



★ Sponsor and Exhibitor Prospectus ★

NCMA World Congress 2023 is the place to expand the reach of your key messages, enhance important relationships, and grow.

Powerful Partnerships

The contract management profession connects people across functions, organizations, government, and industry. Building off the December 2022 Government Contract Management Symposium Theme, “Get It Done,” this year is all about the powerful partnerships required to do so. Leveraging dynamic Nashville—the site of World Congress 2023—we take inspiration from the partnership of different instruments, voices, and genres that make Nashville so great.

About World Congress

World Congress is the Nation's premier training and networking event for contract management, procurement, and acquisition professionals. Nearly 3,000 participants from government (federal, state, and local), industry, and commercial business come together at all career levels.

Last update: 28 March 2023



Sponsor and Exhibitor Prospectus Detail

Level	Platinum	Gold	Silver	Bronze	In-Person Exhibitor	Virtual Exhibitor
<i>Sponsors and In-Person exhibitors receive a virtual exhibit booth (see Detail section for info)</i>	SOLD OUT Only 1 Available \$40,500	SOLD OUT Only 2 Available \$26,000	SOLD OUT Only 4 Available \$16,000	SOLD OUT \$8,500	\$5,000	\$3,000
Conference						
Premium General Session branding with video	✓	✓				
Premium In-Person and Virtual Platform Branding and Recognition	✓	✓	✓	✓		
Premium Social Media recognition from NCMA	✓	✓				
Premium Exclusive Brand Engagement Opportunities	✓	✓	✓			
Premium Secondary Booth outside of Exhibit Hall	✓					
Premium Sunday Reception Sponsor	✓					
Premium Monday Reception Sponsor		✓				
Choice of 1 Sponsored Exhibit Hall Breakfast or Lunch			✓			
Recognition as an exhibitor virtually and in-person	✓	✓	✓	✓	✓	✓
Learning Pavilion Sponsored Talks (virtual or in-person) – up to 20-minute webinar during exhibit hours	✓	✓	✓	✓		
Inclusion in Exhibitor Passport game	✓	✓	✓	✓		
Contract Management Career Fair – Career Fair Booth Only option available for \$500	✓	✓	✓	✓	✓	✓
High Visibility Sponsorship Add-On Tuesday Night Reception Sponsorship!	\$15,000 Be a Reception Sponsor at The World-Famous Wildhorse Saloon! Support level aligns to sponsor level, available in order of sponsorship level and commitment.					



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Pre-Conference						
Logo and site URL included in one event marketing email	✓	✓	✓	✓		
Virtual Platform training and support	✓	✓	✓	✓	✓	✓
Post-Conference						
Premium email list <ul style="list-style-type: none"> Platinum – 2x use Gold – 1x use 	✓	✓				
Sponsorship recognition in <i>Contract Management Magazine</i>	✓	✓	✓	✓		
Virtual Exhibit Booth						
Listing: company name, contact information, description, social media, website link, company logo	✓	✓	✓	✓	✓	✓
Directory Profile Header	✓	✓	✓	✓		
In-Person Exhibit Booth						
Booth ID sign, pipe and drape, and organization listed on exhibit hall map – carpet not included	Premium 20x20 booth	Premium 20x20 booth	10x20 booth	10x10 booth	10x10 booth	
Registrations						
Full In-Person or Virtual <ul style="list-style-type: none"> \$825 Additional Full In-Person \$575 Additional Full Virtual 	6	4	2	1		
In-Person Exhibit Only (unlimited virtual <i>exhibit-only</i>) <ul style="list-style-type: none"> \$575 for additional <i>Exhibit Only</i> 	8	6	4	2	2	



Show Details (Hours subject to change)

Details	Date	Time
Sponsor & Exhibitor Move-In:	Saturday, July 22, 2023	3:00pm – 5:00pm
Sponsor & Exhibitor Move-In:	Sunday, July 23, 2023	8:00am – 3:00pm
Show Ready:	Sunday, July 23, 2023	3:00pm
In-Person Show Hours:	Sunday, July 23, 2023	4:00pm – 5:30pm
In-Person Show Hours:	Monday, July 24, 2023	7:00am – 5:30pm
In-Person Show Hours:	Tuesday, July 25, 2023	7:00am – 2:00pm
Sponsor & Exhibitor Move-Out:	Tuesday, July 25, 2023	2:00pm – 8:00pm
Career Fair:	Monday, July 24, 2023	2:00pm – 4:00pm



Sponsorship Detail

Platinum Sponsorship - Limited to 1

Represented during the event as World Congress' highest and most celebrated sponsor.

- Premium General Session with video.
- Premium In-Person and Virtual Platform Branding.
 - Exclusive In-Person booth location to generate maximum traffic.
 - Additional brand recognition and space options are available inside of the exhibit hall.
 - Top priority virtual booth placement, virtual platform, and other In-Person brand placements.
- Premium Social Media recognition from NCMA.
- Learning Pavilion Sponsored Talks (virtual or in-person) for up to a 20-minute webinar during exhibit hours.
- Inclusion in Exhibitor Passport game.
- Contract Management Career Fair.
- Registration Area Column Graphic (16" wide x 5" high) – 1 placement.
- **Secondary Booth Outside Exhibit Hall**
 - Sponsor will also have an additional booth located in the "Presidential Lobby North" for optimum brand exposure and attendee interaction.
 - A premium 15' x 15' booth location.
- **Platinum Exclusive Brand Engagement: Sunday Reception**
 - Welcome World Congress attendees to Nashville during the Opening Exhibit Hall Reception on Sunday, July 23 from 4:00pm–5:30pm.
 - Brand recognition during the in-person reception.
 - Logo added to agenda item for Opening Welcome Reception as "Made Possible by..."





Gold Sponsorship - Limited to 2

Represented during the event as two of World Congress' premium sponsors.

- Premium General Session with video which will be selected after the Platinum Sponsor. Choices will be made in order of commitment.
- Premium In-Person and Virtual Platform Branding
 - Exclusive In-Person booth location inside the exhibit hall to generate maximum traffic and more lead capture capabilities.
 - Brand recognition with signage in the Grand Foyer
 - Top priority virtual booth placement, virtual platform, and other In-Person brand placements.
- Premium Social Media recognition from NCMA.
- Learning Pavilion Sponsored Talks (virtual or in-person) for up to a 20-minute webinar during exhibit hours.
- Inclusion in Exhibitor Passport game.
- Contract Management Career Fair.
- **Gold Exclusive Brand Engagement: Monday Reception**
 - Be the main touch point for attendees during the Monday Reception on July 24 from 4:30pm–5:30pm for NCMA members and attendees.



Silver Sponsorship - Limited to 4

Represented during the event as four of World Congress' top sponsors.

- Premium In-Person and Virtual Platform Branding
 - Exclusive In-Person booth location inside of the exhibit hall to generate maximum traffic and more lead capture capabilities.
 - Brand recognition with signage.
 - Top priority virtual booth placement, virtual platform, and other In-Person brand placements.
- Learning Pavilion Sponsored Talks (virtual or in-person) for up to a 20-minute webinar during exhibit hours.
- Inclusion in Exhibitor Passport game.
- Contract Management Career Fair.
- Silver Exclusive Brand Engagement: Sponsored Exhibit Hall **Breakfast and Lunch**
 - Exclusive brand recognition during one of the four breakfasts or lunches in the exhibit hall on Monday or Tuesday. Selections are first come, first serve.
 - Brand recognition during the in-person receptions.
 - Logo added to agenda item for selected breakfast or lunch as “Made Possible by...”

Bronze Sponsorship

Represented during the event with the opportunity to deliver webinars, be recognized on the agenda, and have an in-person and/or virtual booth.

- Lead capture capabilities.
- Brand recognition with signage.
- Learning Pavilion Sponsored Talks (virtual or in-person) up to 20-minute webinar during exhibit hours.
- Inclusion in Exhibitor Passport game.
- Contract Management Career Fair.



Tuesday Night Reception Sponsorship Add-On!

Serve as a sponsor at The World-Famous Wildhorse Saloon. Support level aligns to sponsorship level and commitment. Sponsorship can include the following:

- Company recognition on bus transportation to and from the event.
- Company recognition in the conference app.
- Company recognition on signage at the event.
- Company recognition on napkins.
- Co-branded recognition with NCMA on video monitors between band sets.
- Specialty drink (Nashville-themed or organization-themed).
- Special mention and recognition on the agenda.
- Company logo listed on the World Congress website.

Contract Management Career Fair

Meet the immense talent pool of the NCMA community and engage to help grow your organization. The career fair is open to the public and World Congress registrants on Monday, July 24 from 2:00pm–4:00pm (**Date and Time subject to change**) and will be hosted in the exhibit hall. *This is included for all sponsors and exhibitors if you opt-in.*

Career Fair Booth Only – available for \$500. As a career fair only exhibitor, you will have a booth ID sign, 6' draped table, pipe & drape, and a wastebasket. This is a great opportunity to connect directly with potential hires in-person.



Sponsorship Item Descriptions

Premium General Session

Available to Platinum and Gold Sponsors. Sponsor's <60-second video will air during the general session, at a prime time, with the maximum audience reach for in-person and virtual attendees.

Includes virtual event platform recognition with organization logo on the agenda and in the general session auditorium on the sponsored day.

Platinum gets first choice and then Gold's selections will be first come first serve.

Premium In-Person and Virtual Branding and Recognition

Virtual – Sponsor recognition with logo placed prominently based on sponsorship level in the Virtual Platform, on the event sponsorship page with logo and link, virtual venue entrance, virtual lobby, and virtual exhibit hall.

In-Person – Sponsors' logo on premium signage placed in main conference space at the Gaylord Opryland Resort & Convention Center.

Premium Social Media Recognition from NCMA

Two LinkedIn posts during or following the event, thanking your organization for sponsorship.

Learning Pavilion Sponsored Talks

Platinum, Gold, Silver, and Bronze sponsors can showcase their organization in one pre-scheduled webinar session in the Virtual Learning Pavilion or in-person in the Exhibit Hall. Sponsors' 20-minute sessions will be available Monday through Tuesday during open exhibit hall hours. Each session allows for a 15-minute demonstration or discussion followed by a 5-minute Q&A. These sessions can be webinars delivered live or pre-recorded; OR live in-person. Select your date/time by **July 7, 2023** to be included on the agenda.



Exhibitor Passport Game

Sponsors drive traffic to their booths by participating in the passport game. Attendees check into your booth through the virtual event platform or by scanning in-person at your booth. Attendees receive points based on sponsorship levels: Platinum =100 points; Gold=50 points; Silver=35 points; and Bronze=20 points. The winner will receive complimentary registration to World Congress 2024.

Sponsorship Item Descriptions – Pre-Conference

Features prior to the event include technology support, training, and representation in event material to include marketing messages and the virtual event platform.

Support and Training

NCMA will provide a pre-recorded training video in June to offer guidance on the use of the virtual event platform.

Logo and Website Link

A logo linking to the sponsor website will be featured in the “Thank You to our Sponsors” section in the footer of the marketing email of at least one event marketing email. Please provide logo as soon as possible for optimal exposure.



Sponsorship Item Descriptions – Post-Conference

Features that happen after the event

Premium email list – 2x use for Platinum, 1x use for Golds

The post-conference list of participants, who have opted-in, is available within two weeks following the event. The list includes information as provided by the attendee: name, title, company, email, and address. No phone number is provided. Only opt-in participants are included on the list. The following terms apply:

- Two-time use of the email list – Platinum
- One-time use of the email list - Gold
- NCMA must approve the final html copy of the messaging and reserves the right to refuse mailing based on content
- NCMA will send out email on behalf of sponsor
- Email must be sent within 30 days of the event

Material Due: Sponsor to coordinate with Blake Boynton

Sponsorship recognition in Contract Management Magazine

Logo included in a "thank you" piece in an edition of Contract Management Magazine that reaches over 20,000, distributed in print and digital. Requires high-res file formats in jpg.



Hybrid Exhibit Booth

Hosted simultaneously with in-person and virtual experiences featuring a full exhibit hall accessible to both in-person and virtual attendees. The in-person experience will include booths and both virtual and in-person attendees will be able to schedule appointments with exhibitors during show hours.

All sponsorship packages include a virtual booth in their package. In-person and virtual-only exhibitor options are available.

In-Person Exhibit Space

Premium Platinum sponsor: 20x20 exhibit booth in centrally located, high traffic area of Exhibit Space. Booth includes, installation & dismantle labor, pipe & drape, booth ID sign, wastebasket and carpeting.

Premium Gold sponsor: 20x20 exhibit booth in centrally located, high traffic area of Exhibit Hall space. Booth includes, installation & dismantle labor, pipe & drape, booth ID sign, wastebasket and carpeting.

Silver sponsor: 10x20 exhibit booth in centrally located, high traffic area of Exhibit Hall space. Booth includes, installation & dismantle labor, pipe & drape, booth ID sign, wastebasket and carpeting.

Bronze sponsor: 10x10 exhibit booth in centrally located, medium traffic area of Exhibit Hall space. Booth includes, installation & dismantle labor, pipe & drape, booth ID sign, wastebasket and carpeting.

Exhibit-Only: 10x10 exhibit booth in Exhibit Hall space. Booth includes, installation & dismantle labor, pipe & drape, booth ID sign, wastebasket and carpeting.

All booth fees include:

- 8' high back drape and 3' high side drapes
- Three breakfasts, two lunches, opening reception and breaks for two booth exhibitors.

Not included in booth fees: table(s), chairs, electric, AV, wired internet, and waste basket. These can be ordered through the Exhibitor Service Kit. You do not need to order carpet for your booth unless you want a specific color of carpet in your booth. Carpet is multi-colored.



Virtual Booth Detail

Features for the virtual booth presences. Exhibitors will have their own accounts where you can create your profile, manage appointments, upload collateral and branding. Attendees can add any collateral to their e-bag. Training videos, and real time day-of support will be provided by the vendor.

Platinum, Gold and Silver Sponsors Virtual Exhibit Booth

More information and details to follow.

Bronze Sponsors and Exhibitors

More information and details to follow.

Exhibitor Listing

Organization name, address, description, booth number (for hybrid booths), contact info, social media, website, logo, and product categories to match with attendee preferences.

Traffic and leads report

You will be able to access your traffic and leads reports through your Exhibitor Service Center. This is covered in Pre-Conference training videos and an Exhibitor Orientation webinar. You will need to purchase lead retrieval to collect this information from attendees.

Listing and marketing materials available through August 20, 2023

Your exhibit booth listing and materials will be available to registrants on the virtual event platform for one month after the event. During this time, you will have access to your Exhibitor Service Center for your traffic and leads reports.

Full Registrations

Additional full event registration upgrades available for sponsors and exhibitor booth registrations for \$825 in-person and \$575 virtually.



AGREEMENT TERMS

All Terms are non-cancelable, except as set forth in the cancellation provision below. All terms and conditions of NCMA World Congress are agreed upon and enforced by my company signature. We agree to pay for the in-person and/or virtual exhibit booth in accordance with the guidelines listed here. We agree to abide by all provisions set forth in these terms as a part of this contract between the National Contract Management Association, (“NCMA”) and the exhibiting and/or sponsoring company (“Exhibitor”). Terms are enforced regardless of if Exhibitor does not attend, fails, or elects not to participate in conference, or if exhibit space is resold due to notification of absence.

By sponsoring or exhibiting companies agree to these terms.

CANCELLATION OR DOWNSIZING

No refunds will be issued. Exhibitor is liable for full contract total, and all terms and conditions. In such case, Exhibitor becomes obligated to make immediate payment of any unpaid portion of the total contract cost. By cancelling in-person and/or virtual exhibit space participation, exhibitor will forfeit all exhibit and sponsor benefits.

EACH EXHIBIT BOOTH SPACE INCLUDES:

VIRTUAL

- Exhibitor Service Center for organization to customize virtual booth with:
 - Organization name, description, website, and logo
 - Exhibitor contact info
 - Video and document uploads (limited by package level as outlined in prospectus)
- Live scheduled content presentations (Sponsors Only)
- Real time chat (video and text)
- Traffic and leads reporting
- Listing available on event platform through November 2023

IN-PERSON

- A 10' x 10' booth in the exhibit area*
- 2 exhibit-only registrations
- ID Sign (measuring 4” high x 7” wide)
- Pipe & Drape
- Logo and 50-word company description featured in the conference mobile app

*10x20 for Silver and 20x20 for Gold



EXHIBIT HALL BOOTH SETUP

VIRTUAL

Booth should be set for pre-event launch in July ahead of attendee launch. More details to follow.

IN-PERSON

Exhibit booth will not be set until payment has been made. If no representative of an exhibiting organization has submitted its payment by July XX, 2023, NCMA may not be able to setup the booth before the start of the conference.

PAYMENT TERMS

Payment is due upon receipt of invoice from NCMA Show Management, or upon signature of this agreement (in case of credit charge). Booth assignment is contingent upon receipt of payment in full. Please make all checks payable to National Contract Management Association.

Mailing Address:

National Contract Management Association
Attn: World Congress Sponsors/Exhibitor Sales
21740 Beaumeade Circle, Suite 125
Ashburn, VA 20147
Phone: (800) 344-8096

NCMA EXHIBITOR CONTRACT TERMS

Application for virtual or in-person exhibit booth must be accompanied by the full fee to guarantee reservation. Booths for which payment has not been received in full will not be set up by NCMA. Reservations made after **June 4, 2023**, must be followed by payment within 2 working days to set up the virtual or in-person exhibit booth. Client will remain responsible for payment of booth. Terms are enforced regardless of if Exhibitor does not attend, fails, or elects not to participate in conference. No refunds. Should the agreement be referred to a collection agency/attorney for any reason, Exhibitor and or representing agency of Exhibitor is responsible to pay a 25% attorney fee, interest, plus all costs associated with any and all collection efforts.

NCMA has the sole right to determine the eligibility of any company or product for inclusion in the Exhibit Hall.



Sponsor and Exhibitor Prospectus Terms and Conditions

NCMA retains the exclusive right to revise the exhibition hall floor plan and/or move assigned exhibitors as necessary.

No Exhibitor shall assign, sublet, or share the whole or any part of the exhibit booth contracted to them. Exhibitor agrees to limit the service and/or materials displayed in their virtual exhibit booth to those purveyed by Exhibitor, with the exception that other proprietary equipment may be used solely for the purpose of demonstrating the materials or services of Exhibitor.

Exhibitors may not interfere with collateral that is not produced by said Exhibitor. Violation of this will result in cancellation of exhibit space during show without refund.

If NCMA should be prevented from holding the exhibition for any reason beyond NCMA's control (such as, but not limited to, damage to the building, riots, strikes, acts of government, or acts of God) or if Exhibitor cannot set up their virtual exhibit space due to reasons beyond NCMA's control, then NCMA has the right to cancel the exhibition or any part thereof, with no further liability to the Exhibitor other than a refund of exhibit space fee, less a proportionate share of the exposition cost incurred.

Exhibitor assumes the entire responsibility and hereby agrees to protect, indemnify, defend, and hold harmless NCMA, their officers, employees, and agents against all claims, losses, and damages to persons and property, governmental charges or fines, and attorney's fees arising out of or caused by exhibitors' installation, removal, maintenance, occupancy, or use of the GCMS platforms or any part thereof.

Limitation of Liability Exhibitor agrees to make no claim for any reason whatsoever against NCMA, its employees, agents, or representatives for loss, theft, damage, or destruction of goods; nor for any injury, including death, to himself, employees, agents or representatives; nor for any damage of any nature, including damage to his business for failure to provide exhibit space; nor for failure to hold the Exposition as scheduled; nor for any action or omission of NCMA. The exhibitor is solely responsible for his own exhibition material and products and should insure exhibit and products from loss or damage from any cause whatsoever. It is understood all property of an exhibitor is in his care, custody, and control in transit to, or from, or within the confines of the exhibit hall. NCMA shall bear no responsibility for the safety of the exhibitor, its personnel, employees, agents or representatives or personal property.

Exhibitor Insurance The exhibitor shall, at its sole cost and expense, procure and maintain through the term of this contract, comprehensive general liability insurance against claims for bodily injury or death and property damage occurring in or upon or resulting from the premises leased. Such insurance shall include contractual liability and product liability coverage, with combined single limits of liability of not less than minimum \$1,000,000 per occurrence/\$2,000,000 aggregate coverage.



Sponsor and Exhibitor Prospectus *Terms and Conditions*

During the term hereof, the exhibitor shall maintain Workers' Compensation and Occupational Disease insurance in full compliance with all federal and state laws, covering all of exhibitor's employees engaged in the performance of any work for exhibitor. All property of the exhibitor is understood to remain under its custody and control in transit to and from the confines of the hall. Proof of such insurance, including a Certificate of Insurance, shall be provided to Show Management or its agent or representative within three (3) calendar days after request, time being of the essence. Failure to remit such proof shall be a material breach of this agreement.

Union Labor Exhibitor shall employ only union labor, as made available by official contractors in the setting up and dismantling of the exhibits and in the operations when required by union agreements. Exhibitors planning to build special displays should employ union display companies in their fabrication, carpentry and electrical work.

Installing, Exhibiting, Dismantling Hours and dates for installing, exhibiting, and dismantling shall be those specified by NCMA. Exhibitor shall be liable for all storage and handling charges resulting from failure to remove exhibit material from the Exposition before the specified conclusion of the dismantling period set by NCMA.

Damage to Property Exhibitor is liable for any damage caused by exhibitor, exhibitor's agents, employees, or representatives to building floors, walls, or columns, or to standard booth equipment, or to other exhibitor's property. Exhibitor may not apply paint, lacquer, adhesive or other coatings to building columns, floors or walls, or to standard booth equipment.

Floor Loading Under no circumstances may the weight of any equipment or exhibit material exceed the specified floor load limit of the exhibit hall. Exhibitor accepts full and sole responsibility for injury or damage to property or persons resulting from failure, knowingly or otherwise, to distribute the exhibit material and products in conformity with the maximum floor load specifications. The dispensing, distribution, or use of alcoholic beverages in the Exposition Hall is prohibited without the expressed prior approval of NCMA.

Flammable Materials No flammable fluids or materials of any nature, including decorative materials, use of which is prohibited by national, state, or city fire regulations may be used in any booth.

Lotteries, Contests/Games, Drawings and Giveaways The operation of games of chance or lottery devices, or the actual or simulated pursuit of any recreational past time is permitted only on written approval from NCMA. Approval of giveaways is at NCMA's discretion. Exhibitors found distributing materials that have not been approved or are not in compliance with this policy may be asked to cease distribution. Gifts, prizes, giveaways or entertainment will only be accepted by attendees in accordance with the employer policies.



Sponsor and Exhibitor Prospectus *Terms and Conditions*

Music Any exhibitor using music must ensure that licensing fees have been paid to the appropriate agency, i.e., ASCAP or BMI. NCMA is not responsible for any licensing fees for music played in exhibitor's booth.

Obstruction of Aisles or Booths Any demonstration or activity that results in excessive obstruction of aisles or prevents ready access to nearby exhibitor's booth shall be suspended for any periods specified by NCMA.

Booth Personnel Exhibitor representatives are restricted to personnel engaged in the display, demonstration, application or sale of the company's product or services. Booth personnel shall wear "exhibitor" badge identification furnished by NCMA at all times while they are in the exhibit area. All other employees and representatives of the exhibiting companies must register as Show Attendees. All exhibits must have personnel present during show hours.

Height and Non-Blocking Regulations All exhibit display construction design must conform to the regulations set forth by the IAEE Guidelines for Display Rules & Regulations to enable use of the space without detriment to neighboring exhibitors.

Electrical Safety All wiring on booths or display fixtures must meet underwriters' rules and standard fire department inspection. This applies to booth construction only and not to pre-wired radio and electronic equipment. 24. Use of Space Displays and demonstrations are limited to the confines of an exhibitor's own booth, as is the distribution of literature or other items.

Display NCMA shall have full authority for approval or arrangement and appearance of items displayed. NCMA may, at its discretion, require replacement, rearrangement, or redecoration of any item, including 3rd party food and beverage charges, or any booth, and no liability shall attach to NCMA for the costs that may evolve upon exhibitor thereby. Exhibitors with special backgrounds or side dividers must make certain that such material is furnished in such a manner as to not be unsightly to exhibitors in adjoining booths. If such surfaces remain unfinished two hours before the scheduled opening of the show, NCMA shall authorize the official decorator to affect the necessary finish and the exhibitor must pay all charges involved thereby.