



**ADVERTISING
RESEARCH
FOUNDATION**

2009 ARF Webcast Application Contract

Company Information

Company Name: _____
 Address: _____
 City: _____ State: _____ Postal Code: _____ Country: _____
 Contact Person: _____
 Phone: _____ Fax: _____ E-Mail: _____
 Presenter: _____

Webcast Dates (Tues-Thurs Only)

First Choice: _____
 Second Choice: _____
 Third Choice: _____

Rates	ARF Members	Non-Members
1 Webcast	<input type="checkbox"/> \$999	<input type="checkbox"/> \$1,999
2 Webcasts	<input type="checkbox"/> \$1,699	<input type="checkbox"/> \$3,399
4 Webcasts	<input type="checkbox"/> \$2,799	<input type="checkbox"/> \$5,599

A list of ARF members is available on our website at www.TheARF.org

Payments and Terms

NON-REFUNDABLE, NON-TRANSFERABLE DEPOSIT OF 50% IS DUE FIVE BUSINESS DAYS FROM THE DATE OF THIS SIGNED AGREEMENT TO RESERVE YOUR WEBCAST = \$ _____.

Full balance is due one week prior to the date scheduled for your webcast. If the balance due is not paid **one week prior to the day of your webcast**, management reserves the right, without further notice, to release your webcast date. Only applications submitted with a deposit will be processed.

Signature

The ARF reserves the right to offer webcasts to all ARF members at no charge and to charge non ARF members a fee to attend. Each webcast presenter will be entitled to ten (10) free seats per webcast to invite clients and colleagues to attend at no charge. There is a maximum of 100 participants per webcast. It is the responsibility of both The ARF and the participating company to promote the webcast. The ARF reserves the right to review all presentations and request changes if necessary prior to the event.

We understand that this contract shall be legally binding between the ARF, and the presenting company only upon acceptance in writing by the ARF. We also understand that any change to the information in this document must be made in writing. Please see information in the right column regarding payment options.

Authorized Signature: _____ Date: _____
 Name (please print): _____ Title: _____
 ARF Approval: _____ Date: _____
 Credit Card #: _____ Exp. Date: _____

Office Use Only

Webcast Price:
 \$ _____
Payment Rec'd
 \$ _____
Balance Due
 \$ _____
Accepted by

Date Assigned:

Payment Options

Check
 Make out to "The ARF"

Charge
 We accept American Express, the Discover Card, MasterCard, and Visa.

Wire Transfer
 To ARF Account
 #592500866565
 ABA# 021000021
 Chase Manhattan Bank
 919 Third Ave
 New York, NY 10022

RELEASE FORM

2009 ARF Webcast Program

Presenter Name & Company: _____

Webcast Title: _____

Webcast Date: _____

I authorize The ARF to record and publish the information presented during my live webcast and to use it's likeness and commentary in perpetuity.

By accepting the invitation to present at an ARF webcast, it is understood that, in keeping with the ICC/ESOMAR International Code of Marketing and Social Research Practice, I have obtained permission from any original sources, clients or third parties to present their information as part of my presentation. In addition I agree to indemnify and hold forever harmless the ARF from any and all future claims, real or alleged ensuring that the ARF is not held liable for failure to obtain permission to use any information contained in my presentation.

Also, as the author, I warrant and represent that your presentation (including text, photographs, art, etc.) do not infringe on any third party copyright, trademark, service mark or any other right.

By returning a signed copy of this form, I hereby give the ARF permission to distribute my webcast recording and materials for the above educational purposes without obligation to pay royalties or other forms of compensation.

Please acknowledge your agreement with the above guidelines by returning a signed copy of this form and application contract to the ARF. Please keep a copy for your own records.

- I authorize my webcast to be recorded and published per the guidelines above
- I **do not** authorize my webcast to be recorded and published per the guidelines above, however I will supply all webcast attendees either a copy of my webcast presentation or a white paper.

Presenter's Name – Please print

Presenter's Signature

Sign & return via fax to:

The ARF
Attn: Kelly McSorley
432 Park Avenue South, 6th Floor
New York, NY 10016
Fax: (212) 319-5265

This form must be submitted along with your signed application contract in order to secure your webcast.