**ADMALL SUBSCRIPTION TERMS & CONDITIONS**

DEFINITIONS. The following terms and conditions govern use and subscription by participants in the American Advertising Federation (AAF) National Student Advertising Competition to the AdMall® advertising research, business intelligence and new business development system ("AdMall"), which is provided by SalesFuel, Inc.

Participating competitors act of accepting username and password to the AdMall Subscription Agreement signifies participant’s agreement to be bound by the following terms and conditions. For purposes of this Agreement, the term "Licensed Information" includes all websites, information, databases, software, technology, images, audio, video and all accompanying materials provided by or through AdMall, software and technology.

GRANT OF LICENSE. Subject to the terms and limitations of this Agreement, SalesFuel, Inc. grants competitors a nonexclusive, limited and nontransferable license to the Licensed Information only for use below stated competition year for the AAF National Student Advertising Competition without warranty of any kind.

COPYRIGHTS AND TRADEMARKS. All right, title and interest in the Licensed Information, in all languages, formats and media throughout the world, including all copyrights, are and will continue to be the property of SalesFuel, Inc. and its contributors. Subscriber acknowledges AdMall is a trademark of SalesFuel, Inc.. Subscriber agrees to give attribution to SalesFuel, Inc. as the owner of its intellectual property upon publication of the same. In the case of SalesFuel, Inc. registered trademark, the mark shall appear with the "®" designator and the tagline, "AdMall®” is a registered trademark of SalesFuel, Inc.. In the case of the reproduction of copyrighted content, the following tagline should be used: "© 202x AdMall® and SalesFuel, Inc.

CONFIDENTIALITY. Subscriber agrees that neither it, nor its employees or other permitted users, shall provide or permit the use of, transfer or disclose its access password or the Licensed Information to any person or third party other than legitimate prospective advertisers without the specific, written consent of SalesFuel, Inc. This includes, but is not limited to, national rep firms, or any other companies or divisions of companies that provide services to media advertising sales departments or advertising agencies, their officers, agents or employees. SUBSCRIBER IS RESPONSIBLE FOR MAINTAINING THE CONFIDENTIALITY AND CONTROLLOING THE USE OF ITS

USER ID AND PASSWORD. Subscriber agrees not to store Licensed Information in an information retrieval system accessible by third parties. Subscriber may not copy, download, store, publish, transmit, transfer, sell or use any part of the Licensed Information except (i) as permitted by this Agreement or (ii) with prior written permission of SalesFuel, Inc. Subscriber may not sell, license or distribute the Licensed Information in any format to

third parties or use the Licensed Information as a part of or as a basis for any material offered for sale, license or distribution. These confidentiality conditions shall not terminate at the conclusion of this agreement, but shall remain in effect for all future time.

ACCESS REQUIREMENTS. Subscriber must provide at its own expense the equipment and Internet connections that it will need to access and use AdMall. Subscriber is solely responsible for ensuring that its computing equipment and network are compatible with SalesFuel, Inc. system requirements.

TERM. Access to AdMall shall remain in effective from the time the NDA is submitted through the end of the below identified competition year.

These terms effective as of September 1, 2023.

Competition Year (ex. 2023-2024): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
Institution:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Advisor Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Advisor Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Once this signed document is received, your team log-in will be created and e-mailed to the address you provide.