

September 11, 2018

**Renewal
to
Letter of Agreement between Arrivalist and San Marcos Convention and Visitor's Bureau**

This Renewal Addendum ("**Addendum**") to the Letter of Agreement between the San Marcos Convention and Visitor's Bureau ("**Destination Marketer**") and Arrivalist Co. ("**Arrivalist**") is made effective as of November 1, 2018 ("**Effective Date**"). Arrivalist and Destination Marketer may be referred to in this Addendum individually as a "Party" or collectively as "Parties."

WHEREAS, Arrivalist and Destination Marketer are parties to the Letter of Agreement between Arrivalist and the San Marcos Convention and Visitor's Bureau dated September 21, 2017 which governs Arrivalist providing advertisement monitoring and targeting services to Destination Marketer (the "**Agreement**"), and the Parties wish to amend the Agreement to (i) renew the Term, , and (ii) update pricing.

NOW, THEREFORE, for good and valuable consideration, the adequacy and receipt of which is hereby acknowledged, and intending to be legally bound hereby, the Parties do hereby agree as follows:

1. Definitions. All capitalized terms used but not defined herein shall have the meanings ascribed in the Agreement.
2. Term. Section 1 (Term) is deleted in its entirety and replaced with the following:

The Agreement shall remain in effect as of the Effective Date of this Addendum and continue for one (1) year ("**Renewal Term**"). Following the Renewal Term, the Agreement shall automatically renew for consecutive twelve (12) month periods, unless terminated by either Party by providing written notice of an intent not to renew at least thirty (30) days prior to the end of the then-current term. Any provision of the Agreement, which contemplates performance or observance subsequent to termination or expiration of the Agreement will survive termination or expiration of the Agreement and continue in full force and effect.

3. New Pricing. Attachment B is deleted in its entirety and replaced with the Appendix A to this Addendum.
4. Full Force and Effect. Except as expressly modified by this Addendum, the Agreement remains unmodified and in full force and effect and is hereby ratified, confirmed and continued.
5. Execution. This Addendum may be executed in several counterparts all of which when taken together shall constitute a single agreement. The Parties may sign and deliver this Amendment by facsimile transmission and/or Portable Document Format (pdf).

[SIGNATURE PAGE TO FOLLOW]



Arrivalist Co
P.O. BOX 230199
New York, NY 10023
info@arrivalist.com
+1 646 964 5221

[SIGNATURE PAGE TO RENEWAL ADDENDUM]

Please confirm your acceptance of the Renewal Addendum by countersigning and returning a copy to Cree Lawson, Arrivalist, P.O. BOX 230199, New York, NY, 10023 or via facsimile to 917 677 8222 or email at cree@arrivalist.com.

Agreed and accepted by Arrivalist

Agreed and accepted by Destination Marketer:

Cree Lawson
President & CEO
Date: _____

Name: _____
Title: _____
Date: _____

Billing Information

First Name: _____
Last Name: _____
Phone Number: _____
Fax Number: _____
Email Address: _____

Billing Address Line 1: _____
Billing Address line 2: _____
City: _____ State: _____ Zip Code: _____

APPENDIX A – NEW PRICING

Arrivalist will commit to providing at least one quarterly call to go through reports for the Arrivalist Attribution Analytics Platform with Destination Marketer.

11 Month Term: November 1, 2018 – September 30, 2019

Program Selection A2 Standard – 30% Data up to 50 Million Paid Media Impressions

11 Months of arrival monitoring services for website visits, page visits, banner ads, contextual ads, email and selected search and social media clicks for **\$32,725**.

Term: November 1 – September 30, 2019

Arrivalist will invoice Destination upon execution of this agreement for one year and Destination will remit payment within thirty (30) days of receipt of invoice.