**MEMORANDUM OF UNDERSTANDING**

Between **Metro Rail News** and \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *(event organizer)*

**Metro Rail News**, having its office located at **Symbroj Media Pvt. Ltd., Plot No. 64, Gyan Khand-I, Indirapuram, Ghaziabad-201014**, India, have agreed to work together for media promotional services for *event name* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ being held from \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to \_\_\_\_\_\_\_\_\_\_\_ at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *(event venue)*.

And

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ *(event organizer name)* here after referred as “event organizer” having its *Business Office* located at \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

The both parties have arrived at the following understanding: -

The **event organizer** will make the following available in favour of Metro Rail News: -

* [Metro Rail News LOGO](https://drive.google.com/open?id=0B7GdkTJE88IDMFFDdUNydDAxZ0U) and brief profile presence on Event Website, with hyperlinked to our website <https://www.metrorailnews.in>
* Metro Rail News LOGO presence in all your promotional e-mail shots, with hyperlinked to our website <https://www.metrorailnews.in>
* Multiple Media exposure (Metro Rail News LOGO presence on various marketing & branding activities done with other media partners).
* [Optional] The event organizer team will share a list of all attendees (including Speakers) with their contact details i.e. name, organisation, contact no., e-mails etc. to organise pre-conference interview.
* Promotional inserts on the delegates conference information pack.
* Two **free delegate passes** for our media / editorial team to attend the event.
* ***25% referral commission*** (shares percentage) on revenue generated by Metro Rail News from seats booking, sponsorship and stall bookings.
* Any other privileges as applicable to other Media Partners.

In return, **Metro Rail News** will provide the following: -

* Showcase of your Exhibition/Event/Expo on our portal [**Home Page**](https://www.metrorailnews.in/) through a hyperlinked event banner. till conclusion of event. (Size - 650x100 pixels)
* Provide exhibition/event details in [**Event Section**](https://www.metrorailnews.in/event-list/) of our portal as well as inclusion in Metro Rail News Magazine.
* Issue 3 promotional e-mail shot to our registered readers/e-mail subscribers (about 50,000 subscribers and growing) according to data provided by event organizer team.
* Generate interest for stalls/registration bookings through various modes of advertisements including social media platforms.
* One full page advertisement in Metro Rail News Monthly Magazine in one issue. Thereafter 50% of rates will be charged for additional issues. (please refer our [**Media Kit**](https://www.metrorailnews.in/wp-content/uploads/2017/08/Metro_Rail_News_Media_Kit_2017_18.pdf)). Full page A4 size advertisement / design material (in .pdf or .jpeg format) will be provided by the event organizer.
* Publication of pre-post conference coverage on our news portal after the conclusion of the Even/Exhibition. The detailed write-up on event along with photographs will be provided by event organizer. Metro Rail News team reserves rights to publish the post conference coverage in Metro Rail News Magazine, if think relevant to topics covered in the Magazine.

**Other terms & conditions: -**

* Both the parties agree that they will maintain this agreement till the end of the event.
* Either party can terminate this agreement by giving one month notice in writing via e-mail.
* In the event of change in venue/dates or cancellation of the exhibition, neither party will have any claim against the other party.
* The parties agree to mutually cooperate and work together in good faith, to expeditiously and efficiently achieve the objectives underlying this Memorandum of Undertaking.

For & on behalf of **Metro Rail News** For **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

*(event organizer name)*

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Name:  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Design:  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** Design: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Contact: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Contact: **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

E-mail:  **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** E-mail: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_