

Memorandum of Understanding
between
Canadian Aeronautics and Space Institute
and
SpaceQ Media Inc.

This Memorandum of Understanding (MOU) sets for the terms and understanding between the Canadian Aeronautics and Space Institute (CASI) and SpaceQ Media Inc. for ASTRO'18.

Background

CASI is holding its ASTRO'18 conference between May 15-17, 2018 with a workshop on May 14, and wish to engage a media organization to promote and provide independent media coverage of the event, designated as the official Media Partner.

SpaceQ, a media company focused on the space sector intends to cover the event by sending a team of reporters, up to three, to the event.

Purpose

This MOU outlines the respective responsibilities of each organization.

By CASI

- Appoints SpaceQ the official ASTRO'18 Media Partner.
- SpaceQ will be advertised by CASI as Media Partner in the same places as are the sponsors of ASTRO'18 and other key participants and in all newsletters.
- SpaceQ media staff (up to 3) will be given complimentary media access to ASTRO'18 for the purpose of gathering information that will be the subject of coverage on SpaceQ. Access will include tickets for each SpaceQ staff member (up to 3) to the CASI Welcome reception, CASI/CSA Reception and Gala Awards Dinner and the Turnbull Lecture Luncheon.
- CASI will provide access to a 'quiet room' required by SpaceQ to conduct interviews.
- CASI will facilitate introductions to speakers where possible.
- CASI will provide updates to the conference one day prior to being released publicly so that SpaceQ can publicize the news. This can include new speakers, events, changes in the schedule, last minute news, etc.

- CASI will provide the program in advance to SpaceQ, as soon as possible, so SpaceQ can plan its media coverage. SpaceQ will not release any information without the prior approval of CASI.

By SpaceQ

- SpaceQ will provide frequent publicity for, and promotion of, ASTRO'18 in the lead-up to the Conference, and comprehensive coverage during and after ASTRO'18.

This will include the following (animated gif's accepted):

- Banner advertising on the SpaceQ website including IAB standard banners in the following sizes; 300x250 pixels, 728x90 pixels and 300x600 pixels. Banner ads will begin on February 1 and run through May 12, 2018??
- Twice a week banner advertising in the SpaceQ newsletter which is sent out every weekday. The scheduling of which will be at SpaceQ's discretion. The newsletter ad should be 600x150 pixels. The newsletter ads would start on February 1 and run through May 11, 2018.
- SpaceQ will mention CASI ASTRO'18 in 2 podcasts per month for February, March and April 2018 for a total of 6 times.
- SpaceQ will provide three pre-conference articles, topics to be determined, one each in February, March and April. Material can include an introduction to the conference, speakers, new speakers, additions, focus on specific topics etc.
- SpaceQ will write a minimum of two articles, likely more, as a result of the conference. SpaceQ may publish podcasts after the conference featuring ASTRO'18 speakers, in which case mention of the conference will be made.

It should be noted the advertising value of the services provided by SpaceQ is \$7100.00 per our 2018 media kit.

Reporting

SpaceQ will provide CASI with links to all articles and podcasts published as a result of this partnership.

Funding

This arrangement is intended as a 'quid pro quo' exchange of benefits. No costs will be invoiced by one party to the other.

Duration

This MOU is at-will and may be modified by mutual consent of authorized officials from the Canadian Aeronautics and Space Institute and SpaceQ Media Inc. This MOU shall become effective upon signature by the authorized officials from the Canadian Aeronautics and Space Institute and SpaceQ Media Inc. and will remain in effect until modified or terminated by any one of the partners by mutual consent. In the absence of mutual agreement by the authorized officials from Canadian Aeronautics and Space Institute and SpaceQ Media Inc. this MOU shall end on May 31, 2018.

Contact Information

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Date: February 2, 2018

Signature:



Geoffrey Languedoc, Canadian Aeronautics and Space Institute, Executive Director

Date: February 27, 2018

Signature:



Marc Boucher, SpaceQ Media Inc., President