

## Hosted Retailer Programme

Terms & Conditions for Brands and Retailers for the Hosted Retailer Programme at PI LIVE Europe 2026.

Last revised: 16th June 2026

As a **Hosted Brand** (“you”), participating in the **Hosted Meetings Programme** (“Hosted Meetings Programme”) at **PI LIVE Europe 2026**, scheduled to be held on 20-21 October, 2026, 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), for a Hosted VIP Pass, or three (3), for a Hosted Standard Pass, 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 entirety of the event or 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 app (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 via the event app to select sponsors for potential meetings.
- (c) Viewing your Hosted Meetings schedule and adding meetings to your calendar.
- (d) Provide your mobile number so that we can communicate with you via call and text. Your mobile number will be used solely for operational communication relating to the Hosted Meetings Programme.
- (d) Supply your company accounts email and billing address. By registering for the Hosted Meetings Programme, you authorise us to charge the full Event ticket price if you attend the Event but fail to complete all of your scheduled Hosted Meetings.

After the Event, you agree to provide feedback on the Programme and submit receipts for expenses, if applicable to your pass type.

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.

### **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, if applicable to your pass type.

### **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.



If your cancellation is within 2 weeks of the event and you cannot provide a replacement you agree, where reasonably possible, to fulfill your cancelled meetings virtually.

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**

By registering for the Programme, you expressly authorise the charges set out in this section where applicable.

- (a) If you register but fail to enter your meeting preferences via the event app within the timeframe, you lose all expense reimbursement eligibility.
- (b) If you register, schedule meetings, and then check in or attend the event but do not complete **all** scheduled meetings:
  - You are responsible for all travel and accommodation costs (no reimbursements), if applicable.
  - You will be charged the full Event ticket price as listed on the PI LIVE Europe website, which you authorised at the time of registration.
  - We may blacklist you from future Programme participation.

## **8. Reimbursement - Hosted VIP Pass Only**

If you are accepted for the Hosted VIP Pass, you are eligible for up to £450 (£250 for UK-based delegates and £450 for those outside the UK) in travel and hotel reimbursement if you meet the following conditions.

### **Eligibility Requirements:**

- (a) You must receive a schedule for one or more Hosted Meetings. If, despite completing all required steps, you do not receive any scheduled meetings, you do not qualify for reimbursement, but your event ticket remains valid.
- (b) You must attend **all** of your scheduled Hosted Meetings.
- (c) You must complete and submit the feedback survey evaluating the Hosted Meetings Programme.



(d) You must send us itemised receipts for travel and accommodation within 30 days of the event close.

### **Details of Covered Expenses**

Reimbursement is strictly limited to receipts provided for:

- Travel to and from the venue (air, car, or train). Air travel reimbursement is for economy cabin only, and proof of travel completion (e.g., boarding pass) may be required.
- The nightly rate for hotel accommodation only for the dates of the Event.

**Examples of acceptable receipts include:** Uber, Licensed Taxis, Trains, London Underground, and Hotels.

Please note:

- The reimbursement is only for Hosted Brands accepted for a Hosted VIP Pass, committing to up to eight (8) meetings.
- The reimbursement does not cover food or drink.
- For clarification, receipts must be dated 19th, 20th or 21st October 2026.
- All reimbursement payments will be made to a single designated bank account within 4 weeks of receiving and approving the necessary 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.