

**PostgreSQLFr**  
**Association loi 1901**  
Carpeaux Diem  
13, rue du Square Carpeaux  
75018 PARIS FRANCE  
Website: <http://asso.postgresql.fr/>

## ADVERTISING PARTNERSHIP CONTRACT FOR THE EVENT "PG DAY FRANCE 2014"

BETWEEN

The Business ..... (referred to as the Business),  
with headquarters in .....  
.....  
VAT Number .....  
in the name of its legal representative .....

AND

The association **POSTGRESQLFR** with headquarters at Carpeaux Diem, 13 rue du Square Carpeaux, 75018 PARIS FRANCE, referred to as PostgreSQLFr.

CONSIDERING

1. that PostgreSQLFr carries out its non profit activity of voluntary service for the promotion, the development and the protection of the Open Source database software known as 'PostgreSQL', in accordance with its statutes;
2. that the Business entered into this contract ("Contract") of advertising partnership with PostgreSQLFr in order to promote awareness of their own brand with the aim of increasing sales of goods/services it produces and markets;
3. that the Business has read the **attachment A** "*Types of advertising partnership for PG DAY FRANCE 2014*";
4. that the Business undertakes to supply to PostgreSQLFr its brand according to the type of Advertising Partnership established at section 2 of the contract as defined in Attachment A;
5. That PostgreSQLFr will organise an international event in Toulon, FRANCE, on June 5th, 2014 and June 6<sup>th</sup>, 2014 called PG Day France 2014.

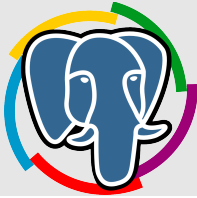
### **Section 1. Preamble**

The preamble forms an integral part of the contract.

PostgreSQLFr is a non-profit organisation for the promotion of PostgreSQL and free software across the French-speaking community.

For information regarding its goals, subscriptions and the association statutes, please visit the website

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## **Section 2. Type of Advertising Partnership adopted**

The Business adopts the following type of advertising partnership, according to attachment A "Types of advertising partnership for "PG DAY FRANCE 2014" (select the desired options):

- Gold Advertising Partnership
- Silver Advertising Partnership
- Bronze Advertising Partnership

## **Section 3. Obligations of PostgreSQLFr**

PostgreSQLFr undertakes to publicise the brand of the Business as defined in Attachment A on the basis of the type of Advertising Partnership chosen in section 2 of the present contract, by performing the activities and granting the permissions as provided for by this Contract.

It is agreed that the obligation relating to the publicising of the brand as outlined above and the participation of PostgreSQLFr in the event, will constitute the fulfilment of the obligation assumed under the present contract, and excludes an obligation of attaining a determined result.

## **Section 4. Obligations of the Business**

The Business, undertakes to pay an amount equal to EURO ....., as compensation for the obligation assumed by PostgreSQLFr, payable to the account registered to "ASSOCIATION POSTGRESQLFR" identified by the following references:

- RIB: **30002 08359 0000070397D 36**
- IBAN: **FR50 3000 2083 5900 0007 0397 D36**
- BIC: **CRLYFRPP**

The payment must be made no later than 30 days from the signing of the Advertising Partnership contract or six weeks prior to the date of the conference, whichever is sooner.

The Business is responsible for bearing the cost of all charges related to the payment transfer.

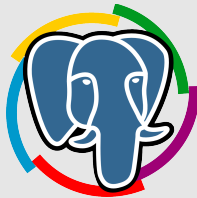
## **Section 5. Duration**

The present Contract will expire with the fulfillment of all obligations provided for PG DAY FRANCE 2014 and is not renewable, unless the express consent of both parties is given in writing to renew its obligations following the event at the same conditions or the different conditions that might be agreed upon in the renewal agreement.

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## ***Section 6. Limitation of Liability***

Notwithstanding any other clause in this Contract, in no event will either party be liable for any special, indirect, incidental, punitive or consequential damages (including, without limitation, any failure to realise savings or other benefits; any loss of use; or any claims made by or any payments made to any third person), any loss of revenue or profits, any loss and/or damage arising from or in connection with a virus, or any loss of data and/or damage arising therefrom or relating thereto, in each case arising from or in connection with this Contract, whether in an action based on contract, tort or any other legal theory, whether or not the party has been notified of the possibility thereof.

Notwithstanding any other clause in this Contract, in no event will either party's total aggregate liability for any damages arising from or in connection with this Contract, whether in actions based on contract, tort or any other legal theory, and whether or not the party has been notified of the possibility thereof, exceed the amount of loss incurred by PostgreSQLFr based on commitments made in good faith reliance on this Contract, such amount not to exceed the cost of the agreed type of partnership.

## ***Section 7. Assignments***

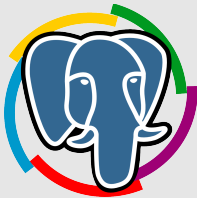
Neither party may assign this Contract or any of its rights or obligations hereunder without the prior written consent of the other party, which shall not be unreasonably withheld, and any such assignment in violation of this Section shall be void, except that the transfer of this Contract or rights granted hereunder to a successor entity in the event of a merger, corporate reorganization, or acquisition shall not constitute an assignment for purposes of this Section. This Contract shall inure to the benefit of and be binding upon the parties hereto, and their successors and permitted assigns.

## ***Section 8. Governing Law***

This Contract is made under, and in all respects will be interpreted, construed, and governed by and in accordance with, the laws of France without regard for its choice of law provisions. Both parties hereby consent to the exclusive jurisdiction of the French courts and expressly waive any objections or defence based upon lack of personal jurisdiction or venue.

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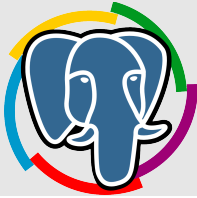
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## Section 9. Complete Contract

The parties agree that this Contract and all attachments attached hereto are the complete and exclusive statement regarding the subject matter and supersede all prior agreements, understandings and communications, oral or written, between the parties regarding the subject matter of this Contract. This Contract may not be changed except in writing and signed by both parties. Each of the provisions of this Contract is severable from all of the other provisions. The invalidity or unenforceability of any provision will not affect or impair the remaining provisions, which will continue in full force and effect.

Intending to be legally bound, the parties have executed this Contract by their duly authorised representatives.

Signature on behalf of the Business ..... Date.....	Signature on behalf of PostgreSQLFr ..... Date.....
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## ATTACHMENT A - Types of Advertising Partnership for "PG DAY FRANCE 2014"

### **Gold**

As a Gold partner the Business will be entitled to the following promotional opportunities:

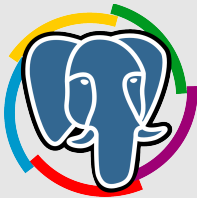
- Prominent inclusion of the Business' logo and a link to the Business' website on the official conference website (the logo to be provided by Business). <sup>1</sup>
- Six free attendee passes for the conference.
- The Business' logo printed on the official attendees t-shirts (the logo to be provided by Business). <sup>1 2</sup>
- The Business' logo and URL to the Business' website included in the conference booklet (the logo to be provided by Business). <sup>1 3</sup>
- Inclusion of a one full-page advert (approximately A6 sized) in the conference booklet (the artwork to be provided by the business). <sup>3</sup>
- Inclusion of four A4 or Letter sized pages of the Business' promotional material - optionally in a folder without bindings - in the conference packs for registered attendees (the paperwork to be provided by Business). <sup>4</sup>
- Inclusion of two small Business promotional giveaway in the conference packs for registered attendees, such as a pen, USB memory stick or pin (the giveaway to be provided by Business). <sup>4</sup>
- The opportunity to include corporate signage up to a size of 2 metres high by 1 metre wide at the front of one lecture room (the signage to be provided by Business, location to be determined by PostgreSQLFr).
- A desk in the exhibitors area of the conference for the promotion of the Business' products or services.
- Email addresses of attendees who have explicitly granted permission for their personal information to be shared.
- Permission for the Business to use the following endorsement: "Gold Partner of PG DAY FRANCE 2014" on the Business' website or in any promotional materials or press

1 Logos will be sized and positioned based on the partnership level. Logos may be arranged in any way within each partnership group.

2 Logos must be submitted prior to May 5th, 2014 for inclusion on T-Shirts, and must use a monochrome colour scheme which may be reversed or otherwise adjusted for printing.

3 Advertisement artwork and logos must be submitted prior to May 5th, 2014 for inclusion in the conference booklet.

4 A4 or Letter sized promotional material and promotional giveaway must be provided prior to May 29th, 2014.



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releases that the Business sees fit.

**Cost for Gold Partnership opportunities, as described above, is 3000 €.**

### **Silver**

As a Silver partner the Business will be entitled to the following promotional opportunities:

- Prominent inclusion of the Business' logo and a link to the Business' website on the official conference website (the logo to be provided by Business). <sup>1</sup>
- Three free attendee passes for the conference.
- The Business' logo printed on the official attendees t-shirts (the logo to be provided by Business). <sup>1 2</sup>
- The Business' logo and URL to the Business' website included in the conference booklet (the logo to be provided by Business). <sup>1 3</sup>
- Inclusion of two A4 or Letter sized pages of the Business' promotional material - optionally in a folder without bindings - in the conference packs for registered attendees (the paperwork to be provided by Business). <sup>4</sup>
- Inclusion of one small Business promotional giveaway in the conference packs for registered attendees, such as a pen, USB memory stick or pin (the giveaway to be provided by Business). <sup>4</sup>
- Permission for the Business to use the following endorsement: "Silver Partner of PG DAY FRANCE 2014" on the Business' website or in any promotional materials or press releases that the Business sees fit.

**Cost for Silver Partnership opportunities, as described above, is 1500 €.**

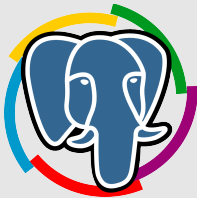
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1 Logos will be sized and positioned based on the partnership level. Logos may be arranged in any way within each partnership group.

2 Logos must be submitted prior to May 5th, 2014 for inclusion on T-Shirts, and must use a monochrome colour scheme which may be reversed or otherwise adjusted for printing.

3 Logos must be submitted prior to May 5th, 2014 for inclusion in the conference booklet.

4 A4 or Letter sized promotional material and promotional giveaway must be provided prior to May 29th, 2014.



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## **Bronze**

As a Bronze partner the Business will be entitled to the following opportunities of promotion:

- Inclusion of the Business' logo and a link to the Business' website on the official conference website (the logo to be provided by Business). <sup>1</sup>
- One free attendee passes for the conference.
- The Business' logo printed on the official attendees t-shirts (the logo to be provided by Business). <sup>1 2</sup>
- The Business' logo and URL to the Business' website included in the conference booklet (the logo to be provided by Business). <sup>1 3</sup>
- Inclusion of one A4 or Letter sized pages of the Business' promotional material - optionally in a folder without bindings - in the conference packs for registered attendees (the paperwork to be provided by Business). <sup>4</sup>
- Permission for the Business to use the following endorsement: "Bronze Partner of PG DAY FRANCE 2014" on the Business' website or in any promotional materials or press releases that the Business sees fit.

**Cost for Bronze Partnership opportunities, as described above, is 400 €.**

*The Business shall be the only party responsible for the quality of the materials provided to PostgreSQLFr. All artwork to be printed or used by PostgreSQLFr shall be provided in a convenient interchange format (such as TIFF, PNG, EPS, SVG) with sufficient quality and definition. Logo images must have a transparent background for inclusion on the conference website and in the conference booklet.*

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- 1 Logos will be sized and positioned based on the partnership level. Logos may be arranged in any way within each partnership group.
  - 2 Logos must be submitted prior to May 5th, 2014 for inclusion on T-Shirts, and must use a monochrome colour scheme which may be reversed or otherwise adjusted for printing.
  - 3 Logos must be submitted prior to May 5th, 2014 for inclusion in the conference booklet.
  - 4 A4 or Letter sized promotional material must be provided prior to May 29th, 2014.

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