



2019 InBIA Partnership Programs

IN
BIA

The International Business Innovation Association's Partnership Programs provide unique, targeted opportunities for any organization with similar objectives to gain preferred access to thousands of small business ventures and/or the organizations that serve them. Through InBIA's global network of over 1,300 members, as well as over 22,000 affiliate organizations, partnering with us will further your pursuit of being a resource to the international innovation economy.

InBIA, a 501(c)3, serves a growing network of entrepreneurship centers (incubators, accelerators, university entrepreneurship centers, etc.) that enable entrepreneurs to transform their dreams into high-growth business ventures.

InBIA seeks to align ourselves with a selective portfolio of partners that share our passion for enabling global entrepreneurship. InBIA's corporate partners understand the value of the global entrepreneurial ecosystem and the impact it has on innovation while accelerating organic wealth creation in communities across the globe. Our partnership programs are for organizations of all sizes, and we can custom-fit a program that meets the unique needs of your organization. Partners of interest to InBIA include:



Vendor Partners

Mostly for-profit organizations who want to sell their product to our members directly, and/ or to our members' clients. Examples include but are not limited to:

Businesses looking to promote to ECs directly may include:

- Enterprise software
- Co-working furniture
- Office supplies
- Market research and other publications
- Non-profit software/tools
- Office furniture
- Maker/fab equipment
- Maintenance supplies
- Specialty equipment or consumable supplies (i.e. for biotech, commercial kitchen, cleantech, etc.)

Businesses looking to promote to small businesses directly may include:

- CRM and financial software
- Document mgm/creation software
- Office supplies
- Market research
- Specialty chemicals
- Computers and other hardware
- Manufacturing equipment
- Promotional products
- Specialty consumables



Service Provider Partners

Mostly for-profit organizations or consultants who want to sell their services to our members directly, and/or to our members' clients. Examples include but are not limited to:

Businesses looking to promote to ECs directly may include:

- Legal services
- Accounting/bookkeeping
- Feasibility studies
- Community planning
- Construction services
- Architectural services
- EC consulting services
- Grant writing
- ITAR or other compliance consulting
- Marketing or public relations services
- IT/telecom services
- Curriculum development/programming

Businesses looking to promote to small businesses directly may include:

- Legal services
- Accounting/bookkeeping
- Sales consulting
- Marketing consulting
- Technical consulting
- Regulatory consulting
- CRO
- Third-party product validations
- Manufacturing
- Grant writing
- Banks
- Creative/web design
- Prototyping
- Public relations



Strategic Partners

Any organization (for-profit or non-profit) with a direct impact on InBIA member's clients; these include their potential customers, investors, suppliers or influencers and often drive business strategies and/or innovation trends/needs. This category is ideal for organizations with technology scouts, new/emerging business scouting efforts, venture arms, diverse procurement/supply chain requirements, or any other need to access a pipeline of small businesses



InBIA Advocates

Any organization that does not fit the above categories yet supports InBIA in some way, including:

Outreach Advocate

These partners represent organizations that share common audiences or portions of our promotional audiences; we agree to mutually support each other's products/events by sharing partner-derived collateral with our communities; likely no exchange of funds

Content Advocate

These partners cross-promote on outreach efforts but also may deliver content through InBIA's channels (either self-created or collaboratively with InBIA) for mutually benefitting opportunities of knowledge transfer; potential for sponsorship/funding exchanges

Funding Advocate

These partners will likely cross-promote and provide original content that benefits InBIA's community in addition to their own mission, but may fund collaborative projects with InBIA

The following partnership opportunities are available on a 12-month cycle.

Note: The "Exchange" is our online peer-to-peer member community platform

	Ecosystem Builder \$10,000	Ecosystem Innovator \$25,000	Ecosystem Leader \$50,000	Ecosystem Visionary \$100,000 [^]	
Establishing Expertise: Content Provision	Hosting a webinar	1	2	3	4
	Knowledge videos* on Exchange	Up to 5	Up to 10	Up to 15	Unlimited
	Knowledge resources posted on Exchange	Up to 10	Up to 20	Up to 40	Unlimited; co-develop with InBIA support
	Newsletter Fodder	Once per quarter	Twice per quarter	Once per month	2/month
	White papers	1/year	Up to 3	Up to 3	Up to 4
Showcasing You: Promotion	Website ad	On Partner and About pages; on Exchange	On main page and Exchange	On main page and Exchange	On main page and Exchange; large logo placement; other pages
	Newsletter/Email ads	1/quarter	Every newsletter; large ad 1/quarter	Every newsletter; large ad 2/month	Every newsletter, a big ad
	Directory	Text	Text + small logo	Text, logo and description	Text, large logo and 2 paragraph desc and/or current news plus added whenever
	Print collateral ads	Membership Welcome packet	Membership Welcome packet, Training and Global Programs	Membership Welcome packet, Training, Global Programs and Events	All collateral
	CEO intros to members	5	15	30	Full list of members plus 50

SEE MORE BENEFITS ON NEXT PAGE

*- up to 2 hours of planning/editing time per video with InBIA staff

[^] - Up to \$25,000 of this partnership tier can be in-kind services or the value of product utilized by InBIA staff



Building Connections Personally: Live event opportunities

Event booths	20% discount on exhibitor space	1 six-foot table at 1 event	1 six-foot table at 2 events and/or 20% off 10'x10' booth at 2 events	10'x10' booth at 2 events
Event web presence	On Partner and About pages; on Exchange	On main page and Exchange; at all InBIA events	On main page and Exchange; at all InBIA events	On main page and Exchange; large logo placement; other pages; at all InBIA events
Event collateral	Small ad and logo on program guide	Mid-sized ad and logo on program guide; opportunity to bring swag; at all InBIA events	Large-sized ad and logo on program guide; on all signage; opportunity to bring swag; at all InBIA events	Large-sized ad and logo on program guide; on all signage; on nametags; opportunity to bring swag; at all InBIA events
Panel spots	Invited to submit proposal	1 panel position	Up to 2 panel positions and topic proposal at all InBIA events	Moderator and topic of your choice at all InBIA events
Room naming	N/A	N/A	Track/room hosting at all InBIA events	Main conference sponsor naming at all InBIA events
Keynote	N/A	N/A	N/A	Keynote offered at all InBIA events
Exclusive networking	Board/VIP Reception	Board/VIP Reception	Board/VIP Reception and CEO's dinner at all InBIA events	All exclusive meetings at all InBIA events

*- up to 2 hours of planning/editing time per video with InBIA staff

^ - Up to \$25,000 of this partnership tier can be in-kind services or the value of product utilized by InBIA staff

Partnership Fulfillment Requirements & Expectations

VENDOR PARTNERS:

1. If discounts are provided please give membership your discount code, affiliate code, or means and methods that members can take advantage of discount.
2. All collateral (banners, .eps or hi-res logo files, and copy) to be provided upon execution of this agreement
3. If profit share or royalty is involved, please indicate what method will be used by InBIA to track payments made by affiliation with product or service
4. Any agreements with members will indemnify InBIA from any liability or actions by the vendor or associated relationships of vendor

SERVICE PROVIDER PARTNERS:

1. If discounts are provided please give membership your discount code, affiliate code, or means and methods that members can take advantage of discount.
2. All collateral (banners, logos, and copy) to be provided when signing up with InBIA.
3. If profit share or royalty is involved, please indicate what method will be used by InBIA to track payments made by affiliation with product or service.
4. Any agreements with members will indemnify InBIA from any liability or actions by the service provide or associated relationships of service provider.

InBIA ADVOCATES:

- Outreach Advocates: Exchange of .eps logos and branding guide to be shared
 - Terms and Conditions of shared association or public relation material made ahead of time for approval by InBIA marketing department.
- Content Advocate: Exchange or collaboration of content and vehicles for delivery planned at least 1-2 weeks minimum with InBIA Marketing department
- Funding Advocate: Shared resources will have one authority from each organization to be the liaison for funding transfers, and agreements of terms and conditions of any agreements being formed.

See the following pages for the agreement form, as well as General Terms & Conditions you would be agreeing to by signing and submitting the attached form.

Partnership Agreement



This agreement is for a Partnership and outlines basic terms and understandings between the International Business Innovation Association (InBIA) and the Partner. Partnership is not final until payment is received.

Please complete all fields to ensure proper listing.

Company General Information

Company Name: _____ Contact Name: _____

Contact Phone: _____ Contact Email: _____

Company Mailing Address: _____

City: _____ State: _____

Zip: _____ Country: _____ Company Twitter Handle: _____

Please select a partnership type below:

- Service Provider
- Strategic Partners
- InBIA Advocates
- Vendor Partners

Goal of Partnership: _____

Level of sponsorship: _____

Sponsorship Authorization

By signing below, you agree to all the terms and conditions stated in this sponsorship agreement.

The undersigned is fully authorized to commit to this event and all the terms and conditions.

Signature: _____

Printed Name: _____ Date: _____

Please sign and return this agreement to Andrea Wesser-Brawner via email to awesser@inbia.org or via mail to:

InBIA
P.O. Box 677279
Orlando FL 32867

To pay by credit card, please call Monica d'Errico at 407.965.5653, ext. 603, or email mderrico@inbia.org

GENERAL TERMS & CONDITIONS

REFUSAL OF SERVICE

The Services are offered subject to our acceptance of your order or requests. We reserve the right to refuse service to any order, person or entity, without the obligation to assign reason for doing so. No order is deemed accepted by us until payment has been processed. We may at any time change or discontinue any aspect or feature of the Site or Service, subject to us fulfilling our previous responsibilities to you based on acceptance of your payment.

ORDER CONFIRMATION

We will email you to confirm the placement of your order and with details concerning product delivery and ongoing payments. In the event that there is an error in this email confirmation, it is your responsibility to inform us as soon as possible.

DURATION OF AGREEMENT

Once confirmed, we will provide you access to the purchased Service. You agree and understand that access to the Service may at times be influenced and affected by third parties that we use to provide the Service (web hosting, membership site plugins, etc.). You agree and understand that no breach of contract action may be initiated against InBIA when there are reasonable delays in the access of the Service.

InBIA reserves the right to terminate the Service, and or access to certain features of the Service, with or without prior notice to you. We will make reasonable efforts to provide notice but is not required to do so under the terms of this agreement.

Lifetime Access is for the lifetime of the Service. If for any reason, InBIA should dissolve or cease to exist, then your access to the Service terminates.

MATERIAL YOU SUBMIT TO THE SITE

You shall not upload, post or otherwise make available on the Site any artwork, photos, or other materials (collectively "Materials") protected by copyright, trademark, or other proprietary right without the express written permission of the owner of the copyright, trademark, or other proprietary right, and the burden of determining that any Materials are not so protected rests entirely with you. You shall be liable for any damage resulting from any infringement of copyrights, trademarks, or other proprietary rights, or any other harm resulting from such a submission. For all Materials submitted by you to the Site, you automatically represent or warrant that you have the authority to use and distribute the Materials, and that the use or display of the Materials will not violate any laws, rules, regulations, or rights of third parties.

As a feature of the Service, InBIA may provide access to a community or social media platforms in conjunction with the Service. InBIA is not required to provide a community platform, and has complete discretion with regards to the platform, and the nature of the interaction, dependent on the Service.

You agree that your use of these community and social media platforms is a privilege and InBIA may limit or deny access to these platforms for misconduct that includes but is not limited to being inappropriate, rude, violent, or threatening. InBIA will make reasonable efforts to provide notice to you with regards to

inappropriate or unapproved content that you have placed within the voluntarily provided community and social media platform. InBIA is not required to provide notice, and reserves all rights to take immediate and appropriate action to protect the InBIA's brand and image integrity.

INTELLECTUAL PROPERTY RIGHTS TO YOUR MATERIALS

We claim no intellectual property rights over the material you supply to InBIA. You retain copyright and any other rights you may rightfully hold in any content that you submit through the Site or Service. Content you submit to InBIA remains yours to the extent that you have any legal claims therein. You agree to hold InBIA harmless from and against all claims, liabilities, and expenses arising out of any potential or actual copyright or trademark misappropriation or infringement claimed against you. By posting material on the Site, you grant us a worldwide, nonexclusive, irrevocable license to use the material for promotional, business development, and marketing purposes.

You consent to recordings being made of calls or webinars provided as part of the Service. You consent to your name, words, voice, and likeness being used by InBIA for promotional, business development, and marketing purposes, without compensation to you. We will make reasonable effort to secure your written permission before using and distributing recordings, print materials, audio, or visual representations that refer to you.

OUR INTELLECTUAL PROPERTY

The Site and Service contain intellectual property owned by InBIA, including trademarks, copyrights, proprietary information, and other intellectual property. InBIA's copyrighted and original materials are provided to you as part of the Service for your individual use only and a single-user license. All intellectual property, including InBIA's copyrighted materials shall remain the sole property of InBIA. No license to sell or distribute our materials is granted or implied.

You may not modify, publish, transmit, participate in the transfer or sale of, create derivative works from, distribute, display, reproduce or perform, or in any way exploit in any format whatsoever any of the Site or Service Content or intellectual property, in whole or in part, without our prior written consent. This includes but is not limited to sharing material with others, posting excerpts of material on any social media, blogging about the material, or in any other way that would reasonably appear to share the Site or Service's information with a non-member. We reserve the right to immediately remove you from the Service, without refund, if you are caught violating this intellectual property policy.

CHANGED TERMS

We may at any time amend these Terms and Conditions. Such amendments are effective immediately upon notice to you by us posting the new Terms and Conditions on this Site. Any use of the Site or Service by you after being notified means you accept these amendments. We reserve the right to update any portion of our Site and Service, including these Terms and Conditions, at any time. We will post the most recent versions to the Site and list the effective dates on the pages of our Terms and Conditions.

LIMITATION OF LIABILITY

YOU AGREE THAT UNDER NO CIRCUMSTANCES SHALL WE BE LIABLE FOR DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, SPECIAL, PUNITIVE, EXEMPLARY, OR ANY OTHER DAMAGES ARISING OUT OF YOUR USE OF THE SITE OR SERVICE. ADDITIONALLY, INBIA IS NOT LIABLE FOR DAMAGES IN CONNECTION WITH (I) ANY FAILURE OF PERFORMANCE, ERROR, OMISSION, DENIAL OF SERVICE, ATTACK, INTERRUPTION, DELETION, DEFECT, DELAY IN OPERATION OR TRANSMISSION, COMPUTER VIRUS, OR LINE OR SYSTEM FAILURE; (II) LOSS OF REVENUE, ANTICIPATED PROFITS, BUSINESS, SAVINGS, GOODWILL OR DATA; AND (III) THIRD PARTY THEFT OF, DESTRUCTION OF, UNAUTHORIZED ACCESS TO, ALTERATION OF, OR USE OF YOUR INFORMATION OR PROPERTY, REGARDLESS OF OUR NEGLIGENCE, GROSS NEGLIGENCE, FAILURE OF AN ESSENTIAL PURPOSE AND WHETHER SUCH LIABILITY ARISES IN NEGLIGENCE, CONTRACT, TORT, OR ANY OTHER THEORY OF LEGAL LIABILITY. THE FOREGOING APPLIES EVEN IF INBIA HAS BEEN ADVISED OF THE POSSIBILITY OF OR COULD HAVE FORESEEN THE DAMAGES. IN THOSE STATES THAT DO NOT ALLOW THE EXCLUSION OR LIMITATION OF LIABILITY FOR THE DAMAGES, OUR LIABILITY IS LIMITED TO THE FULLEST POSSIBLE EXTENT PERMITTED BY LAW. IN NO EVENT SHALL INBIA CUMULATIVE LIABILITY TO YOU EXCEED THE TOTAL PURCHASE PRICE OF THE SERVICE YOU HAVE PURCHASED FROM INBIA, AND IF NO PURCHASE HAS BEEN MADE BY YOU INBIA CUMULATIVE LIABILITY TO YOU SHALL NOT EXCEED \$100.

THIRD PARTY RESOURCES

The Site and the Service may contain links to third party websites and resources. You acknowledge and agree that we are not responsible or liable for the availability, accuracy, content, or policies of third party websites or resources. Links to such websites or resources do not imply any endorsement by or affiliation with InBIA You acknowledge sole responsibility for and assume all risk arising from your use of any such websites or resources.

INDEMNIFICATION

You shall indemnify and hold us harmless from and against any and all losses, damages, settlements, liabilities, costs, charges, assessments, and expenses, as well as third party claims and causes of action, including, without limitation, attorney's fees, arising out of any breach by you of any of these Terms and Conditions, or any use by you of the Site or Service. You shall provide us with such assistance, without charge, as we may request in connection with any such defense, including, without limitation, providing us with such information, documents, records, and reasonable access to you, as we deem necessary. You shall not settle any third-party claim or waive any defense without our prior written consent.

NOTICES

All notices, requests, demands, and other communications under this Agreement shall be in writing and properly addressed as follows:

International Business Innovation Association
P.O. Box 677279, Orlando FL 32867

RECOVERY OF LITIGATION EXPENSES

If any legal action or any arbitration or other proceeding is brought for the enforcement of this Agreement, or because of an alleged dispute, breach, default, or misrepresentation in connection with any of the provisions of this Agreement, the successful or prevailing party or parties shall be entitled to recover reasonable attorney's fees and other costs incurred in that action or proceeding, in addition to any other relief to which it or they may be entitled.

SEVERABILITY

If any term, provision, covenant, or condition of this Agreement is held by an arbitrator or court of competent jurisdiction to be invalid, void, or unenforceable, the rest of the Agreement shall remain in full force and effect and shall in no way be affected, impaired, or invalidated.

Updated: March 2018