issues or other potentially invalid or non-human click activity that may affect the details provided in the Confirmation. In addition, Advertiser is responsible for providing trackable link if it wants to track source of traffic for online Ads.

c. Publisher shall not be entitled to delay, withhold or amend payment of any fees under this Agreement due to any delay or inability by the Publisher to provide the Confirmation.

6. Data
a. All data collected during delivery of Ad including data of individual users by Publisher during delivery of an Ad, where it is expressly disclosed to such individual users that such collection is solely on behalf of Advertiser, shall be property of Publisher and is considered confidential information of Publisher.

7. Warranty and Indemnification
a. Advertiser warrants and represents to Publisher that the Ad: (i) is not defamatory, libelous or otherwise illegal; and (ii) does not infringe the rights of any third party; and (iii) complies with all applicable laws and regulations, including, but not limited to Advertising Standards Authority standards and any local regulatory standards and advertising regulations within any territories where the Ad will be available.

b. Advertiser shall indemnify Publisher from and against any and all losses, claims, damages, costs, expenses (including without limitation legal expenses) and liabilities it suffers as a result of publishing the Ad and/or Advertiser’s breach of its warranties under clause 7.a.

c. The Publisher reserves the right to refuse, withdraw, omit or otherwise deal with any Ad at its absolute discretion without any liability to the Advertiser.

8. Limitation of Liability
a. Publisher does not accept liability for any errors or omissions caused by inaccurate or ambiguous Ad instructions or due to any acts, circumstances or defaults beyond its reasonable control.

b. Notwithstanding anything to the contrary contained in this Agreement and except for the warranties and indemnities provided in clause 7, in no event shall either Party be liable for (i) any special, indirect, incidental, consequential or punitive damages (including, without limitation, damages for any loss of data, profit, goodwill, anticipated savings, revenue or business), whether based on contract, tort or other legal theory, in connection with this Agreement or otherwise in connection with publishing of the Advertisement.

c. Except for the warranties and indemnities provided in clause 7, in no event shall the aggregate liability of either Party exceed the total amount of fees set out in the Agreement.

d. Nothing in this Agreement shall limit or exclude either Party’s liability for (i) death or personal injury caused by its negligence or by the negligence of its employees, agents or subcontractors or (ii) fraud or fraudulent misrepresentation.

9. Fees and Payment Terms
a. Invoices shall be raised following receipt by the Publisher of a signed Agreement. Unless otherwise agreed in writing between the Parties, invoices are payable immediately and are due within 30 days of the date of the invoice.

b. In the event of late payment of invoices, Publisher reserves the right to: (i) suspend publishing any further Ad until any outstanding fees are paid; and/or (ii) terminate the Agreement following Advertiser’s failure to pay an outstanding invoice within 15 days of receiving written notice of its breach.

c. If Advertiser is an advertising agency or media buyer, Advertiser shall have the authority to act on behalf of, and place the Ad with Publisher, for its client.

d. Any discounts on the Publisher’s standard pricing structure agreed in the Agreement shall be disallowed where payment is overdue. All fees shall be payable at the prices in the Marketing Partnerships document, unless otherwise agreed by the Parties and indicated on the Agreement.

e. Fees are exclusive of all applicable taxes and the Advertiser is responsible for payment of any applicable taxes above the quoted fees.

10. Termination
a. This Agreement shall expire on the publication of the Ad and receipt by the Publisher of all fees set out in the Agreement, unless this Agreement is terminated earlier pursuant to these Terms. Clauses 7, 8 and 11 shall survive termination or expiry of this Agreement, howsoever caused.

b. If Publisher reasonably believes at any time that Advertiser has breached this Agreement, Publisher may deliver written notice to Advertiser specifying such breach in reasonable detail. If within fifteen (15) days after delivery of such notice, the Advertiser has not cured such breach to the reasonable satisfaction of Publisher, or the parties hereto have not otherwise agreed to amend this Agreement to address such breach, the Publisher shall be permitted to terminate this Agreement.

c. The Publisher has the right to immediately terminate this Agreement upon written notice to Advertiser if Publisher believes in good faith that continued association with Advertiser has had or is likely to have an adverse effect on the reputation of Publisher.

d. Upon termination of this Agreement pursuant to clauses 10.b or 10.c, the Publisher shall not be required to refund any portion of the fees to the Advertiser or have any other liability to Advertiser. Furthermore, Publisher shall be entitled to submit an invoice for any outstanding fees payable by the Advertiser which will become immediately due and payable.

e. Advertiser may terminate this Agreement at any time without cause. In the event the Advertiser wishes to terminate it shall be liable to pay fees in full in respect of any cancelled Ad or series of Ad unless it gives Publisher written notice of termination at least 12 weeks prior to the relevant Content Deadline for each Ad. When such notice is properly served, a 50% discount against the price amount for the Ad shall be applied to the invoice for the cancelled Advertising. Such amount shall become immediately due and payable.
11. Miscellaneous
a. Any delay in performance of any provision of this Agreement caused by conditions beyond the reasonable control of either Party hereto will not constitute a breach of this Agreement, provided that the delaying Party has taken reasonable measures to notify the affected Party in writing of the delay and uses reasonable efforts to perform in accordance with this Agreement notwithstanding such conditions.
b. Advertiser may not assign or transfer any of its rights under the Agreement without Publisher’s prior written consent.
c. Advertiser acknowledges that the Agreement constitutes the entire agreement between the Parties in relation to the subject matter and that it has not entered into the Agreement in reliance upon any oral or written representation made to it by Publisher. Any amendments of or waivers relating to this Agreement must be in writing signed by both Parties hereto.
d. This Agreement is governed by and construed in accordance with United States law, without regard to choice of law provisions. Any disputes arising out of this Agreement that cannot be resolved by the Parties will be brought in the courts of the United States.

Billing Method
The sponsor can make the payment on aset.org/partnerships or send a check to the ASET executive office at 312 SW Greenwich Dr, Suite 669, Lee’s Summit, MO 64082. ASET will provide a receipt or invoice after processing the check.