



## Partnership Agreement 2025-27

This confirms your three-year Partnership with The Fred Production Company Ltd. for delivery of The Iceberg / Business Events World campaign from 1<sup>st</sup> January 2025 – 31st December 2027.

### Campaign Description

The Iceberg is an industry campaign to host and distribute the legacies of business and professional events and to provide a gateway to additional content, research, data and storytelling which illustrate the value of business and professional events to policymakers, government investors, business & professional users.

The platform also provides shared access to partner and ambassador information, education, association, event, or practitioner resources. It will operate as a gateway to these partner resources, linking directly to wherever these assets are hosted / authored.

The management of The Iceberg and Business Events World will be delivered by The Fred Production Company Ltd. ([www.frederation.com](http://www.frederation.com)), a specialist UK based communications agency. The Iceberg is endorsed by the Joint Meetings Industry Council (JMIC).

### Responsibilities of the Parties

The Iceberg will provide:

1. A [Partner Profile](#) comprising:
  - Partner logo, hyperlinked to the Partner's website
  - 200 – 300 word Partner description
  - Contact information (email, phone & web address)
2. One [Ambassador Profile](#) per Partner organisation comprising:
  - Photograph (headshot)
  - Logo
  - 200 – 300 word Ambassador Biography
  - Contact information (email address, Twitter & LinkedIn)

3. Posts on The Iceberg website / Business Events World Newsletter linking directly to the Partner's relevant\* advocacy related [News](#), [Features](#), [Research](#) and [Opinions](#). \*Relevance is exclusively determined by The Iceberg Curator.
4. Listings on The Iceberg website / Business Events World Newsletter linking directly to industry [Events](#) / [Education](#) programmes organised by the Partner.
5. Graphics and links on The Iceberg website / Business Events World Newsletter to Partner [Newsletters](#) and [Publications](#). (NB. Publishing Partners' Partnership fees are calculated on a per publication basis.)
6. An annual 'Partner Spotlight' on the [Home Page](#) of The Iceberg / banner opportunity on [Business Events World](#).
7. An email notification each time an edition of Business Events World is published, with graphics and a URL for the Partner to share via email or social media with its communities.

**The Partner will:**

1. Provide [admin@the-iceberg.org](mailto:admin@the-iceberg.org) with the afore listed images and information required in order to create a Partner Profile and an Ambassador Profile on The Iceberg website.
2. Provide [curator@the-iceberg.org](mailto:curator@the-iceberg.org) with any headlines and URLs supporting 'beyond tourism benefits' for inclusion\* in The Iceberg website's News, Features, Research and Opinions sections. (\*Subject to moderation by the Curator.) Ideally these will be C-suite thought leadership and / or storytelling of the legacies of business events that the partner has been involved in securing, delivering, planning or measuring.
3. Provide [admin@the-iceberg.org](mailto:admin@the-iceberg.org) with your Event / Education calendar and accompanying URL links.
4. Subscribe [admin@the-iceberg.org](mailto:admin@the-iceberg.org) to your Newsletter(s) and Publication(s).
5. Upon being sent the hyperlinked graphic for each edition of Business Events World, embed the same within your e-communications and / or website and / or social media channels to share within your community.
6. Provide [admin@the-iceberg.org](mailto:admin@the-iceberg.org) with a contact name and email address for the personnel at your organisation who will be responsible each of the following areas: Partnership Agreement, Accounts, Marketing, Editorial, Social Media, Events / Education Programme, distribution of Business Events World.
7. Support the campaign for the full three-year term and pay annual partnership or ambassador fees prior to the start of each campaign year.

Should the Partner fail to fulfil their part of the Agreement, this will result in cessation of The Iceberg's obligations under the Agreement, including removal of the Partner Profile and any related Ambassador Profiles, cessation of sharing of Partner's news, events, etc. and removal of access to resources from The Iceberg and Business Events World.