



Foodservice Consultants Society International
The Americas Division
3309 Robbins Road #171
Springfield, IL 62711
USA
direct phone (309) 808-2165

PARTNERSHIP AGREEMENT FCSI AMERICAS - SINDAL

Aiming to celebrate a partnership between the two organizations, FCSI - FOODSERVICE CONSULTANTS SOCIETY INTERNATIONAL - THE AMERICAS DIVISION and SINDAL - helping FCSI TA to establish a future local base in Brazil and to increase knowledge sharing between consultants and local experts.

The agreement will help to educate the Brazilian market about FCSI and its members' services. The partnership will help to expand the consultant industry by offering educational activities for broad-based partners, consultants and potential stakeholders in Brazil.

The parties agree 2015 will be the first entry of FCSI into the Brazil marketplace. The event will be jointly organized by SINDAL at either the Fispal or Equipotel industry show. The decision and negotiation of which show to participate in will be the responsibility of SINDAL. The show promoter chosen will officially join this partnership agreement for 2015 and the years the contract is in effect.

This event would consist of two agendas:

A) A potential meeting of the Executive Committee, FCSI TA Board of Trustees, or FCSI Latin America Chapter Meeting with the possible participation of Worldwide president, and

B) Two Seminars, whose lectures would be given by FCSI Member consultants on issues of common interest;

To achieve these goals, this cooperation agreement between the FCSI TA, SINDAL and the show promoter will sign the following agreement.

RESPONSIBILITIES OF THE PARTIES INVOLVED

I: SINDAL

- SINDAL will be responsible for the negotiation and selection of the company promoter and show organizer to pick the best proposal that will offer the best results of the events described above;
- SINDAL will be responsible for monitoring and faithful fulfillment of the items combined here, keeping FCSI TA informed of the progress of the event and of the facts which are related;

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"Sponsored by FCSI with Support from SINDAL and the Equipotel";

- Provide FCSI TA a complimentary meeting room (up to 20 people sitting in a U-shaped configuration);

III - BY TAD FCSI

- FCSI will be responsible for obtaining their own sponsorship and funding of travel expenses, transportation, lodging and meals for members of their entourage, including the speakers of the FCSI Seminars;
- FCSI is responsible for educational and informational material that will be distributed at the booth and used in seminars;
- FCSI undertakes, in return, to disclose SINDAL and the Show and partners as follows below:
 - A half-page ad in its magazine *Foodservice Consultant* North and South
 - American distribution issue prior to the date of the Show;
 - Sending promotional emails related to FCSI participation and partnership with SINDAL and the Show;
 - An article about the Show, SINDAL and FCSI Seminars held in Brazil after the event;
 - Promotion in FCSI, the SHOW, SINDAL, Seminar and etc, on an ongoing basis site.

This agreement will be valid for the term of five (5) years beginning in May 2015 with the word "term" defined as the full anniversary year from the date noted herein to the same date the following year. The initial term will be for one (1) full year followed by four (4) one year extension terms, exercisable one year at a time on the anniversary date defined herein, by mutual agreement between both parties, after annual review and adjustments that are mutually agreed upon by the parties executing as undersigned:

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- SINDAL will be responsible, together with the organizer of the Show, for the documentation of images and media coverage, disseminating press releases and images, organizing press conferences and register journalists/photographers;
- SINDAL will organize and coordinate a group of experts and representatives of the foodservice industry media to form elaborate suggestions and issues of common concern, that can be addressed by FCSI Consultant members during the organized seminars;
- SINDAL will be responsible, together with the promoter of the Show, for the organization and invitation for Brazilian market consultants and relevant authorities to the FCSI TA cocktail reception during the event. FCSI TA will be responsible for international invitations;
- SINDAL will advertise the event on their homepage and informative, with link placement on the site;
- SINDAL will send emails about FCSI partnership
- SINDAL will coordinate with the show promoter to publicize the event using their mailing list;

II. THE PROMOTER OF THE SHOW:

- FCSI will receive the following support from the promoter during the show:
- Complimentary FCSI trade show booth with a minimum of approximately 3 meters x 6 meters, with power, lighting and furniture (tables, chairs, etc. chosen by FCSI);
- An FCSI complimentary cocktail reception at the show for up to 200 guests;
- FCSI will be listed as a partner with SINDAL and the Show in the program, websites, and the Show promotional pieces;
- FCSI will receive complimentary space to conduct two (2) seminars, along with all of the necessary infrastructure items (projector, sound systems, microphones, A/V technician and simultaneous translation). FCSI members will serve as speakers, with speaker bio and seminar information printed on all printed marketing materials and onsite programs. Each seminar should be noted as:

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[Signature]

[Signature]



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Pela FCSI:

William Taunton, FCSI
Chair, FCSI TA

Wade Koehler, CAE
Executive Director, FCSI TA

Pelo SINDAL:

Joao Carlos Rodrigues Peres
Presidente

SINDAL - Sindicato dos Fabricantes de Equipamentos para Cozinhas Industriais do Estado de São Paulo - Rua Tagipuru 235; cj. 102/103 - CEP 01156-000, São Paulo, Brasil - 55 11 3661-0589

Sergio Ferraz Frota
Director Financeiro

Pelo Equipotel:

Luciele Marques
Equipotel Show Manager, Reed Exhibitions

PAULO OCTAVIO PENEIRO DE ALMEIDA RXAM

Witnesses

Marco Antonio Pancotte Amatti
SINDAL

William J. Caruso, (PP) FFCSI
FCSI TA

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