

### SOCIAL MEDIA INFLUENCERS



**SAVE 20% to 5% off your booth rate or booth sponsorship package with our Social Media Influencer DISCOUNT PROGRAM.** Use your company's social media platform to achieve deep discounts at CannaOne.

You've built a reputation for your knowledge and expertise in the Cannabis and Hemp Industry. Saving through the Influencer Discount Program is EASY! Simply make regular posts about the upcoming CannaOne Show on through your social media channels to receive 20% - 5% off your Booth. Reference the below chart to determine your discount qualification terms.

### INFLUENCER DISCOUNT OFFER

DELIVERABLES	I-PLATINUM DISCOUNT	I-GOLD DISCOUNT	I-SILVER DISCOUNT	I-BRONZE DISCOUNT
<b>MAXIMUM SHOW BOOTH/BOOTH SPONSORSHIP RATE DISCOUNT</b>	<b>20% off</b>	<b>15% off</b>	<b>10% off</b>	<b>5% off</b>
Total Twitter, FaceBook, Instagram Followers Discount Qualifier Level	1,000,000+	500,000+	250,0000+	50,000+
# of Posts: 2 Per Day per T/F/I account	•			
# of Posts: 1 Per Day per T/F/I account		•		
# of Posts: 1 Per Odd Day or Even Day per T/F/I account			•	
# of Posts: 2 per Week per T/F/I account				•
Use show tags, hashtags & handles	•	•	•	•
Use show purchase URL link	•	•	•	•
Posts on T/F/I begin within 3 Days of Agreement	•	•	•	•
Use mandatory show tags, hashtags & handles	•	•	•	•



## SOCIAL MEDIA INFLUENCER AGREEMENT

This Influencer Agreement ("Agreement") is entered into this \_\_\_\_\_th day of \_\_\_\_\_, 2019, by and between the Advertiser (CannaOne) and the Influencer (\_\_\_\_\_).

The Advertiser and the Influencer agree:

**1. Appointment.** The Advertiser would like the Influencer's assistance in promoting / offering / selling the Advertiser's products via their social media accounts. The Advertiser hereby appoints the Influencer as its representative on a non-exclusive, non-employee basis to endorse and promote its services to the target audience.

**2. Term.** This Agreement shall, be held independent and specific for each specified CannaOne event date. As such, the Agreement is non-renewable.

**3. Deliverables.** The Influencer will deliver the agreed number of posts on the agreed platforms on behalf of the Advertiser according to the delivery schedule specified by the Advertiser. The Services shall conform to the specifications and instructions of the Advertiser as outlined in detail in the attached Schedule of Services, abide by the rules of the relevant social media platforms, and are subject to the Advertiser's acceptance and approval. The Advertiser has a maximum of 3 days to reject any deliverable in accordance with this Section and must notify the Influencer within 3 days of receipt of work that additional revisions and/or amendments will be requested.

The Influencer Deliverables are as follows:

1. Upon fulfillment of all deliverables, the Influencer Discount will be \_\_\_\_\_%. At the time of contract initiation, the Influencer had a total of \_\_\_\_\_ Followers across the three social media channels (Facebook, Twitter and Instagram). This Discount will be provided based on the following Deliverables:
  - a. The total social posts within a \_\_\_\_\_ timeframe.
2. Each post shall be duplicate across the required three social media platforms: Facebook, Twitter and Instagram.
3. Each post must remain active for minimum of 15 days.
4. Contact with Advertiser, respond to emails in a timely manner, and address any concerns within 48 hours.
5. The Influencer will make conscientious effort to promote CannaOne and its affiliates at all times.

**4. Cancellation.** Either party may terminate this agreement upon ten days prior written notice if the other party breaches this agreement and does not cure such breach within such time period. In addition to any right or remedy that may be available to the Advertiser under this agreement or applicable law, In addition,

in the event that the Influencer has breached this agreement, the Advertiser may (i) immediately suspend, limit or terminate the Influencer's access to any Advertiser account and/or (ii) instruct the Influencer to cease all promotional activities or make clarifying statements, and the Influencer shall immediately comply. Either party may terminate this agreement at any time without cause upon thirty days prior written notice to the other party.

**5. Collateral Details.** The Advertiser shall provide the necessary content and briefing materials to enable the Influencer to perform the influencer marketing services. If the Influencer has obtained employees or agents (the "Influencer Personnel"), the Influencer shall be solely responsible for all costs associated with the Influencer Personnel.

**6. Items to Avoid in Influencer Posts:** The Influencer agrees to avoid mentioning the following agreed competitors of The Advertiser: MJ Biz, NECANN and Cannabis World Congress and Business Expo. The Influencer agrees to abide by all guidelines set in the Brand Rule and Content Guidelines. (For example, all blog posts, social media statuses, tweets, and/or comments should be in good taste and free of inappropriate language and/or any content promoting bigotry, racism or discrimination based on race, gender, religion, nationality, disability, sexual orientation, or age).

The Brand Rule and Content Guidelines are as follows:

1. Posts must include the Advertiser provided hashtags and links. The hashtags and links are as follows:

CannaOne, @CannaOne, #CannaOne, #CannaOneBizConExpo, #CannaOneIndustryAwards, #CannaOneNation, #TheSummerShow, CannaOne.com, #IllinoisCannabisSummit, #WomenGrowStrong, #CannabisMeetsHealthcare

2. Posts must include at least one graphic image supplied by the Advertiser or created by the Influencer. A portfolio of images may be sourced from the Media Kit located on the CannaOne.com website.

**7. Approval and Content Origination:** The Influencer understands that all promotions and products they promote as part of this agreement are controlled by the Advertiser. The Influencer assumes all responsibility for verifying that the campaign materials used meet the Advertiser's approval.

**8. Confidentiality and Exclusivity.** During the course of the Influencer's performance of services for the Advertiser, the Influencer will receive, have access to and create documents, records and information of a confidential and proprietary nature to the Advertiser and customers of the Advertiser. The Influencer acknowledges and agrees that such information is an asset of the Advertiser or its clients, is not generally known to the trade, is of a confidential nature and, to preserve the goodwill of the Advertiser and its clients must be kept strictly confidential and used only in the performance of the Influencer's duties under this Agreement. The Influencer agrees that he/she will not use, disclose, communicate, copy or permit the use or disclosure of any such information to any third party in any manner whatsoever except to the existing employees of the Advertiser or as otherwise directed by the Advertiser in the course of the Influencer's performance of services under this Agreement, and thereafter only with the written permission of the Advertiser. Upon termination of this Agreement or upon the request of the Advertiser, the Influencer will return to the Advertiser all of the confidential information, and all copies or reproductions thereof, which are

in Influencer's possession or control. The Influencer agrees that during the tenure of this contract, and for a three-month term afterward, the Influencer will not undertake influencer marketing for a competitor in the same vertical as the Advertiser.

**9. Compensation.** In full consideration of the Influencer's fulfillment of required performance, his / her obligations and the rights granted herein, the Influencer shall a discount for a booth purchase at the \_\_\_\_\_ event. The discount to the Influencer is based on the total number of Followers across FaceBook, Twitter and Instagram social media channels at the initiation of the contract. The Influencer will otherwise perform the services at his/her own expense and use his/her own resources and equipment. The Influencer acknowledges that the agreed upon compensation represents the Influencer's entire compensation with respect to this agreement and the Advertiser shall have no other obligation for any other compensation to or expenses or costs incurred by the Influencer in connection with the performance of its obligations under this agreement.

**10. Material disclosures and compliance with FTC Guidelines.** When publishing posts/statuses about the Advertiser's products or services, the Influencer must clearly disclose his/her "material connection" with the Advertiser, including the fact that the Influencer was given any consideration, was provided with certain experiences or is being paid for a particular service. The above disclosure should be clear and prominent and made in close proximity to any statements that the Influencer makes about the Advertiser or the Advertiser's products or services. Please note that this disclosure is required regardless of any space limitations of the medium (e.g. Twitter), where the disclosure can be made via.

Hashtags, e.g. #sponsored. The Influencer's statements should always reflect the Influencer's honest and truthful opinions and actual experiences. The Influencer should only make factual statements about the Advertiser or the Advertiser's products which the Influencer knows for certain are true and can be verified.

**11. Payment Terms.** In return for the fulfillment of the stated deliverables, the Influencer shall receive a discount for a booth purchase at the \_\_\_\_\_ event.

**12. Force Majeure.** If either party is unable to perform any of its obligations by reason of fire or other casualty, strike, act or order of public authority, act of God, or other cause beyond the control of such party, then such party shall be excused from such performance during the pendency of such cause.

**14. Choice of Law.** This Agreement shall be construed and enforced pursuant to the laws and decisions of the State Georgia / United States of America.

I hereby agree to the terms of this Agreement with the intent to be legally bound.

COMPANY NAME: \_\_\_\_\_

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_