Live Content Terms

2026 October

These Live Content Terms (the "Live Content Terms") apply to all in-person, hybrid, or virtual events, including sponsorships, exhibitions, webinars, live-streamed panels, and any associated ticket or table sales (together, the "Live Content Services") provided by Future B2B Limited or Future B2B LLC (as identified in the Order) ("Future") to the client identified in the Order (the "Client") These Live Content Terms form part of and are incorporated into either (a) the Master Services Agreement (MSA) or (b) the Future B2B Standard Terms and Conditions (as applicable).

1. Definitions

1.1. Capitalised terms not defined in these Live Content Terms have the meaning given in the MSA or Standard Terms.

1.2. In these Live Content Terms:

"Event" means any conference, awards ceremony, roundtable, webinar, or other live or virtual experience organised by Future.

"Sponsor" means a Client purchasing sponsorship or promotional rights for an Event.

"Sponsor Brands" means the Client's trademarks, logos, and brand assets used in connection with an Event.

"Future Brands" means Future's editorial or event brands, trademarks, and proprietary visual identities.

"Tickets" includes general admission passes, seats, or tables purchased for access to an Event.

"Marketing Plan" means the schedule or document agreed between the parties that sets out Event marketing, promotional, and advertising activities.

2. Scope of Live Content Services

2.1. The Live Content Services include all Event-related services described in the Order, which may consist of:

2.1.1. event sponsorships, advertising, or promotional rights;

2.1.2. webinar or virtual event hosting; and

2.1.3. ticket and table sales for attendance at Future-organised events.

2.2. Future will organise and manage each Event using reasonable skill and care in accordance with the Order and the agreed Marketing Plan (if any).

2.3. The Client acknowledges that Future retains full control over the Event format, scheduling, agenda, speakers, participants, and production decisions, unless otherwise agreed in writing.

2.4. Future may make reasonable adjustments to the Event structure or schedule to improve quality or comply with safety, venue, or platform requirements.

2.5. Neither content development nor lead generation (including lead filtering and targeting) is included in the Live Content Services unless expressly specified in the Order. If the parties agree that Future shall provide content development services for webinars or otherwise, Future's Custom Content Terms [HYPERLINK] shall apply to the provision of such services. If the parties agree that Future shall provide lead generation services (including for webinar registrations), then Future's Lead Generation Terms [HYPERLINK] shall apply to the provision of such services, and Section 4.5 of these Live Content Terms shall govern lead delivery timelines and fulfilment.

3. Sponsorships and Sponsor Rights

3.1. Where the Order includes sponsorship, the following terms apply:

3.1.1. The Client is granted non-exclusive sponsorship and promotional rights in relation to the Event as specified in the Order.

3.1.2. The Client will provide Sponsor Brands and materials in the formats and timelines agreed with Future.

3.1.3. The Client must not represent itself as an “official sponsor” except to the extent expressly agreed in writing.

3.1.4. The Client must not use Future Brands or Event branding in its own promotions without Future’s prior written approval.

3.2. Future will use reasonable efforts to include Sponsor Brands in Event marketing materials as described in the Marketing Plan but retains editorial and creative control over all Event promotion.

3.3. The Client will promote the Event in accordance with the agreed marketing plan. The marketing materials for the Event that are to be published by the Client in accordance with the marketing plan shall contain the Future Brands and copy shall be submitted to Future for approval (which Future may grant or withhold in our absolute discretion) prior to publishing the same. If Future rejects the copy relating to any such promotion, Future shall notify the Client within 5 business days of our receipt of the copy. The Client must amend the copy accordingly and submit the revised version to Future for approval. The Client must not publish any promotional material relating to an Event without Future’s prior approval in writing.

3.4. The Client shall, on or before the effective date specified in the Order (or if there is none, on the data specified by Future in writing), provide Future with digital copies of the Sponsor Brands in high-resolution print format (including, without limitation, JPEG, GIF, or TIFF files) in the form and specification the Client wishes Future to use in connection with the Event. If, at any time during the Term, the Client updates or amends any Sponsor Brand, the Client shall promptly supply Future with the amended version in an equivalent high-resolution format. Future shall use reasonable endeavours to ensure that the amended version is implemented in Event materials and promotions as soon as reasonably practicable following receipt.

3.5. The Client acknowledges that all Events may feature multiple sponsors unless stated otherwise in the Order. Future makes no representation that any sponsorship will be exclusive unless explicitly designated as such.
3.6. Sponsorship Fees are payable in accordance with the Order. Sponsorship rights are conditional upon full payment of such fees in accordance with the Commercial Terms.
3.7. Upon expiration or termination of the sponsorship, the Client must immediately cease all use of Future Brands or Event marks.

4. Webinars and Virtual Events

4.1. For webinars and other virtual Events, the following apply:
4.1.1. Future will provide:
4.1.1.1. the event platform, registration page, and hosting infrastructure;
4.1.1.2. the minimum number of leads stated in the Order (if applicable);
4.1.1.3. a dedicated webinar coordinator to oversee logistics and project management;
4.1.1.4. a dedicated moderator to host, including introductions, closing remarks, and facilitating Q&A;
4.1.1.5. an MP4 recording of the Event (without edits by Future), licensed to the Client in accordance with this Agreement, and which the Client may utilise at its reasonable discretion;
4.1.1.6. a unique URL for Client promotional use.
4.1.2. The Client will provide approved titles, abstracts, and creative materials by the deadline specified in the Order.
4.1.3. Future reserves the right to refine or rewrite titles and abstracts to ensure consistency with event objectives.
4.1.4. Registrations generated by the Client will not be shared with other sponsors.
4.1.5. Future may incentivise event registration and attendance to enhance engagement.
4.2. Future does not guarantee specific attendance numbers or audience composition but will use reasonable efforts to reach the minimum registration goal identified in the Order.
4.3. If the registration goal is not achieved before the live date, Future may fulfil the remaining commitment within forty-five (45) days after the Event via on-demand content syndication.
4.4. Multi-sponsor webinars:
4.4.1. Future will add participating Client details to the registration page when practicable but cannot guarantee other sponsor participation.
4.4.2. Due to the nature of such events, Future is unable to utilise client-provided suppression lists, target account lists, or filtering for lead generation for multi-sponsor webinars.
4.5. Lead Generation for Webinars and Virtual Events
4.5.1. Lead filtering and targeting are not included in the Live Content Services unless expressly specified in the Order and subject to Future's Lead Generation Terms.
4.5.2. Future will use reasonable endeavours to reach the minimum stated registration goal before the Event date. If this goal is not met, Future has the right to fulfil the remaining amount within forty-five (45) days after the Event via on-demand content syndication.

4.5.3. Both live and on-demand lead delivery will be subject to and governed by Future's Lead Generation Terms [HYPERLINK].

4.5.4. For the avoidance of doubt, the quality standards, replacement policy, and reporting obligations set out in the Lead Generation Terms apply to all leads delivered under this section.

5. Ticket and Table Sales

5.1. Ticket and table sales are subject to attendee terms and conditions. Additionally, for any Client attendees:

5.1.1. The Client agrees that all attendees are bound by these Live Content Terms and the Event's published venue rules and shall procure that (a) such terms are drawn to attendees' attention, and (b) attendees are bound to comply.

5.1.2. Future will issue booking confirmations upon receipt of payment or invoice issuance. The Client must check confirmations for accuracy and notify Future of any errors immediately.

5.1.3. Tickets may be subject to quantity limits per organisation; Future may cancel excess bookings and refund payment pro-rata.

5.1.4. Tickets are valid only for the named attendees and may not be resold or transferred except within the same organisation, subject to advance written notice to Future. Future may object provided it does so for reasonable reasons.

5.2. The Client and its attendees must comply with all applicable venue and health and safety regulations. Any attendee in breach of these rules or whose behaviour is disruptive, unsafe, or unlawful may be refused entry or removed from the Event.

5.3. The Client acknowledges, and shall ensure that its attendees are made aware and agree, that taking part in any activity during an Event is at the attendee's own risk provided that such activity is not provided negligently by Future.

5.4. Fees for tickets and tables are payable as stated in the Order and are non-refundable except as provided in Clause 8 (Rescheduling, Cancellation, and Refunds) or the applicable ticket purchase terms made available on your request.

5.5. Future may alter or vary the Event programme, timing, or speakers without liability.

6. Event Promotion and Branding

6.1. All Event marketing materials produced by the Client must be approved by Future in writing prior to release. Future may withhold approval in its reasonable discretion to protect its brands and editorial integrity.

6.2. Future retains editorial control over all Event promotional content and reserves the right to modify or remove Client references that are inaccurate, misleading, or inconsistent with Future's reasonable standards.

6.3. The Client must not issue press releases, publish media content, or otherwise publicise its participation in an Event without Future's prior written consent.

6.4. Where the Client receives access to Future's digital or print marketing channels, the Client must comply with all applicable advertising specifications and brand guidelines.

7. Client Responsibilities

7.1. The Client shall:

7.1.1. provide all Sponsor Brands, artwork, and copy by the deadlines stated in the Order;

7.1.2. ensure that all materials are accurate, lawful, and comply with applicable advertising standards and data protection and privacy laws;
7.1.3. co-operate with Future's Event staff and where applicable comply with all onsite safety and security rules; and
7.1.4. procure that its representatives and guests behave responsibly and do not engage in any activity likely to damage Future's reputation or disrupt the Event.

7.2. Failure by the Client to meet deadlines or provide materials by agreed timelines may result in removal of branding or loss of allocated Event benefits on notice by Future and without refund.

8. Rescheduling, Cancellation and Refunds

8.1. Future may reschedule an Event for any reason. If rescheduled within twelve (12) months of the original date, the Client's booking or sponsorship will automatically transfer to the rescheduled Event and no refund will be payable.

8.2. If Future cancels an Event and does not reschedule it within twelve (12) months, Future will refund the applicable fees less any non-recoverable costs incurred specifically in connection with the Client's participation.

8.3. Either party may terminate the project for material breach in accordance with the MSA or Standard Terms.

8.4. In addition, on no less than 15 days' notice, the Client may cancel on written notice, provided that, if such cancellation occurs:

8.4.1. more than 45 days before the Event, Future shall be entitled to invoice up to 50 % of the Order Fees;

8.4.2. within 45 days of the Event, 100% of the Order Fees shall be payable.

8.5. Cancellation notifications must be submitted in writing.

8.6. The Client may request (but Future shall not automatically be bound by) an Event to be rescheduled. Future may consider rescheduling at its sole discretion, subject to venue and date availability and provided that, if such rescheduling occurs:

8.6.1. more than 45 days before the Event, Future shall be entitled to invoice up to 50 % of the Order Fees;

8.6.2. within 45 days of the Event, 100% of the Order Fees shall be payable..

8.7. If an Event is curtailed or cancelled due to circumstances beyond Future's reasonable control (including force majeure, safety concerns, or government restrictions), Future's sole obligation is to offer a rescheduled date or, if rescheduling is not practicable, a refund less Future's non-recoverable costs.

9. Insurance

9.1. Where required by Future, the Client must provide evidence of adequate insurance coverage, including general liability and employer's liability insurance, naming Future and (if relevant) the venue as additional insureds.

10. Intellectual Property and Use of Materials

10.1. In accordance with the pre-existing IP rights terms of this Agreement, Each party retains ownership of all intellectual property rights in any materials or content that it owned or developed before entering this Agreement.

10.2. As between the parties, Future owns all present and future intellectual property rights in the Event, the Future Brands, and all Event-related content (including recordings, photographs, and promotional materials).

10.3. The Client owns all rights in its Sponsor Brands. Each party grants the other a non-exclusive, royalty-free licence to use its respective marks solely as necessary for the Event and in accordance with these Live Content Terms and subject to any agreed marketing plan.

10.4. By attending or participating in an Event, the Client and its representatives consent to Future recording, photographing, and otherwise capturing their participation and using such recordings for editorial, promotional, and marketing purposes in any media worldwide, in perpetuity, without additional approval or payment. The Client shall procure that (a) this provision is drawn to attendees' attention, and (b) shall be binding upon its attendees and that such attendees consent to such use. The Client shall indemnify Future in relation to any claims or complaints from its attendees arising from the Client's breach of this Clause 10.3.

11. Warranties and Indemnity

11.1. Each party warrants that it has full authority to enter into these Live Content Terms and perform its obligations.

11.2. The Client warrants that its Sponsor Brands, materials, and conduct will comply with applicable laws, advertising codes, and Event rules, and that the use of such materials by Future will not infringe any third-party rights.

11.3. Future may terminate this Order immediately on written notice if, in Future's reasonable opinion, the Client (or any of its Affiliates or key representatives or proposed Event attendees) becomes involved in any claim, regulatory investigation, controversy, or conduct that brings, or is likely to bring, Future, any Future Affiliate, or the Event into disrepute, contempt, or public scandal. In such case, Future shall have no liability to the Client other than to refund any portion of fees corresponding to undelivered services, less any non-recoverable costs incurred.

11.4. The Client will indemnify and hold harmless Future, its Group Companies, employees, and subcontractors against all claims, losses, or liabilities arising from the Client's breach of these warranties or its participation in the Event.

12. Invoices

12.1. Where the Event is to take place **more than thirty (30) days** from the date of the Order, Future may invoice immediately and payment shall be due **within thirty (30) days of the invoice date** but in any event **no later than five (5) Business Days before the Event date**.

12.2. Where the Event is to take place **thirty (30) days or fewer** from the date of an invoice issued by Future in relation to that Event, the Fee shall be **immediately payable upon receipt** of the invoice.

12.3. Payment of the Fee is a condition to the Client's rights and benefits under these Live Content Terms. Future shall have no obligation to provide the services or permit participation in an Event unless and until the Fees have been paid in accordance with the terms of this agreement.

12.4. Notwithstanding Sections 12.1 and 12.2, where the Event is a webinar or virtual event (as described in Section 4), Future will issue invoices after delivery of the webinar (or at month end for webinars delivered that month, as stated in the

Order), and payment shall be due within thirty (30) days from the invoice date unless otherwise specified in the Order.

13. Precedence and Interaction with MSA

13.1. These Live Content Terms supplement and form part of the MSA or Standard Terms. In the event of conflict, the following order of precedence applies:

13.1.1. any Special Conditions in the Order;

13.1.2. these Live Content Terms; and

13.1.3. the MSA or Standard Terms.

13.2. Nothing in these Live Content Terms limits or overrides the confidentiality, limitation of liability, or governing law clauses in the MSA or Standard Terms.

13.3. Future may update these Live Content Terms from time to time; updated terms will apply to new Orders entered into after publication or notice to the Client.