27.6.2016

PARTNERSHIP AGREEMENT – NORDIC BUSINESS FORUM 2016

1 CONTRACTING PARTIES

1.1 Nordic Business Forum Ltd. (FI24748179)
Yhteyshenkilö: Mikko Jaatinen, mikko.jaatinen@nbforum.com

1.2 City of Helsinki, Economic Development/City Marketing (FI0201256-6)
(Hereinafter referred to as "Helsinki")
Yhteyshenkilö: Nita Pilkama, nita.pilkama@hel.fi

1.3 Helsinki Marketing Ltd. (FI0586977-6)
(Hereinafter referred to as "Helsinki Marketing")
Yhteyshenkilö: Heini Järvinen, heini.jarvinen@hel.fi

2 BACKGROUND OF THE CONTRACT

Nordic Business Forum Ltd organizes annually a two day seminar called Nordic Business Forum. In 2016, the seminar will be held in Messukeskus in Helsinki, Finland on October 6-7 2016. The main topic of the event is ADVANTAGE and the sub-topics are: Marketing, Digitalization and Culture. The event gathers 5,700 attendees in the venue and it will be also live streamed.

3 PURPOSE OF THE CONTRACT

With this contract the parties agree on the cooperation in the Nordic Business Forum 2016 seminar. The parties commit to do cooperation in content marketing and event Communication to advance the visibility of Nordic Business Forum and Helsinki, Nordic Business Forum and Helsinki -stories and to promote the city of Helsinki as an entrepreneurial friendly city and Nordic Business Forum being a major business conference worth attending.

4 CONTENTS OF THE CONTRACT

Helsinki will be an official partner of the Nordic Business Forum 2016 seminar. The partnership includes the following details:

4.1. Nordic Business Forum Ltd. shall have the following rights:

4.1.1. Downtown Digital series Helsinki, 2 weeks: weeks 39 ja 40, 10 sec spot.
21 screens in the city center.
4.1.2. Premium Traveller airport series 2 weeks: 26.9-9.10
48 screens at the airport.

The worth of the rights is 44 500 euros + fees 740 + 190 euros + VAT.

The marketing communication concept will be designed by Helsinki Marketing in co-operation with Nordic Business Forum Ltd. The costs of the maintenance and production costs of the outdoor advertising space and the cost of producing the materials will be covered by Helsinki Marketing.

Helsinki and Helsinki Marketing also aims to provide marketing support in their own channels i.e. hel.fi, visithelsinki.fi and in their social media channels.

4.2. Helsinki shall have the following rights:

4.2.1. Free of charge logo visibility pre-event and at the event as an official partner of the event:
- on the event website (www.nbforum.com/2016)
- on NBForum App
- on NBForum Live
- on the screens at the venue

Helsinki Marketing will deliver the logos.

4.2.2. Free of charge logo visibility:
- on the summary magazine
- on the thank you message
- in the Nordic Business Forum 2016 after movie

Helsinki Marketing will deliver the logos.

4.2.3. Content cooperation:

4.2.3.1. Nordic Business Forum event website (www.nbforum.com/2016) will host a Helsinki section produced together with Helsinki Marketing and Nordic Business Forum Ltd and approved by Nordic Business Forum Ltd. Helsinki Marketing covers the costs for producing the material.

4.2.3.2. Helsinki Marketing and Nordic Business Forum Ltd. will produce video content together to promote Helsinki in the audiovisual materials during the event. Helsinki Marketing will cover the costs of producing Helsinki related material.

4.2.3.3. There will be a blog post from Helsinki produced by Helsinki Marketing and approved by Nordic Business Forum Ltd. in the following site: www.nbforum.com/blog

4.2.4. Ten (10) Seating Section 2 tickets to the event free of charge.

5 PARTNERSHIP PAYMENT AND OTHER COMMITMENTS

The total value of the contract is 44 500 euros + VAT.
Helsinki and Helsinki Marketing will not pay any cash amount.

In case of force majeure independent of Nordic Business Forum Oy, Nordic Business Forum Ltd reserves the right to make changes to the date and time for all parts of the event. In that case Nordic Business Forum will notify of the new details of the event, which will be organized within six months from the original date.

6 PARTNERSHIP IN PRACTICE

Nordic Business Forum Ltd. is responsible for organizing and marketing the event and its media relations. Helsinki and Helsinki Marketing can utilize the event and the partnership in its own marketing with the consent of Nordic Business Forum Ltd. and the international speakers and the speaker candidates. Thus, all the material needs to be approved before the publication. The use of the speakers in partners' own events is on extra cost. The contracting parties are committed to act in every situation according to the set details of this agreement.

7 TERMINATION AND CONFIDENTIALITY

Either party may terminate this Agreement on written notice if the other fails to meet any material obligation and fails to remedy the breach within a reasonable period after being notified in writing of the details. If either party becomes insolvent, unable to pay debts when due, files for or is subject to bankruptcy or receivership or asset assignment, the other party may terminate this Agreement and cancel any unfulfilled obligations. Any terms in the Agreement which by their nature extend beyond termination or expiration of the Agreement will remain in effect until fulfilled and will apply to both parties' respective successors and permitted assigns.

All parties commit to full confidentiality with regards to all materials and information, as stated by the law. All parties commit to only use the materials as stated in this contract. This confidentiality continues after the ending of the contract.

27.6.2016

8 APPLIED LAW AND DISAGREEMENTS

In this agreement and in any interpretation of the agreement the Finnish law is applied. Any disagreements resulting from this agreement, which cannot be solved between the contracting parties alone, are solved with competent court of first instance, unless the contracting parties will not agree otherwise.

9 COPIES OF THE CONTRACT

Three (3) copies of this contract have been made, one for each party.

We affirm to accept this agreement and to understand all the terms and we pledge to follow the terms in every way.
Signatures, date and place and printed name:

Place and time _____

Hans-Peter Siefen
CEO, Nordic Business Forum Oy

Place and time _____

Marja-Leena Rinkineva
Elinkeinojohtaja
City of Helsinki

Place and time _____

Laura Aalto
Kehitysjohtaja
Helsinki Marketing Ltd.