



SPONSOR AGREEMENT

GENERAL

1. **Parties to the Agreement**
This Sponsor Participation Agreement is between [company name], hereinafter “SPONSOR” and Globalization and Localization Association, hereinafter referred to as “GALA.”
2. **Contract**
The following provisions, plus any additions and amendments thereto comprise a legally binding contract between Sponsor and GALA relating to Sponsor’s participation in GALA’s WorldReady Conference Berlin (“Event”) to be held 12-14 April 2026.

SPONSORSHIP TERMS

1. **Sponsorship Package**
Sponsor hereby agrees to remit payment for the selected sponsorship for GALA’s WorldReady Conference Berlin held 12-14 April 2025.
2. **Company Logo and Information**
GALA is hereby authorized by Sponsor to use Sponsor’s company logo, branding, and conference videos taken during the event for the purposes of GALA’s WorldReady Conference Berlin publicity, related marketing material, and GALA’s publications and websites.
3. **Indemnification, Hold Harmless**
Sponsor hereby agrees to defend, indemnify, hold harmless, and release GALA, any co-sponsor, exhibitor, venue provider, and/or any of their directors, officers, and employees from and against all claims, actions, causes of action, or liabilities, including reasonable attorneys’ fees, arising out of or resulting from any act undertaken or committed by Sponsor pursuant to the performance of its obligations under this Agreement.

PAYMENT AND CANCELLATION POLICIES

1. **Payment**
Once GALA has been notified of Sponsor’s intent to purchase sponsorship, GALA will send confirmation of participation and an invoice, requesting the Sponsor to pay the invoice in full by no later than 30 days following the invoice date. GALA reserves the right to cancel any sponsorship for which an invoice remains unpaid for more than 30 days after the invoice date. No Sponsor will be listed as a Sponsor on the conference website nor any promotional materials until both a duly executed Sponsor Participation Agreement AND sponsorship payment have been received by GALA.

2. Cancellation by Sponsor

Cancellations must be received in writing by GALA and may be emailed to events@gala-global.org. The date upon which the notice of cancellation is postmarked shall apply as the official date of cancellation. GALA shall promptly acknowledge all notices of cancellation by email. In consideration of expenses incurred by GALA and GALA's lost or deferred opportunity to provide sponsorship to others, GALA will adhere to the following refund schedule:

- a. Sponsorships for attendee collateral (e.g. conference bags, notepads, etc.) and Supporting-level sponsorships are nonrefundable after 01 March 2026.
- b. If the Sponsor cancels its sponsorship between the time of application and 13 March 2026, the Sponsor will forfeit 50% of the total price of the cancelled sponsorship package.
- c. If the Sponsor cancels its sponsorship between 14 March and 27 March 2026, the Sponsor will forfeit 75% of the total price of the cancelled sponsorship package.
- d. If the Sponsor cancels its sponsorship after 27 March 2026, the Sponsor will forfeit 100% of the total price of the cancelled sponsorship package.
- e. If the Sponsor cancels with an outstanding balance due, the Sponsor remains responsible for the balance due based on the cancellation schedule above to compensate for GALA's lost opportunity to sell the (cancelled) sponsorship.

3. Cancellation or Termination by GALA

If for any reason beyond its reasonable control, including but not limited to fire, windstorm, earthquake, volcano, labor disturbance or strike, civil disruption, acts of terrorism or any force majeure, GALA shall determine that the conference or any part may not be held, GALA may cancel the conference or any part thereof. In such event, GALA shall determine and refund to the Sponsor its proportional share of the Sponsor fees received which remains after deducting unavoidable expenses incurred by GALA.

AGREEMENTS TO TERMS, CONDITIONS, RULES

Sponsor agrees to observe and abide by the foregoing terms and conditions. This agreement represents the complete agreement between Sponsor and GALA. Any amendment to this agreement must be in writing and signed by Sponsor and GALA. **When a company representative completes the sponsorship registration form online, they are affirming that they agree to this participation agreement. Confirmed sponsors will be asked to sign and return this form.**

Sponsor Representative Signature

GALA Signature

Print Name

Print Name

Date

Date