

IMPACT.COM IPX 2026 REFER-A-FRIEND PROGRAM
OFFICIAL RULES, TERMS & CONDITIONS

NO PURCHASE NECESSARY.

- 1. PROGRAM OVERVIEW.** This document outlines the terms and conditions ("Official Rules") for the "Refer a Friend" program (the "Program") offered by the Sponsor. By participating in the Program, you agree to be bound by these terms and conditions. Sponsor reserves the rights to modify or terminate the Program at any time, with or without notice.
- 2. ELIGIBILITY:** This Program is open exclusively to (i) individuals affiliated with brands (advertisers or merchants) and (ii) content creators or influencers, in each case within the partnership marketing industry, who are interested in referring new qualified attendees to the Event. The Program is not open to publishers, agencies, technology partners or vendors, IPX2026 sponsors and exhibitors, and employees of impact.com, its subsidiaries and affiliates (collectively, the "Promotion Parties"), including Impact Tech, Inc. (the "Sponsor"), and members of their immediate family or persons living in the same household. **Sponsor reserves the right, in its sole discretion, to verify Participant eligibility and to disqualify any Participant or referral that does not meet these eligibility criteria.** Void where prohibited.
- 3. HOW TO PARTICIPATE:** Beginning on December 1, 2025 at 9:00 a.m. (New York, New York Time) through June 9, 2026 at 9:00 a.m. (New York, New York Time), individuals who wish to participate ("you" or a "Participant") must successfully refer a new attendee (a "Referred Attendee") to purchase a ticket for the impact.com (the "Sponsor") IPX 2026 event in Austin, Texas (the "Event"). In order to successfully refer a Referred Attendee: (i) you must visit the IPX 2026 website (<https://events.impact.com/event/ipxaustin/home>), and access the "Refer a Friend" page, which will be available to you through the Event website, and submit your full name and your email address through the referral widget, (ii) then share your unique referral link, that will be provided to you through the widget, with the Referred Attendee, and (iii) the Referred Attendee must then click the link, enter their full name and email address on the referral widget to be presented with a 35% discount code, and (iv) then register and purchase a ticket to IPX2026 using the 35% discount code. You may refer up to ten (10) new attendees and receive rewards for each successful paid registration by a Referred Attendee, you may earn a maximum of 10 gift cards, valued at \$500 USD total. Self-referrals are not allowed (e.g., you may not refer yourself by using a secondary email address in an attempt to circumvent the rules). Referrals that do not meet all of the foregoing criteria are not eligible to earn and redeem rewards.
- 4. REWARD REDEMPTION:** Upon sending your unique referral link to the Referred Attendee, and after they've provided their full name and email address in the dedicated referral widget, the Referred Attendee will receive a 35% discount code to be used to purchase a ticket to IPX2026. Upon the successful purchase of the event ticket by the Referred Attendee using the unique discount code, you will receive an email notification and a \$50 e-gift card will be sent to you via Tango Card following the validation period. There is a limit of ten (10) successful referrals and corresponding \$50 reward per Participant. Rewards are non-transferable and cannot be exchanged for cash or other items. Gift cards will be sent 14 days following confirmation of eligible referee attendance. By entering this Program, the Participant accepts and agrees to the decisions of the Sponsor, which shall be final in all matters in its sole and absolute discretion. Acceptance of a reward also constitutes permission to the Promotion Parties to use Participants' name, email address, likeness and biographical information for marketing purposes without further compensation or right of approval, unless prohibited by law. All federal and state laws apply. All taxes, including but not limited to income taxes, resulting from acceptance of rewards are your responsibility.
- 5. CANCELLATIONS AND REFUNDS:** Referred Attendees may cancel their IPX 2026 event registration and ticket and receive a full refund up to 30 days prior to the Event start date, in accordance with the Event's standard cancellation policy. If a Referred Attendee cancels their registration and receives a refund, the referral will be considered invalid, and the Participant will not be eligible to receive or retain the \$50 reward for that referral. If a reward has already been issued to a Participant for a referral that is subsequently cancelled and refunded, Sponsor reserves the right to cancel such reward. Any attempt to misuse the Program, such as creating fake accounts or engaging in fraudulent activity, will result in disqualification from the Program and any rewards associated with fraudulent activity will be cancelled; Sponsor implements fraud prevention measures and reserves the right to cancel any registration or referral that appears fraudulent without

notice. In the event that the IPX 2026 event is cancelled by the Sponsor for any reason, the Sponsor reserves the right to cancel the referral Program and any pending rewards that have not yet been distributed. If the Event is postponed or rescheduled, all valid referrals will remain intact, provided the Referred Attendee maintains their registration for the rescheduled Event.

6. LIMITATION OF LIABILITY: By participating in this Program, Participants waive all right to, and hold the Promotion Parties and their respective directors, officers and employees harmless from, any claim, liability, loss, damage (including punitive, incidental, and consequential damages), or expense (including reasonable attorneys' fees) arising out of or in connection with participation in this Program or the acceptance, use, or misuse of any reward. SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES, SO THE ABOVE MAY NOT APPLY TO YOU. Promotion Parties will not be responsible for: late, incomplete, or incorrect entries; a Participant's failure to receive reward notices due to Participant's provision of incorrect or otherwise non-functioning contact information; technical, hardware, or software malfunctions; lost or unavailable network connections; by any human error which may occur in the processing of the entries in this Program; or any typographical, technological, or other error in the announcing of the offer, administration of the Program, or redemption of the rewards. If, in the Sponsor's opinion, there is such an error, or there is any suspected evidence of tampering with any portion of the Program, or if technical difficulties (including viruses and bugs) compromise the integrity of the Program, Sponsor reserves the right, in its sole and absolute discretion, to cancel or modify this Program in a manner deemed appropriate by the Sponsor.

7. RELEASE: Participant agrees to hold harmless, release, and discharge, on behalf of themselves, and their heirs, executors, and assigns, Sponsor, the Promotion Parties, and their respective directors, officers, and employees from any and all claims, demands, lawsuits, expenses, losses, damages, and any other liability of any kind, of or to Participant or any other person, Participant's property, or Participant's rights of privacy or publicity, directly or indirectly arising out of or in connection with the Program (including the conduct of the Program, the awarding of any rewards, Participant's participation in the Program, Participant's acceptance, use, misuse, loss, or damage of or to the rewards, and use of Participant's name, biographical information, and likeness as permitted), even if due to the negligence, omission, or other fault of Sponsor, or the Promotion Parties.

8. CHOICE OF LAW AND FORUM: Participant agrees that all matters arising out of or relating to this Program and these Official Rules are governed by, and construed by, the laws of the State of California, without giving effect to any of its conflict of laws provisions thereof. Participant further agrees that any legal suit, action, or proceeding arising out of or relating to this Program and these Official Rules shall be brought exclusively in the applicable federal or state courts located in Santa Barbara, California.

9. PRIVACY: Information submitted with an entry is subject to the Sponsor's Privacy Policy, available at: <https://impact.com/privacy-policy/>, and Sponsor's Live Attendee Event Terms and Conditions (available via the Event registration page).

10. SPONSOR: Impact Tech, Inc. 25 W. Cota Street., Santa Barbara, California 93101.