**ADMALL SUBSCRIPTION TERMS & CONDITIONS**

DEFINITIONS. The following terms and conditions govern use and subscription by participants in the American Advertising Federation (AAF) National Student Advertising Competition to the AdMall® advertising research, business intelligence and new business development system ("AdMall"), which is provided by SalesFuel, Inc.

Participating competitors act of accepting username and password to the AdMall Subscription Agreement signifies participant’s agreement to be bound by the following terms and conditions. For purposes of this Agreement, the term "Licensed Information" includes all websites, information, databases, software, technology, images, audio, video and all accompanying materials provided by or through AdMall, software and technology.

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ACCESS REQUIREMENTS. Subscriber must provide at its own expense the equipment and Internet connections that it will need to access and use AdMall. Subscriber is solely responsible for ensuring that its computing equipment and network are compatible with SalesFuel, Inc. system requirements.

TERM. Access to AdMall shall remain in effective from the time the NDA is submitted through the end of the below identified competition year.

These terms effective as of September 1, 2023.

Competition Year (ex. 2023-2024): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Institution:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Advisor Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Advisor Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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

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

Once this signed document is received, your team log-in will be created and e-mailed to the address you provide.