



## SERVICE SPECIFIC TERMS AND CONDITIONS LEAD AND DEMAND GENERATION

These Service Specific Terms and Conditions apply only to Client's purchase and use of certain Lead and Demand Generation and related Services where listed on the Order Form. Unless expressly stated otherwise, capitalized terms contained in these Service Specific Terms and Conditions shall have the meaning given them in the BrightTALK, Inc. Customer Agreement.

1. BrightTALK will generate leads for Client subject to any account segments or filters identified on the Order Form and which may be comprised of the following contact information: (a) first and last name, (b) email address, and (c) phone number.
2. Client may hire BrightTALK to provide leads in connection with Client Content, Custom Content, and/or certain Sponsored Content or as otherwise provided on the Order Form. Client may elect to take part in Sponsored Content, e.g., by providing speakers, presenters or topic input in connection with such Sponsored Content. If Client purchases a BrightTALK-specific lead program, Client agrees to accept Intent Leads in place of Content Leads if Client's Content is under-pacing or if Client otherwise fails to provide the required Client Content or perform other obligations necessary to complete the lead fulfillment. For every Content Lead due for a BrightTALK-specific lead program, BrightTALK will deliver a price-proportionate ratio of Intent Leads.
3. Client must notify their client services representative in writing within thirty (30) days of receipt of leads that Client believes (a) do not satisfy the account segments or filters identified on the Order Form or (b) both the email address and phone number provided as part of the Services are not valid. Leads will be deemed accepted if notice is not received within the specified time period. Upon notification, the Parties will work together in good faith to determine the criteria for a makegood replacement of the same value that substantially satisfies the account segments or filters set forth on the Order Form or BrightTALK will provide updated contact information.
4. If Client provides an account list as part of a lead generation program and as set forth on the Order Form, then BrightTALK will deliver leads against this account list in accordance with these Service Specific Terms. After the Start Date, Client expressly agrees to provide BrightTALK with no less than forty-eight (48) hours prior written notice of any changes or modifications to the account list. Following receipt of the notice, the Parties agree to work in good faith to revise the performance strategies, goals, and terms, including extending the End Date provided on the applicable Order Form, delivery schedule, price, and total cost for the Services. Should the Parties fail to reach agreement on any such revised terms, then BrightTALK reserves the right to fulfill its obligations to Client in full based on the original account list provided by Client.
5. Client acknowledges that the account segments and filters provided on the Order Form are based on the information available as of the date thereof. If either party later determines that the account segments or filters should be changed, then the parties will work together to determine what changes may be needed and to assess the potential impact of the changes on the overall campaign. Upon receipt of a Client request to change the account segments or filters, BrightTALK may elect to pause the campaign. The changes must be mutually agreed upon in writing before going into effect. Any leads delivered by BrightTALK based on the original account segments and filters for up to seventy-two (72) hours after the account segments or filters are changed will be deemed accepted and may not be rejected in accordance with section 3(a) above.
6. In the event Client purchases a BrightTALK-specific lead program, such program shall continue until fully delivered as specified in the Order Form.
7. If a lead Performance Commitment is completed early, BrightTALK will continue to deliver services, at no additional cost to the Client, up until seventy-five percent (75%) of the stated campaign period provided on the Order Form. After seventy-five percent (75%) of the Services have been delivered in full, BrightTALK may elect to conclude the campaign.
8. For BrightTALK-specific lead programs, Client must obtain BrightTALK's prior written approval before adding, removing, or changing any custom survey questions. BrightTALK reserves the right to revise the Fees and lead guarantee Performance Commitment if it determines that such addition, removal, or change will impact the Services.

