

# SeedWORLD

## Partnership Agreement 2019

### NAPB Annual Meeting

August 25-29, 2019

#### Seed World Media will provide:

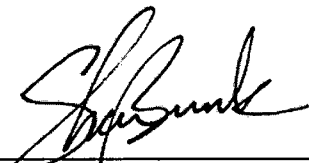
- Support and Sponsorships: One full page "thank you" advertisement in the October issue of Seed World, including creative design time for ad development.
- Event Awareness: A big box ad space online at SeedWorld.com promoting the event, including creative design time for ad development.
  - Promote the 2018 meeting in the Seed Week and Seed World Daily e-newsletters leading up to the event.
- Promote NAPB: Write one story covering the topics discussed at the meeting:
  - One post-meeting story discussing the event, to be published in the October issue of Seed World accompanying the advertisement.
  - Create 3-4 'Giant Views Interviews' videos at the event and have them posted and promoted on SeedWorld.com. (Consider an outside location.)

Approximate value: \$12,500

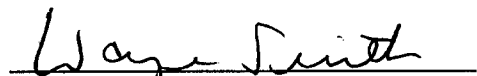
#### NAPB will:

- Feature Seed World as a gold sponsor for the NAPB Annual Meeting.
  - One complimentary registration.
  - Logo to be displayed on the conference stage.
- Distribute Seed World magazine to each meeting attendee.
- Cover travel costs for Marc Zienkiewicz to attend meeting: flights, hotel accommodation and meals.
- Provide a list of interviewees and their contact information for Giant Views interviews.
- Provide 1 meeting room or location outside at the host hotel in which to conduct the interviews.

Signature of this letter represents an agreement to proceed with the work as outlined above.



Shawn Brook  
President  
Seed World  
March 21, 2019



Wayne Smith  
Past-President  
NAPB

Date: 4-26-19