



Precision Sample, LLC
 3461 Ringsby Ct.
 Suite 240
 Denver, CO 80216

Project Bid for: Star Wars Potential Impact Study 2018

Precision Sample Contact:
 Mark Reid
mark@precisionsample.com
 416-876-6659

Date: October 18, 2018

Client: Orlando/Orange County Convention & Visitors Bureau, Inc. d/b/a Visit Orlando ®

Project Details:

Approximate Timing:

Launch Date: TBD

| | Approx. Time | Task |
|-----------------------|--------------|--|
| Launch Date part a) | 1-3 hours | Precision Sample will provide redirects. We will test the survey for a terminate and a complete to ensure you are properly recording our traffic. |
| Launch Date part b) | 24 hours | Soft launch typically for 5-10% of sample. We would aim for around n=85-170. You can analyze data at this point to make sure everything is functioning properly. We can monitor the incidence and adjust pricing at this point. |
| Full launch and close | 6-7 days | We will full launch the project to fully complete all geographic quotas in 5-7 days after soft launch. Upon closing Visit Orlando is to send Precision Sample a complete file of member ID's who Precision Sample will incentivize. |

Costs:

Sample only:

| N per DMA | N Total project | Cost per complete (including incentives) | Total project cost (USD) |
|-----------|-----------------|--|--------------------------|
| 250 | 1750 | \$5.25 | \$9,187.50 |

Programming and hosting costs:

Not Applicable. Visit Orlando to program Survey in Qualtrics. Precision Sample will provide redirect links for completes, terms, over-quotas, and rejected completes.

Scope of Project:

Visit Orlando is interested in collecting a total of 1,750 completed surveys in select U.S. DMAs (250/per DMA) as follows: • Atlanta • Boston • Chicago • Miami • New York • Philadelphia • Washington D.C.

- U.S. adults ages 25-54
- Gender: 60% Female /40% Male
- Reside in a specific DMA as outlined above
- HH Income \$50,000+
- Likely to travel to Orlando for a vacation trip of 3 nights or more in the next two years (between now and Dec. 2020)
- Decision maker (sole or shared) for travel decisions
- Target minimum of 30% of total sample (not by DMA) with kids under 18 living at home

Visit Orlando is interested in capturing respondent panel demographics as part of this study, i.e. state and region of residence, gender, age, presence of children under 18 in household, etc.

Incidence: 40% Incidence among Precision Sample targeting age, gender, city, income, child in/not-in house hold.

Feasibility:

Precision Sample will be fully feasible for all n=1750 completes requested while meeting all quotas needed above.

Other Notes:

- Precision Sample can manage quotas precisely on our end to ensure quotas are met on gender, child in household, city needed, and income requirements.
- If any completes are not to your satisfaction (e.g. sub-par open-ended answers etc..), then Precision Sample will replace those poor respondents at no additional charge.
- Precision Sample will fully manage sample incentive fulfillment.

Wire Instructions

Bank Name : JPMorgan Chase Bank

SWIFT – CHASUS33

Routing # : 102001017

Account # : 881626113

Account Name : Precision Sample LLC

Terms & Conditions

1. Project Responsibilities

a. Client

- i. Provide the survey methodology, survey design, and qualifying question syntax to Precision Sample.
- ii. Test and approve the survey prior to Precision Sample launching to targeted respondents.
- iii. Return at the end of the survey the unique Tracking IDs for those respondents who complete, terminate, drop off and are over-quota in the survey.
- iv. Collection of the survey response data and all survey data analysis and other data interpretation/presentation work.
- v. Client is not permitted to collect any panel member's personal information such as, but not limited to, name, email address, physical address, phone number, etc. without written notice, prior approval, and consent from Precision Sample.
- vi. Integrate Precision Sample's end links to redirect survey participants back to the Precision Sample Website following completion of the survey. Successfully collect 36 character Tracking ID and pass back in Precision Sample end links.
- vii. Provide to Precision Sample online reporting for progress of survey or regular email updates via email outlining open and closed quota groups.

b. Precision Sample Research, LLC

- i. Responsible for sending targeted respondents an email that invites them to complete a full survey in return for incentives.
- ii. Conforming with Client's fielding schedule and requirements
- iii. Precision Sample shall not provide any panel member's personal information to Client.
- iv. Precision Sample acknowledges and agrees that Client shall have all ownership right in the survey and survey response data.

2. Pricing & Incidence

All cost and deliverability commitments may be found in the Quota Groups area above. A 10% survey incompleteness rate is assumed and included in the bid. If more than 10% of qualified respondents do not complete the survey for any reason, feasibility may change. All commitments are based on the lowest projected incidence rate (IR) reflected in the quota groups. If IR falls below the lowest projected incidence OR if additional qualifying criteria are added, Precision Sample reserves the right to adjust pricing (with Client's agreement) and feasibility.

3. Terms of Payment

For all payments to Precision Sample Research, LLC, Client shall pay within thirty (30) days of receiving the invoice. Payment of any undisputed invoice not made within five (5) days of the due date shall accrue interest at the rate of 1.5% per month, or if less, the highest rate permitted under law. All costs of collection, including reasonable attorney's fees and expenses, incurred by Precision Sample shall be borne by Client. Client shall pay all sales, use, excise and other taxes which may be levied upon either party in connection with this Agreement, except for income taxes.

4. Limitations of Liability

In no event shall either party be liable for any special, indirect, incidental or consequential damages including without limitation, for breach of contract, warranty, negligence or strict liability) or for interrupted communications, loss of use, lost business, lost data or lost profits (even if the party was advised of the possibility of any of these foregoing), arising out of or in connection with this Agreement. Under no circumstances shall either party be liable to the other party or any third parties for an amount greater than the amounts hereunder.

5. Indemnification

The Parties agree to indemnify, defend, and hold harmless each other for any claims, liabilities, costs and expenses (including reasonable attorney's fees) made against each other by a third party or parties and arising out of the indemnifying party's gross negligence or willful misconduct. In the event either of these indemnities include claims against the employees, agents or affiliates of Precision Sample or Client, those employees, agents, or affiliates shall be indemnified just as their principal would be.

6. Confidential Information

"Confidential Information" shall mean any and all oral or written information that is identified as confidential and is provided by one party to the other. Neither Client nor Precision Sample shall disclose or use the other party's Confidential Information for any purpose other than the purposes contemplated by this Agreement, unless such disclosure or use is allowed by written permission of the other party. Notwithstanding any other provisions hereof, either party may disclose the other party's Confidential Information to the extent required by applicable law, but only after five (5) days prior written notification to the other party of such required disclosure. Upon termination, cancellation or expiration of this Agreement for any reason, or upon request by either party, all Confidential Information of the requesting party, together with any copies thereof, shall be returned to that party or certified destroyed. Client's Confidential Information shall remain the property of Client, and Precision Sample's Confidential Information shall remain the property of Precision Sample. Notwithstanding the foregoing, Visit Orlando may release this Agreement (i) when, in Visit Orlando's sole discretion, it is prudent to do so in response for a request for public records even though Florida's Public Records Act does not apply to Visit Orlando; (ii) to Orange County, Florida, which may elect to disclose the terms of this Agreement in its discretion; or (iii) otherwise as it deems appropriate.

7. Miscellaneous

This Agreement will be governed and construed in accordance with the laws of the State of Florida without giving effect to conflict of laws principles. Client and Precision Sample agree to submit to jurisdiction in Florida and venue in the courts of Orange County, Florida. If any provision of this Agreement is held to be invalid or unenforceable for any reason, the remaining provisions will continue in full force without being impaired or invalidated in any way. Client may not assign this Agreement without the prior written

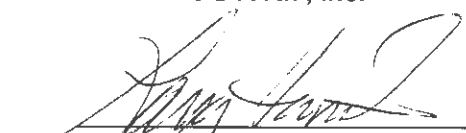
consent of Precision Sample. The parties' rights and obligations will bind and inure to the benefit of their respective successors, heirs, executors and joint administrators and permitted assigns. The parties to this Agreement are independent contractors, and no agency, partnership, joint venture or employee-employer relationship is intended or created by this Agreement. This Agreement may be executed in counterparts, each of which shall be deemed an original, but all of which taken together shall constitute but one and the same instrument. This Agreement may be executed and delivered by facsimile and the parties agree that such facsimile execution and delivery shall have the same force and effect as delivery of an original document with original signatures. This Agreement is effective as of October 23, 2018 and will expire on the earlier of (i) Client's receipt of all responses provided for hereunder or (ii) December 15, 2018. Client may terminate this Agreement at any time with no liability other than payment for services already rendered with five (5) days written notice to Precision Sample.

8. Other Agreements

This Agreement sets forth the entire agreement of the parties and supersedes any and all prior oral or written agreements with the exception of a signed Client Master Services Agreement or understandings between the parties as to the subject matter hereof. Only a writing signed by both parties may change this Agreement.

Agreed and Accepted:

**Orlando/Orange County Convention
& Visitor's Bureau, Inc.**



Signature

Nancy Henrichs

Name

10/28/18

Date

Precision Sample, LLC

Don Golden

Signature

Don Golden

Name

10.29.18

Date