

Background

CrowdRiff is a visual influence platform that inspires new and returning interest to travel brands. It will allow San Marcos Convention and Visitor Bureau (hereafter referred to as “Customer”) to effectively discover and activate the most engaging visual content from the social web, while inspiring conversations around its brand. CrowdRiff will enable Customer to increase overall social and digital efficiency, activate its brand across seasons, and deliver real-time content through every marketing channel. CrowdRiff is excited to work with San Marcos Convention and Visitor Bureau to continually build on our mutual success!

Addendum

Pursuant to the CrowdRiff Platform License dated Jan 31, 2017, (the “Agreement”) by and between Customer and CrowdRiff, the below Software as a Service Order Form is incorporated herein as an addendum to the Agreement effective Oct 01, 2019. All other terms and conditions of the Agreement shall remain in effect and unchanged.

Software as a Service Order Form

License Period: Oct 01, 2019 - Sep 30, 2020

Item	Description	Price	Net Price
Core Platform	12 month license	\$12,000	\$12,000
Advanced Media	12 month license	\$6,000	\$6,000
Total List Price			\$18,000
Total Net Price			\$18,000

All prices listed in USD

Core Features Include: Intelligent Social Content, Web Galleries, Live Photo Wall, Sidekick, Photo and Video Upload, Image Recognition, Quality Filtering, Smart Curation

Advanced Media Features Include: Additional Content Storage, Public Uploader, Expiry & License Management, 3rd Party Share Portal, Media Hub

Total Storage: 5 TB