



Esports Ad Bureau 2021 Membership Agreement

Esports Ad Bureau (“EAB”) is a trade organization dedicated to promoting the value of premium large scale U.S.-based esports ad opportunities, and connecting the marketers of these quality media inventories with ad agency planners and buyers representing clients that wish to invest at scale in the esports marketplace. EAB membership is available to corporate entities or standalone divisions of a corporate entity whose revenue is based on the sale and delivery of Esports advertising opportunities, subject to: approval by the EAB Executive Director; payment of the applicable fees; and the terms and conditions of this Esports Ad Bureau 2020-2021 Membership Agreement (the “Membership Agreement”).

Member Benefits

Member benefits include but are not limited to EAB functions that:

- Facilitate value proposition messaging common to all Members
- Coordinate issuing of common ad metrics
- Provide esports ad landscape education and guidance to agencies and brands
- Promote best practices
- Offer member speaking opportunities at trade events
- Provide networking opportunities
- Provide discounts on Esports Ad Bureau trade events

Membership Fees

The current 2019 Membership Fee is \$10,000. Membership Fees may be paid by either PayPal or company check. Membership is per company, and each Member company may designate up to three individuals as participants in EAB activities and communication forums. Please contact Stuart Lipson, Executive Director, about Membership questions at stuart@esports-adbureau.com.

Term

All memberships are based on a calendar-year term (the “Term”). This Membership Agreement will automatically renew at the end of each calendar year until terminated by either party at any time with thirty (30) days' prior written notice. At the beginning of each calendar year EAB will invoice each Member for the applicable Membership Fees. If such invoice is not paid within forty-five (45) days, that Member's membership will be deemed to be terminated. In the event of early termination by the Member, or suspension or cancellation of membership for any reason, all Membership Fees paid in whole or in part shall be nonrefundable.

By signing below the signatory represents and warrants, on behalf of the company listed below, that he or she has the right and authority to enter into this Membership Agreement and perform its obligations on behalf of such company:

Company: _____

Company URL: _____

Printed Name of Signatory: _____

Title: _____

Authorized Signature: _____

Email both pages of this agreement to: Stuart Lipson, Executive Director at stuart@esports-adbureau.com.

MAIN MEMBERSHIP CONTACTS (include up to three individuals)

1. Name: _____

Title: _____

Phone: _____

Email: _____

2. Name: _____

Title: _____

Phone: _____

Email: _____

3. Name: _____

Title: _____

Phone: _____

Email: _____