

BUSINESS SHOWCASE PARTICIPANT AGREEMENT

This Business Showcase Participant Agreement ("Agreement") is entered into between BUSINESS NAME ("Participant") and the 2020 Business Showcase of the Greater New Braunfels Chamber of Commerce ("Business Showcase"). As a Participant of the Business Showcase you will be included in an integrated marketing campaign managed by the Business Trade Show (BTS) Committee of The Greater New Braunfels Chamber of Commerce (GNBCC). This campaign will consist of a printed magazine, a digital marketing campaign during the month of September and a check-in challenge during the month of September. The cost to participate in the campaign is \$525 for Chamber members, \$775 for non-Chamber members. Payment can be made through registration on our website, or a check can be delivered to the Chamber office. It is required that the participant designate a specific individual with whom we can directly communicate with.

Business Showcase Magazine – The Business Showcase Magazine is a partnership with the Herald Zeitung (HZ) for printing and distribution of the magazine. A maximum of 100 participants will be included. 12,000 copies will be produced and distributed on August 22nd with a weekend edition of the newspaper as well as in high traffic retail locations in town. Participant will receive space for a ½ page narrative in the magazine, listing in the business index, and geographic identification on a fold out map. Participants will complete a written interview and submit a business picture (headshot, logo, or similar) to complete the narrative by July 24, 2020. The BTS Committee will be responsible for editing content for grammar and space considerations. Herald-Zeitung will be responsible for the magazine design. Any editing that would significantly change the content's meaning or style will be addressed with the primary contact for the participant.

Digital Marketing Campaign – The Business Showcase Magazine will also be produced as a digital flipbook with web-links to participants' website. This digital copy will be posted on the GNBCC website for one year and the HZ website. Both the GNBCC and HZ will promote the Business Showcase through their social media platforms. The GNBCC will promote the Business Showcase through its communication schedule starting as early as June with increasing emphasis through September.

Digital Promotion Platform – The Business Showcase will feature a "Check-In" challenge during the month of September using a digital promotion platform. Participating businesses will be set up with a profile and given the opportunity to make an exclusive offer or coupon through the platform. Only participants of the Business Showcase will be included on this challenge. Contestants will receive points for each unique "check-in" or offer redemption. Points will be redeemed for entry into a grand prize drawing to be held after the challenge is complete.

Interpretation and Enforcement – These Rules and Regulations become a part of the contract between the Participant and the Business Showcase. The Business Showcase has full power of interpretation and enforcement of these Rules and Regulations. All matters in question covered by these Rules and Regulations are subject to the decision of the Business Showcase

and all decisions made shall be binding on all parties affected by them as by the original regulations. Neither party may transfer or broker any part of this agreement.

Participant

Date