



## Special Notes, Terms, and Conditions

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### IMPORTANT INFORMATION

- Out-of-home inventory and advertising rates are subject to change and will be confirmed at the time of reservation. Opportunities may not be exclusive to one supporter.
- All out-of-home marketing is subject to SOHO and vendor approval. In the event a creative is not approved, the advertiser will be given the opportunity to submit a new creative. There will be no refunds given for unapproved campaigns.

### GENERAL NOTES

1. All advertisements are subject to advance approval by SOHO.
2. SOHO reserves the right to update the rates based on project developments.
3. Advertising purchases will not increase sponsorship level with SOHO.

### NON-EXHIBITOR ADVERTISING

Non-exhibiting companies may not participate in the advertising opportunities listed.

### FINANCIAL CONSIDERATIONS | TERMS AND CONDITIONS

1. Ad agreements are considered firm and non-cancelable upon receipt of any of the following: email confirmation, signed agreement, insertion or purchase order, creative materials, payment.
2. 50% payment is due upon space reservation and/or agreement signature for all out-of-home opportunities and the remaining 50% is due 30 days before going live.
3. The advertiser and/or agency (representative), if third party is used, shall be jointly and severally liable for all monies due and payable to SOHO.
4. No agency commission or cash discounts permitted.
5. SOHO will be diligent in providing the highest quality products and services. SOHO will not provide any refunds or discounts on advertisements due to issues beyond our control.
6. All invoices are payable in USD and may be paid via check, ACH, credit card or wire transfer. Payments made by credit card will have an additional fee of 4 percent added to the total purchase price.
7. Invoices that have not been paid within 45 days are deemed past due and may accrue a 3 percent late fee.

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8. SOHO reserves the right to contact the agency/representative's client and association for all outstanding balances if the agency's account is delinquent. However, no action on the part of SOHO shall relieve the agency of its liability for outstanding amounts due.
9. Advertiser/sponsor and/or agency will not be allowed to revise materials which are not received by SOHO's published "materials due" deadline.
10. Late fees will apply for ad creatives arriving after the specified materials due date.
11. The supporting advertiser understands the marketed fee is based on the costs provided by the vendor upon rate creation. Pricing is subject to change for all SOHO 2025 Annual Meeting out-of-home marketing tactics. The potential fee-change provisions are based on the out-of-home vendors reserving the right to alter their cost upon space commitment.
12. SOHO will not be held liable for any damage that occurs to tactics located in public spaces, including citywide advertising and airport advertising. SOHO will not provide refunds or discounts on such tactics.
13. Requested ad placements are not guaranteed unless the advertiser/sponsor or its agency purchases a "special position" at an additional cost.

## **USE OF NAMES, LOGOS, AND/OR TRADEMARK**

The use of any name, logo, or trademark of SOHO is strictly prohibited without SOHO's advance written consent.

## **Acceptable File Formats**

- Adobe InDesign
- Fonts: Packaged, outlined or embedded
- Image dpi and ppi are ad buy specific
- Adobe Illustrator (fonts outlined) and Adobe Photoshop (flattened image)
- Press/print ready PDF (PDF/X compliant)
- All colors must be CMYK for print, RGB for digital

## **Unacceptable Programs**

- Corel Draw
- Microsoft Publisher
- Microsoft Word and Microsoft PowerPoint