

## Hosted Retailer Programme

Terms & Conditions for Brands and Retailers for the Hosted Retailer Programme at PI LIVE Europe 2025.

Last revised: 2nd May 2025

As a **Hosted Brand** (“you”), participating in the **Hosted Meetings Programme** (“Hosted Meetings Programme”) at **PI LIVE Europe**, scheduled to be held on 21-22 October, 2025, in London, UK (“Event”), you agree to these terms and conditions (“Terms & Conditions”) with Existem Events Ltd. (“we”, “us” or “our”). If you are registering on behalf of someone else, you confirm that they have been informed of and have accepted these Terms & Conditions.

Please note that these Terms & Conditions may be updated from time to time. Any changes will be indicated by the “Last revised” date at the top of this document. By continuing to participate in the Event, you agree to any changes.

### **Qualification**

To be eligible for the Hosted Meetings Programme, you must:

- (a) Be a brand or retailer,
- (b) Be involved in buying or influencing the purchase of relevant performance marketing technology, or be the decision maker for publisher or creator partnerships,
- (c) Participate in up to eight (8) 15-minute onsite meetings with participating sponsors (“Hosted Meetings”). These meetings will follow a double opt-in process to ensure mutual benefit.

### **1. Hosted Meeting Schedule**

You agree to be available for the entire duration of the Meeting Time Slots until you receive your final schedule just before the event. Your Hosted Meetings may be scheduled across various Meeting Time Slots and may not be consecutive.

### **2. Travel & Hotel Arrangements**

You are responsible for booking your own travel and accommodation for PI LIVE Europe.

### **3. Programme Participation**

We will contact you before the Event to arrange your meetings through our PI LIVE Europe platform (the “Platform”). You must use the Platform to complete this process by our specified deadlines and follow the requirements outlined in our communications, including:

- (a) Completing a brief survey about your company and role.
- (b) Participating in a double opt-in process to select sponsors for potential meetings.
- (c) Adding meetings to your calendar.

Failure to register for the Event using the Platform or to complete the meeting arrangement process (preferencing phase) by our deadlines will result in automatic cancellation of your participation in the Programme.

If you have not engaged with any communications from the Hosted Meetings Team 2 weeks prior to the Event we will cancel your participation in the Hosted Meetings Programme and therefore your ticket to the Event.

After the Event, you agree to provide feedback on the Programme and submit receipts for expenses.

#### **4. Attending your Meetings**

You agree to be punctual for meetings at the Hosted Meetings designated area.

Hosted Meetings cannot be shared with other individuals from your organisation.

If you do not attend all of your Hosted Meetings, you will not be eligible for travel/hotel reimbursement.

#### **5. Cancellation & Substitutes**

We trust that you have committed to the programme in good faith and appreciate that certain circumstances may mean you can no longer participate. Please contact us immediately.

If you are approved as a Hosted Brand but cannot continue with the Programme, you agree to propose one or more substitutes from your organisation. Acceptance of any substitute is subject to our approval.

#### **6. Notice of Employment Change**

If you are no longer employed by your organisation or know that you will not be employed at the time of the Event, please inform us immediately to cancel your participation in the Hosted Meetings Programme.

In such cases, you will not be eligible for the Programme or any reimbursements.

We will communicate with you only through your work email address.

## **7. Failure to Complete Hosted Meetings**

If you register for the Programme through the Platform, schedule meetings, and either check in at the Event or attend without fulfilling any of your scheduled meeting commitments:

- (a) you will be fully responsible for your travel and accommodation expenses, as no reimbursements will be issued
- (b) you will be invoiced/charged the full Event ticket price listed on the PI LIVE Europe website at the time of the Event, as authorised by you, and;
- (c) we reserve the right to add you to a blacklist, which may disqualify you from participating in the Programme in future years.

If you attend the event and complete some but not all of your scheduled meetings b) above will not apply, however you won't be able to claim hotel and travel reimbursements.

## **8. Reimbursement**

To receive up to £450 (£250 for UK-based delegates and £450 for those outside the UK) in travel and hotel reimbursement, you must complete a feedback form evaluating the Hosted Meetings Programme. Reimbursement is contingent upon completing all Hosted Meetings and submitting the feedback survey and itemised travel and accommodation receipts within 30 days of the event close.

Reimbursement is limited to the receipts you provide relating to travel to and from the venue (air, car or train) and the nightly rate for hotel accommodation only for the dates of the Event, this does not include food or drink. For the avoidance of doubt receipts dated 20th, 21st and 22nd October 2025. Examples of receipts we would accept include, Uber, Licensed Taxis, Trains, London Underground, Hotels.

Flight reimbursement is for economy cabin only.

You may be required to provide proof of travel completion, e.g. boarding pass.

All reimbursement will be made to one designated bank account within 4 weeks of receiving approved receipts.

## **9. Participation at Our Discretion**

Qualification as a Hosted Brand is solely at our discretion and may be revoked at any time. By applying to be part of the Hosted Meetings Programme, you agree to these Terms & Conditions.