

APPLICATION AND CONTRACT FOR DIGITAL ADVERTISING

NGAUS 148th General Conference & Exhibition

Indiana Convention Center
 Indianapolis, Indiana
 August 28-31, 2026



Contact Information

Company Name.....

Contact..... Title.....

Tel..... Fax.....

Email..... Website.....

Address.....

City..... State..... Zip..... Country.....

Digital Advertising Rate *Video file must be an .mp4 file with 1920 x 1080 resolution (1920 pixels wide by 1080 pixels high). Video will play at broadcast standard frame rate (59.94 frames per second).*

Video Commercial - \$2,000

***Video may be up to 60 seconds in length and will be scheduled to run once at three separate general sessions.*

Initials	Deposit and Payment Schedule	Cancellation Schedule	Initials
	100% payment due with contract	100% cancellation fee upon cancellation	

Exhibit space will not be held or confirmed without deposit. Failure to make payments does not release the contracted or financial obligation of Exhibitor.

Phone Number: 202-789-0031

Email application to:
 Email: expocontracts@spargoinc.com

Need Help? Contact:
ngausexhibits@spargoinc.com
 703-995-2567

Make checks payable to: NGAUS

Mail payments to:
 NGAUS
 ATTN: Financial Operations
 One Massachusetts Avenue, NW Washington DC 20001

Credit Card Payments:
 An invoice will be sent via email with instructions to submit a credit card payment online. **A 3% non-refundable processing fee will be added for all credit card payments.**

I, the undersigned, hereby make Application for Exhibit Space, at NGAUS 2026. I am an authorized representative of the company/organization with the full power and authority to sign and deliver this application. The company/organization listed on this application agrees to comply with the NGAUS 2026 Rules and Regulations and all policies, adopted by the National Guard Association of the United States hereafter. Exhibitor agrees to receive all written and electronic correspondence from NGAUS, SPARGO, Inc. and official event contractors in reference to NGAUS 2026 and future NGAUS events. This application will become a contract upon Exhibitor's authorized signature and NGAUS's acceptance and approval.

Exhibitor Signature..... Date.....

Printed Name..... Telephone.....

NGAUS 148th General Conference & Digital Advertising Rules

THIS DIGITAL ADVERTISING AGREEMENT (the "Agreement") is entered into by and between NGAUS 148th General Conference & Exhibition (NGAUS) and Digital Advertising Partner Company (Digital Advertising Partner) and shall become a contract upon execution. This agreement shall confirm the details of Digital Advertising Partner's partnership of NGAUS (Event) being held August 28-31, 2026.

The individual executing this Contract represents and warrants that he/she is duly authorized to execute this binding contract on behalf of the Company.

IN CONSIDERATION of the mutual undertakings and promises of the parties as set forth below, the parties agree as follows:

1. Digital Advertising PARTNERSHIP

1. NGAUS and Digital Advertising Partner will develop and execute the partnership in accordance with the terms and conditions set forth in this Agreement and as set forth in any Attachments and/or Exhibits to the Agreement. NGAUS and Digital Advertising Partner agree they will perform their duties and responsibilities in a professional manner consistent, at all times, with industry standards and in accordance with applicable laws and regulations.

1.1 In consideration of the rights granted in the Agreement, Branding Partner agrees to pay NGAUS a Digital Advertising Partnership Fee as defined on page one of this Agreement and a 50% deposit is to be included with this Agreement. For the Digital Advertising Partnership Fee, NGAUS agrees to provide Branding Partner services as outlined in the Official Digital Advertising Partnership Brochure. Remaining balance of the Digital Advertising Partnership Fee is to be paid 60 days prior to the start of the event.

2. INTELLECTUAL PROPERTY

2.1 Each party is granted a nontransferable, non-exclusive license to use the other party's materials, marks and logos (collectively "Intellectual Property") solely for the promotion and execution of the Digital Advertising Partnership at the Event as set forth herein and only during the agreed upon period.

2.2 Upon expiration or termination of the Digital Advertising Partnership, each party will cease using the other party's Intellectual Property and to the extent possible will, at the request of the other party, either destroy or return such Intellectual Property to the other party.

3. EFFECTIVE DATE, TERM, AND TERMINATION

3.1 Effective Date and Term: Unless the Agreement is terminated earlier in accordance with its terms and conditions, the term of this Agreement shall commence on the Effective Date and terminate at the conclusion of the parties obligations pertaining to the Event.

3.2 In the event either party commits a material breach of any provision contained within the Agreement, and such breach remains uncured after thirty (30) days written notice specifying the breach, the non-breaching party may terminate the Agreement. Upon expiration or termination of this Agreement each party agrees to timely comply with the terms of Section 2.2 above. In the event this Agreement is terminated for material breach of a party following the commencement of the Event and/or Digital Advertising Partnership activities, the parties agree nonetheless to cooperate to the extent necessary to avoid interruption of the Event. Such cooperation shall not be construed to waive any claim or defense a party may have.

In the event of cancellation by Digital Advertising Partner, NGAUS shall determine an assessment covering the resale of partnership, prior services performed, and other damages related to cancellation, according to the following schedule:

- For cancellation or reduction of booth space through October 24, 2025 the exhibitor will pay 0% of the total booth fee.
- For cancellation or reduction of booth space October 25, 2025 - February 27, 2026 the exhibitor will pay 50% of the total booth fee.
- For cancellation or reduction of booth space after February 27, 2026 the exhibitor will pay 100% of the total booth fee.
- Associated credit card processing fees are not refundable at any time

3.3 NGAUS must receive written notification of the cancellation by registered or certified mail. Date cancellation notice is received by NGAUS will determine above assessment charges. In the event of either a full or partial cancellation of Digital Advertising by a supporting partner, NGAUS reserves the right to resell canceled partnership, regardless of the cancellation assessment. Subsequent resale of canceled partnership does not relieve the canceling Digital Advertising Partner of the obligation to pay the cancellation assessment. Appropriate payment must be received within 15 days of cancellation.

3.4 In the event that the premises in which the Exhibition is conducted should become unfit for occupancy or substantially interfered with by reason of any cause or causes not reasonably within the control of NGAUS or its agents, the Exhibition may be canceled or moved to another appropriate location, at the sole discretion of NGAUS. NGAUS shall not be responsible for delays, damage, loss, increased costs, or other unfavorable conditions arising by virtue of cause or causes not

reasonably within the control of NGAUS. Causes for such action beyond the control of NGAUS shall include, but are not limited to: fire, casualty, flood, epidemic, earthquake, explosion, accident, blockage, embargo, inclement weather, governmental restraints, act of a public enemy, riot or civil disturbance, impairment or lack of adequate transportation, inability to secure sufficient labor, technical or other personnel, labor union disputes, loss of lease or other termination by Indiana Convention Center, municipal, state or federal laws, or act of God. Should NGAUS terminate this agreement pursuant to the provisions of this section, the exhibitor waives claims for damage arising therefrom. Refunds of Digital Advertising Fees in the event of event termination or cancellation shall be made to exhibitors at the sole discretion of NGAUS and in any case, will not exceed the amount of each exhibitor's paid exhibit space fee less any pro rata adjustments based on non-reimbursable direct and/or indirect event costs or financial obligations incurred by NGAUS through the date of exhibitors' notification of event termination or cancellation or through the completion of event termination or cancellation processes, whichever is later.

4. LIMITATION OF LIABILITY

In no event shall either party be liable to the other party for any indirect, incidental, consequential, special, or exemplary damages (even if that party has been advised of the possibility of such damages), arising from breach of this Agreement, or any provision of this Agreement, such as, but not limited to loss of revenue or anticipated profits or lost business.

5. FORCE MAJEURE

Neither party shall be liable to the other in the event its failure to perform its obligations under the terms of the Agreement results from: (i) compliance with any law, ruling, order, regulation or order of any court or government decision or action of competent jurisdiction; (ii) acts of God or other circumstances beyond the reasonable control of the parties; (iii) acts or omissions of the other party; (iv) fires, strikes, embargoes, war, acts of domestic terrorism, civil insurrection or riot, (v) a weather event or curtailment of transportation facilities preventing or unreasonably delaying [at least 25% of attendees and guests from attending the Event, or (vi) other emergency beyond the party's control making it inadvisable, illegal or impossible to hold the Event or which materially affects a party's ability to perform its obligations here under. Any delay resulting from any of said causes shall extend performance accordingly or excuse performance, in whole or part, as may be reasonable under the circumstances. The terminating party shall endeavor to give notice of termination to the other party as soon as reasonably practicable in an effort to minimize the impact of termination.

In the event of a termination as a result of a Force Majeure event as defined above, neither party will have any liability to the other party hereunder.

6. PAYMENT

A 50% deposit for the partnership is due at signing of the Agreement as stipulated in Section 1.1 unless other arrangements are made with and approved by NGAUS. Any such arrangements must be made in writing and included with this Agreement. Any late payment will be subject to a late payment penalty calculated at eighteen (18) percent annually on the outstanding balance for the period the payment is late.

7. VENDOR PAYMENT PORTAL TERMS

NGAUS is prepared to facilitate requests for vendor payment portal accounts; however, such requests must be submitted in a timely manner to ensure that all parties have adequate opportunity to review all applicable terms and conditions and take any appropriate actions. Requests to onboard NGAUS International into your payment system must be submitted along with your signed contract and no later than sixty (60) days from the date of the event in question. Requests to onboard NGAUS International within this sixty (60) day window will not be approved. Requests to onboard NGAUS International do not supersede the terms of this agreement and do not absolve the exhibitor/sponsor of their responsibility to make payments as outlined in this agreement. Deposit and final payments must be received according to the due dates specified in the agreement.