Partnership Packages — 2019

75th Anniversary Special Edition!
About RLI

Mission

The REALTORS® Land Institute, “The Voice of Land,” provides the expertise, camaraderie, and resources that are the foundation for all land real estate professionals to become the best in the business.

Do Business with the Best in the Business

The REALTORS® Land Institute continually strives to maintain its status as the acknowledged leader for all matters pertaining to the land real estate profession. RLI endeavors to remain the essential membership organization for the extraordinary real estate professionals who broker, lease, sell, develop, and manage our most precious resource: the land.

Through its LAND University (LANDU) curriculum, the REALTORS® Land Institute confers the prestigious Accredited Land Consultant (ALC) Designation to those real estate practitioners who achieve the highest levels of education, experience, productivity, and professionalism.

The RLI’s membership is divided into the following categories:

- **Designated Members:** Those who hold the ALC Designation.
- **Non-Designated Members:** Those who are currently working towards earning the designation or just taking advantage of the many RLI member benefits.
- **Associate Members:** Industry service providers, partners, and other non-real estate professionals. See page 5 for more information!
By the Numbers

- **85%**
  - Percentage of RLI Members identify as a Broker...

- **$650 Million**
  - The largest ALC transaction to date.

- **73%**
  - Percent of RLI Members with over 10 years of industry experience...

- **59%**
  - Percent of RLI Members with an average transaction volume of over $400K...

- **42%**
  - Year-over-year NLC attendance growth from 2016 to 2017...

- **71%**
  - Ag/Ranch Land

- **49%**
  - Commercial Land

- **36%**
  - Timber Land

- **33%**
  - Residential Land

Percent of RLI Members that specialize in each type of land transaction...
RLI Celebrates 75 Years!

See How Our Big Year Can Be Your Big Year!

In 2019, the REALTORS® Land Institute (RLI) is celebrating 75 years serving the land real estate industry as “The Voice of Land” – and we plan to make it a memorable year! Be a part of it all, help congratulate RLI, and make the most of the extra promotions and excitement around this historic event by partnering with us in 2019 for our 75th Anniversary.

Top 5 Reasons to Market With RLI in 2019

1. Partner With An Established Industry Leader of 75 Years
   For 75 years, RLI has represented the most accomplished, experienced, and highest performing land industry leaders in the nation. Our members trust us to provide them with the best connections and products in the marketplace. RLI looks to its partners to provide the best to the best.

2. Increased Year-round Exposure!
   RLI offers partner programs that give their brands exposure throughout the year. This year, all eyes will be on RLI for its 75th Anniversary, making this the best time for you to get in front of key decision makers.

3. Reach Your Target Market!
   Gain unique access to a committed audience of land experts. RLI members are open and eager to learn about the technologies, products, and services you provide. Partners will have their message heard and shared throughout the industry.

4. Increase Your Brand Recognition!
   Partners develop top-of-mind brand awareness when partnering annually with RLI. This year, Gain added exposure by advertising in our special 75th Anniversary Keepsake Edition of the 2019 Winter Terra Firma Magazine or by sponsoring the RLI Reflections: 75th Anniversary Gala Welcome Reception at NLC19 (see page 14).

5. Get Exclusive 75th Anniversary Rates!
   This year only we are offering special rates on popular partner opportunities to celebrate our 75th Anniversary! Check out these reduced rates on pages 10 and 14.
RLI Associate Memberships

What is an Associate Member?

REALTORS® Land Institute Associate Members are industry service providers, partners, and other non-real estate professionals who are engaged in endeavors related to the objectives of RLI but who do not aspire to hold the Accredited Land Consultant (ALC) Designation.

Associate members may include, but are not limited to, the following: real estate-related professionals who do not have a real estate license, government and non-profit employees, students, and professors.

Why Become an RLI Associate Member?

- Access to a national network of 1,300 land REALTORS®, specialists, and Accredited Land Consultants (ALCs) who share a deep commitment to the land specialty
- A complimentary subscription to the Terra Firma magazine, RLI’s official biannual print publication of industry news and events
- Ability to be promoted as a Member Advantage Program (MAP) special offer provider
- On-going print and electronic communications to stay current on industry topics and RLI activities
- Receive member rates on LANDU Education and RLI event registrations
- Ability to contribute educational posts to the RLI Blog

For more information or to sign up as an RLI Associate Member, contact us at 800-441-5263 or rli@realtors.org
2019 Marketing Mix

2019 National Land Conference (NLC19)
ALBUQUERQUE, NM | MARCH 3-6

Meet and network with the best in the land business by participating as an exhibitor and promoted partner of the REALTORS® Land Institute. Accredited Land Consultants (ALCs) and RLI Members represent a highly targeted constituency of land experts, all of whom are committed to the highest levels of professionalism. In Albuquerque, NM, from March 3-6, these professionals will be touring our largest exhibit hall yet hoping to discover helpful industry products and services available through trusted RLI Partners – make sure you are one of them!

53% of attendees are ALCs

Over
200
land experts & key decision makers expected at NLC19

LANDU Education

Real estate professionals become land experts and Accredited Land Consultants (ALCs) through the RLI’s Land University (LANDU) Program. LANDU courses and webinars are offered regularly on hot industry topics. These courses are newly updated with fresh content and interactive modules.

Every year, RLI offers a unique opportunity for land professionals to complete all of the education requirements towards the elite ALC Designation at our LANDU Education Week. Check out the partnership package developed to maximize exposure around the 2019 LANDU Education Week event on page 18.
Terra Firma Magazine

The official publication of the REALTORS® Land Institute delivers organizational, member, and chapter news; educational content on industry trends, services, technologies, and opportunities for the land professional. More information on page 19.

Email Marketing

Emails are sent to land professionals across the country specializing in all different segments of land real estate. With 1,300 members nationwide and over 7,000 qualified prospects, the opportunities to provide targeted messaging to a highly qualified lead pool have never been more abundant.

LANDNews e-Newsletter

Distributed monthly, partners can receive special recognition in the e-newsletter. The total distribution reaches over 7,000 highly targeted land professionals across the industry. Some partnership packages include a three to five sentence spotlight piece of educational, promotional, or informational content as well as your company logo and a link back to your website.

Social Media

Drive traffic to your social media pages and gain brand awareness on social. Have your post sent out through each of RLI’s social media pages: Facebook, LinkedIn, Instagram, and Twitter.
Platinum Partner

$12,000

RLI Marketing Benefits

• One complimentary co-branded educational webinar to RLI Members
• Three LANDNews spotlight pieces
• Two full pages of 2019 Terra Firma ad space
• Three-time use of the RLI membership email list through RLI
• Five social media posts through each of RLI’s social media channels
• One annual subscription to Terra Firma magazine

5 Available Spots
2019 National Land Conference Benefits

- **New! Two** exhibit tables for duration of the conference in a premier location*
- Four complimentary conference registrations
- Two half-priced conference registrations (does not include entry to ALC Recognition Luncheon; ticket may be purchased separately)
- **New!** Excel list of NLC19 attendees after the conference
- Recognition in all promotional materials
- Lead an educational Round Table Topic Discussion (topic must be approved by RLI)
- Opportunity to present an educational Breakout Session approved by RLI**
- Recognition on conference partnership signage
- Recognition on the official conference slide-show
- Save 20% on additional sponsorship opportunities (check out pages 14-15)

*Interested in purchasing additional *Terra Firma* ad space? All partners get 50% off ad space! See page 19 for more information.

** Partnership must be guaranteed by October 1, 2019, to receive a breakout session.
Gold Partner

$8,000 $7,500

Available Spots

75th Anniversary Special!

RLI Marketing and Exposure

• Two LANDNews Spotlight pieces
• **New!** One full-page 2019 *Terra Firma* ad in one issue*
• Two-time use of RLI’s member email list (emails sent through RLI)
• Three social media posts through each of RLI’s social channels
• One annual subscription to *Terra Firma* magazine

2019 National Land Conference

• Exhibit table for duration of the conference in a premier location
• Three complimentary conference registrations
• Two half-priced conference registrations (does not include entry to ALC Recognition Luncheon; ticket may be purchased separately)
• Recognition in all promotional materials
• Lead an educational Round Table Topic Discussion (topic must be approved by RLI)
• Recognition on conference partnership signage
• Recognition on the official conference slide-show
• Save 15% on additional sponsorship opportunities (check out pages 14-15)

*Interested in purchasing additional *Terra Firma* ad space? All partners get 50% off ad space! See page 19 for more information.

Gain additional exposure by purchasing one of the à la carte options on pages 14-15. Save 15% on à la carte options with this package.
Silver Partner

5 Available Spots

$5,000

RLI Marketing and Exposure

- One LANDNews Spotlight piece
- New! One half-page 2019 Terra Firma ad in one issue*
- One social media post through each of RLI’s social channels
- One annual subscription to Terra Firma magazine
- One-time use of RLI’s member email list (emails sent through RLI)

2019 National Land Conference

- Exhibit table for duration of the conference
- Two complimentary full registrations
- Two half-priced conference registrations (does not include entry to ALC Recognition Luncheon; ticket may be purchased separately)
- Recognition in all promotional materials
- Recognition on conference partnership signage
- Recognition on the official conference slide-show
- Save 10% on additional sponsorship opportunities (check out pages 14-15)

*Interested in purchasing additional Terra Firma ad space? All partners get 50% off ad space! See page 19 for more information.

Gain additional exposure by purchasing one of the à la carte options on pages 14-15. Save 10% on à la carte options with this package.
Bronze Partner

$2,000

**RLI Marketing and Exposure**

- One annual subscription to 2019 *Terra Firma* magazine*

**2019 National Land Conference**

- Exhibit table for duration of the conference
- One complimentary conference registration
- Recognition in all promotional materials
- Recognition on conference partnership signage
- Recognition on the official conference slide-show
- Save 5% on additional partnership opportunities (check out pages 14-15)

*The bronze partnership level does not include Terra Firma ad space. If you are interested in purchasing *Terra Firma* ad space in our 75th Anniversary edition, see page 19 for more information. All partners get 50% off ad space!

Gain additional exposure by purchasing one of the à la carte options on pages 14-15. Save 5% on à la carte options with this package.
## Benefits Overview

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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<tr>
<td><em>Terra Firma</em> Ad Space (see page 19)</td>
<td>2 pages</td>
<td>1 page</td>
<td>1/2 page</td>
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<tr>
<td>NLC19 Exhibit Table</td>
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<td>Complimentary NLC19 Registrations</td>
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<tr>
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<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Recognition on NLC19 Promo Material</td>
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<tr>
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<td>✔</td>
<td>✔</td>
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<tr>
<td>Annual Subscription to <em>Terra Firma</em></td>
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<td>Recognition on RLI’s Website Home Page</td>
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<td>✔</td>
<td>✔</td>
<td>✔</td>
</tr>
<tr>
<td>Sponsor Profile in NLC19 Event App</td>
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<td>✔</td>
<td>✔</td>
<td>✔</td>
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<tr>
<td>Discount on Additional Sponsorships Opportunities</td>
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<td>15%</td>
<td>10%</td>
<td>5%</td>
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<td>Social Media Posts</td>
<td>5</td>
<td>3</td>
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<td>0</td>
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<td>LANDNews Spotlight Features</td>
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<tr>
<td>Email Sent to RLI Member List</td>
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<td>2</td>
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<td>0</td>
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<tr>
<td>Host a Round a Round Table Discussion</td>
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<td>✔</td>
<td>X</td>
<td>X</td>
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<td>‘Thank You’ Spotlight in LANDNews</td>
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<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Lead a Break-Out Session at NLC19</td>
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<td>X</td>
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<td>Host a Webinar Presentation</td>
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<td><em>New!</em> Excel Contact List of NLC19 Attendees</td>
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</tbody>
</table>
NLC19 À La Carte Options

RLI Apex Awards Program | $10,000
Put your name in the spotlight at the first-ever annual RLI Apex Awards Program Ceremony! This event will recognize the highest performing land real estate professionals in the country for their accomplishments. As the sponsor of this event, you get two half-priced registrations and your logo will be prominently displayed on all event promotions and on-site on branded napkins provided by RLI. You will also get a three-minute speaking opportunity and be mentioned in the NLC19 app push notification about the event to all attendees.

Partner Party Happy Hour | $10,000 $7,500 75th Anniversary Special Rate!
Sponsor the kick-off networking event for NLC19. This reception will take place inside the partner exhibit hall. Your company name and logo will be prominently displayed during this reception, including on branded napkins provided by RLI. You will also get two half-priced registrations and a three-minute speaking opportunity and be mentioned in the NLC19 app push notification about the event to all attendees.

Reflections: RLI 75th Anniversary Gala Welcome Reception | $10,000 $7,500 75th Anniversary Special Rate!
Exclusively sponsor the NLC19 75th Anniversary Gala Welcome Reception for all attendees and their companions. You will get two half-priced registrations and your company name and logo will be prominently displayed during this memorable reception. You will also get a three-minute speaking opportunity and be mentioned in the NLC19 app push notification about the event to all attendees.

ALC Recognition Luncheon | $7,500
Be the exclusive sponsor of this esteemed luncheon which recognizes the newest recipients of the elite Accredited Land Consultant (ALC) Designation. Set out materials on each chair prior to the lunch for unique exposure and take advantage of the opportunity to welcome all registrants to the lunch in a three-minute kick-off speech. You will also be mentioned in the NLC19 app push notification about the event to all attendees.

Breakfast Buffet | $7,500
Be the first thing on attendees minds as they enjoy a complimentary breakfast. Sponsorship includes signs and napkins provided by RLI with your company’s branding on it. You will also get a three-minute speaking opportunity and be mentioned in the NLC19 app push notification about the event to all attendees.

RLI Volunteer Luncheon | $5,000
Network with over 40 of the top land brokers in the country by sponsoring this luncheon for RLI’s 2019 Board of Directors and Committee Members. This unique event gives your company three seats at the table with key industry influencers and recognition as the luncheon’s exclusive sponsor. You will also get a three-minute speaking opportunity and be mentioned in the NLC19 app push notification about the event to all attendees.

Save up to 20% on these options by purchasing a full partnership package!
Keynote Speaker | $5,000 | 2 Sponsorships Available!
Sponsor the opening or finale keynote speaker. Sponsors will help introduce one of the keynote speakers in a three-minute speech leading up to their presentation. You will also be mentioned in the NLC19 app push notification about the event to all attendees.

Reception Beverage Tickets | $3,500
Be the life of every party by sponsoring the attendee beverage tickets! Have your company logo imprinted on all event drink tickets which bestow attendees with a complimentary drink while enjoying the various networking events at the conference. All drink tickets will feature the event sponsor’s logo and the sponsor will also be mentioned in an NLC19 app push notification to all attendees.

Wi-Fi Partner | $3,500
Be the sponsor that keeps everyone connected! Sponsor the complimentary Wi-Fi for all attendees, sponsors, and speakers. You can choose the Wi-Fi network name and password for additional promotion. You will also be mentioned in an NLC19 app push notification to all attendees.

Let’s Make Deal$ LIVE | $2,500
Be the exclusive partner of one of the conference’s most engaging and high-energy events, the Let’s Make Deal$ LIVE! property marketing session. You will also be mentioned in the NLC19 app push notification about the event to all attendees.

Networking Breaks | $2,500
Sponsor the networking refreshment breaks for all attendees as they relax, network, and prepare for the next session. Located in the exhibit hall, these break stations will provide a high volume of traffic and exposure for your company. Your company logo will be displayed prominently on all signage in the break area as well as on table tents and napkins provided by RLI. You’ll also have the opportunity to distribute your marketing literature in the break area and will be mentioned in an NLC19 app push notification to all attendees.

Continental Breakfast | $2,500
Help attendees kick the day off right by sponsoring the continental breakfast for all attendees. Sponsorship includes your logo displayed on signs and napkins provided by RLI. You will also be mentioned in an NLC19 app push notification to all attendees.

Cowboy Auction | $2,000 [SOLD OUT]
Sponsor the annual Cowboy Auction and receive additional promotion through RLI and the Land Education Foundation (LEF). The sponsor of this high-energy memorable event will be charged with selecting the auction team and organizing the show. You will also be mentioned in the NLC19 app push notification about the event to all attendees.

Governance Meetings | $1,500
Sponsor the refreshments for the Board of Directors and RLI Committee meetings. Have your company logo on table tents in each committee meeting and an opportunity to speak in front of the Board of Directors for five minutes at the start of the Board Meeting. You will also be mentioned in the NLC19
The LANDU Education Partnership is available to industry corporations as a way to provide value to agents through exclusive special offers and opportunities. Whether they become an RLI member or not, all agents will receive exclusive discounts on RLI membership, earning the ALC, and LANDU courses to make it more cost-effective for your agents to gain additional knowledge about the land real estate industry and become higher earners for your brokerage. On average, a new RLI member will save $475 on the costs of obtaining the ALC Designation!

### LANDU Education Partner Agent Savings Chart

<table>
<thead>
<tr>
<th>Service</th>
<th>You/Your Agents’ Pricing</th>
<th>Standard RLI Pricing</th>
</tr>
</thead>
<tbody>
<tr>
<td>RLI First-year Membership</td>
<td>$445</td>
<td>$520</td>
</tr>
<tr>
<td></td>
<td>$445 + $0 Application Fee</td>
<td>$445 + $75 Application Fee</td>
</tr>
<tr>
<td>16-Hour VILT Course</td>
<td>$395</td>
<td>$445</td>
</tr>
<tr>
<td>16-Hour Online Course</td>
<td>$420</td>
<td>$445</td>
</tr>
<tr>
<td>24-Hour VILT Course</td>
<td>$495</td>
<td>$545</td>
</tr>
<tr>
<td>16-Hour LANDU Week Course</td>
<td>$395</td>
<td>$445</td>
</tr>
<tr>
<td>24-Hour LANDU Week Course</td>
<td>$495</td>
<td>$545</td>
</tr>
<tr>
<td>National Land Conference Registration</td>
<td>$625</td>
<td>$675</td>
</tr>
<tr>
<td>ALC Application Fee</td>
<td>$250</td>
<td>$350</td>
</tr>
<tr>
<td>Student Royalty Fee (per attendee)</td>
<td>$134.25</td>
<td>$179</td>
</tr>
<tr>
<td>LANDU Course Licensing Fee</td>
<td>$0</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

*Pricing and fees may be subject to change.
Benefit 1: Discounts for Agents*
*See savings chart on page 16

- $75 off new member application fee
- $50 off all no-travel VILT courses offered by RLI National
- $25 off all no-travel online courses offered by RLI National
- $50 off each LANDU Education Week in-person course in June 2019
- $50 off each 2019 National Land Conference (NLC19) registration
- New! $100 off the ALC Application fee

Benefit 2: Marketing Recognition

- Recognition on the RLI website home page as being a LANDU Education Partner
- Monthly emails sent to your agents from RLI promoting the sponsorship

Benefit 3: Hosting a LANDU Course

- Course licensee fee of $2,000 waived to provide LANDU courses
- Student royalty fee reduced by 25% to $134.25 per attendee

Benefit 4: Half-off NLC19 Partnership Packages

- Half-off any Platinum or Gold level 2019 National Land Conference partnership package
LANDU Education Week Partner

$5,000

RLI Marketing & Exposure

- One LANDNews Spotlight piece
- One half-page 2019 Terra Firma ad
- One exclusive social media post on each of RLI’s social channels
- Promoted as ‘The 2019 LANDU Education Week Exclusive Partner’ to RLI Membership
- Ability to add two promotional flyers to the welcome packet for all attendees

LANDU Education Week plus

- An exhibit table for the duration of the 2019 LANDU Education Week
- One complimentary course registration
- Recognition in all promotional materials
- On-site partnership signage provided by RLI
Terra Firma Advertising

Exclusive 75th Anniversary Edition!

Why Advertise in Terra Firma in 2019?
75th Anniversary Special Keepsake Edition!

Published twice a year (Winter + Summer), the Terra Firma magazine reaches 1,300 targeted land real estate professionals and industry influencers who specialize in our most precious resource: the land.

The Winter 2019 exclusive 75th Anniversary Keepsake Edition is a unique opportunity to have a lasting impact by using your ad to congratulate RLI on 75 years.

In addition to RLI Members who receive an annual subscription to the publication, the magazine is promoted to a network of over 1 million REALTORS® through our affiliation with the National Association of REALTORS®. A digital copy of the magazine is also stored in an archive on our website for added exposure and easy sharing that lasts long after the publication is released.

Ad Pricing Model

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Ad Price</th>
<th>Partner Rate*</th>
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</thead>
<tbody>
<tr>
<td>Full Page (Inside Cover)</td>
<td>$1,199</td>
<td>$599</td>
</tr>
<tr>
<td>Full Page (Non-cover)</td>
<td>$999</td>
<td>$499</td>
</tr>
<tr>
<td>1/2 Page (vertical or horizontal)</td>
<td>$499</td>
<td>$249</td>
</tr>
<tr>
<td>1/4 Page (square)</td>
<td>$299</td>
<td>$149</td>
</tr>
</tbody>
</table>

*All partners receive a 50% discount on additional ad space. To be included in the Winter 2019 75th Anniversary special edition, ads must be received by November 1, 2018. For more information on advertising in Terra Firma, contact Jessa Friedrich, Marketing Manager, at 312-329-8353 or jfriedrich@realtors.org
1. **PAYMENT AND TERMS.**
   For sponsorships, a minimum of half the amount owed must be paid within 30 days of the invoice date and the remainder balance within 30 days of the event. Failure to do so may result in being turned away from the event.

2. **ADVERTISING AND PROMOTION.**
   Sponsor will not receive promotion or advertising on printed or electronic materials until the initial deposit of half the amount owed is paid to RLI. Sponsor is responsible for sending a high resolution version of their logo to RLI in order to start being promoted. **The sponsor is responsible for using and keeping track of all benefits attained through their sponsorship by December 31, 2019.** Any unused sponsor benefits, including, but not limited to, Terra Firma magazine ads, newsletter spotlights, emails, and social media posts, will be forfeited by the sponsor on the aforementioned date.

   All Terra Firma ads must be submitted by November 1, 2019, for inclusion in the Winter 2019 Terra Firma and by May 1, 2019, for inclusion in the Summer 2019 Terra Firma.

   Usage of all other member benefits including, but not limited to, social media posts, emails, and e-newsletter spotlights must be scheduled out with RLI’s Marketing Manager no later than one month prior to proposed date. All scheduling is subject to approval by RLI and is made on a first come-first serve basis.

   **Partnership must be secured by December 31, 2019, in order to guarantee being included in printed promotional materials on-site at the conference.**

3. **CANCELLATION OF SPONSORSHIP.**
   In the event that written notification of intent to cancel is received by November 30, 2019, all sums paid will be refunded. No refunds will be made after this date.

4. **SUB-LEASING – SPONSORSHIP SHARING.**
   No sponsor shall reassign, sublet or share the whole or any part of the sponsorship parameter allotted to the contracting firm without written permission from RLI prior to the recognition opportunities taking action.

5. **ACCEPTABILITY OF ADS.**
   RLI reserves the right to refuse placement of any ad that it believes to be injurious to the purpose of the publication.

6. **DAMAGE TO PROPERTY.**
   The sponsor is liable for any damage caused to building floors, walls, or columns or to other sponsors and or property.

7. **SPONSOR CONDUCT.**
   The sponsor shall conduct and operate its sponsorship (if a physical element exits) so as not to annoy, endanger, or interfere with the rights of other exhibitors, sponsors, and attendees. Any practice resulting in complaints from any other exhibitor, sponsor, or any attendee, who in the opinion of RLI interferes with the rights of others or exposes them to annoyance or danger, may be prohibited by RLI.

8. **CANCELLATION OR POSTPONEMENT OF EVENT AND OR INITIATIVE OUTLINED IN SPONSORSHIP CONTRACT.**
   In the event that the premises in which the event or outlined sponsorship initiative is or is to be conducted shall become, in the sole discretion of RLI, unfit for occupancy, or in the event the holding of the event and or sponsorship initiative or the performance of RLI under the contract (of which these Rules and Regulations are a part) are substantially or materially inferred with by virtue of any cause or causes not reasonably within the control of RLI, said contract and/or event or initiative (or any part thereof) may be terminated by RLI.

   RLI 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 RLI. If RLI terminates said contract (or any part thereof) as aforesaid, then RLI may retain such part of an sponsor fee as shall be required to recompense it for expenses incurred up to the time such contingency
shall have occurred, and there shall be no further liability on the part of either party. For purposes hereof, the phrase “cause or causes not reasonably within the control of RLI” shall include, but shall not be limited to, fire; casualty; flood; epidemic; earthquake; explosion or accident; blockade embargo; inclement weather; government restraints; restraints or orders of civil defense or military authorities; acts of public enemy; riot or civil disturbance; strike; lockout, boycott or other labor disturbance; inability to secure sufficient labor; technical or other personnel failure; impairment or lack of adequate transportation facilities; inability to obtain, condemnation, requisition or commandeering of necessary supplies or equipment; local, state or federal laws, ordinances, rules orders, decrees, or regulations whether legislative, executive or judicial, and whether constitutional or unconstitutional; or Act of God.

9. LIMITATION ON LIABILITY.
The sponsor agrees to indemnify, defend, and hold harmless RLI, the event facility, the owner of such facility, and the city in which this event is being held, and their respective officers, agents and employees, from and against all bodily and personal injury, loss, claims, or damage to any person or any property arising in any way from the sponsoring company, its employees, agents, licensees, contractors or customers. RLI shall not be responsible for loss or damage to displays or goods belonging to sponsors, whether resulting from fire, storms, acts of god, air conditioning or heating failure, theft, pilferage, mysterious disappearance, bomb threats, or other causes.

10. RESOLUTION OF DISPUTES.
In the Event of a dispute or disagreement between the sponsor and RLI or between two or more sponsors, all interpretations of the rules governing the sponsorship contract, actions, or decisions concerning this dispute or disagreement by RLI intended to resolve the dispute or disagreement shall be binding on the sponsor.

11. AMENDMENT TO RULES.
Any matters not specifically covered by the preceding rules shall be subject solely to the discretion of RLI. RLI shall have full power in the matter of interpretation, amendment and enforcement of all said rules and regulations, and any such amendments when made and brought to the notice of the exhibitor shall be and become part hereof as though duly incorporated herein and subject to each and every one of the terms and conditions herein set forth.

12. DEFAULT.
If the sponsor defaults in any of its obligations under this contract or violates any of its obligations or covenants under this contract, including without limitation any sponsorship Rule or Regulation promulgated pursuant to the contract, RLI may, in addition to any other remedies provided for herein or otherwise available to RLI at law or in equity, without notice, terminate this agreement and retain all monies received on account as liquidated damages. RLI may thereupon direct the sponsor or forthwith to remove its employees, agents and representatives, and all of its articles of merchandise and other personal property from the specified sponsored event and location.

13. AGREEMENT TO RULES.
The sponsor, for itself and its employees, agents and representatives, agrees to abide by the foregoing rules and by any amendments that may be put into effect by RLI.

14. EXCLUSIVITY.
RLI events are offered to all potential sponsors without exclusivity. RLI has sole discretion as to any changes in the policy and will disclose those changes to any and all relevant sponsors prior to the sponsor contract remittance.

15. ACCEPTANCE.
Once the sponsor signs the Sponsorship Contract and returns it to RLI, all Rules and Regulations are officially in affect. This agreement shall not be binding until accepted by RLI.

Print Name: ____________________________  Company: ______________________________
Signature: ______________________________  Date: ________________________________

Signing above is an indication that you and your company agree to the Partner Terms and Conditions of the REALTORS® Land Institute. Please return this form to RLI at rli@realtors.org or 430 N Michigan Ave, Chicago, IL 60611.
FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which I acknowledge, I authorize the REALTORS® Land Institute (the Institute) and its respective directors, officers, employees, agents, contractors and advertising agencies, to record, print, or reproduce my pictures, words, statements or quotes at the sole discretion of the Institute; and to incorporate the pictures, words, statements or quotations (as edited) into any and all manner of media and forms of expression, including without limitation, brochures, advertisements, billboards, letter, electronic communication tools, i.e., newsletters, print, videotape, broadcasts of all kinds, photographic slides, computer disks, photographs, television and radio programs, or otherwise; and to use and license others to use such pictures, words, statements or quotations (as edited), including unrestricted use for the purpose of publicity, advertising and sales promotion, with or without advertising partnership; and to use my name, pictures, words and biographic or other information in connection therewith.

I consent to the exhibition, use and disclosure of my name, pictures, words and biographic or other information by the Institute as provided above and expressly release the Institute from all liability for, and claims and demands arising out of, this instrument and the use of the pictures, words, statements or quotes as described above. I understand and agree that the REALTORS® Land Institute will own exclusively all rights to the pictures, words, statements or quotes described above regardless of the forms in which they are originally or subsequently printed or used.

I represent to the Institute that I am at least 18 years old, that I have read and understood the instrument and that I have the right and authority to sign this instrument. I acknowledge that I have been promised no compensation, nor have I contracted with the Institute, nor any party for any compensation, for the pictures, words, statements or quotes or the use thereof as provided in this instrument. I understand that this instrument binds me, my successors, heirs, personal representatives and assigns

Print Name:_____________________________________________________________________________________________

Signature: ______________________________________________________________________________________________

Company: _____________________________________________________________________________________________

Street Address: _________________________________________________________________________________________

City, State, Zip:__________________________________________________________________________________________

Date: __________________________________________________________________________________________________

Signing above is an indication that you and your company agree to the Partner Authorization & Agreement consent terms of the REALTORS® Land Institute.

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