

OMB No. 1124-0006; Expires May 31, 2020

U.S. Department of Justice

Washington, DC 20530

**Exhibit A to Registration Statement****Pursuant to the Foreign Agents Registration Act of 1938, as amended**

**INSTRUCTIONS.** Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently. The filing of this document requires the payment of a filing fee as set forth in Rule (d)(1), 28 C.F.R. § 5.5(d)(1). Compliance is accomplished by filing an electronic Exhibit A form at <https://www.fara.gov>.

**Privacy Act Statement.** The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <https://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <https://www.fara.gov>.

**Public Reporting Burden.** Public reporting burden for this collection of information is estimated to average .49 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name and Address of Registrant Fleishman-Hillard Inc. 200 North Broadway St. Louis, MO 63102	2. Registration No.  5801
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3. Name of Foreign Principal King Abdullah University of Science & Technology (KAUST)	4. Principal Address of Foreign Principal Building 16, Room 4410 4700 King Abdullah University of Science & Technology Thuwal 23955-6900 Kingdom of Saudi Arabia
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5. Indicate whether your foreign principal is one of the following:

- Government of a foreign country<sup>1</sup>
- Foreign political party
- Foreign or domestic organization: If either, check one of the following:
- |                                      |   |
|--------------------------------------|---|
| <input type="checkbox"/> Partnership | <input type="checkbox"/> Committee                                      |
| <input type="checkbox"/> Corporation | <input type="checkbox"/> Voluntary group                                |
| <input type="checkbox"/> Association | <input checked="" type="checkbox"/> Other ( <i>specify</i> ) University |
- Individual-State nationality

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant

b) Name and title of official with whom registrant deals

7. If the foreign principal is a foreign political party, state:

a) Principal address

b) Name and title of official with whom registrant deals

c) Principal aim

<sup>1</sup> "Government of a foreign country," as defined in Section 1(e) of the Act, includes any person or group of persons exercising sovereign de facto or de jure political jurisdiction over any country, other than the United States, or over any part of such country, and includes any subdivision of any such group and any group or agency to which such sovereign de facto or de jure authority or functions are directly or indirectly delegated. Such term shall include any faction or body of insurgents within a country assuming to exercise governmental authority whether such faction or body of insurgents has or has not been recognized by the United States.

8. If the foreign principal is not a foreign government or a foreign political party:

a) State the nature of the business or activity of this foreign principal.

The King Abdullah University of Science and Technology is a private graduate research institution that was established in 2009.

b) Is this foreign principal:

- Supervised by a foreign government, foreign political party, or other foreign principal Yes  No
- Owned by a foreign government, foreign political party, or other foreign principal Yes  No
- Directed by a foreign government, foreign political party, or other foreign principal Yes  No
- Controlled by a foreign government, foreign political party, or other foreign principal Yes  No
- Financed by a foreign government, foreign political party, or other foreign principal Yes  No
- Subsidized in part by a foreign government, foreign political party, or other foreign principal Yes  No


9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page must be used.)

Former king of Saudi Arabia, Abdullah bin Abdulaziz Al Saud, endowed KAUST with \$10 billion. The administration of KAUST includes the Office of the Interim President; the Office of the Senior Vice President for Research, Innovation, and Economic Development; the Office of the Vice President for Academic Affairs; and the Board of Trustees. The Interim President of KAUST is Nadhmi Al-Nasr. The Board of Trustees, which consists of 24 members and 2 Emeritus Trustees, appoints the President of KAUST and approves the appointment of senior administrators and faculty members, upon the recommendation of the President. It is responsible for approving rules that regulate academic, financial and administrative affairs at the University, and for providing support to the officers who manage day-to-day operations at KAUST.

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit A to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit A	Name and Title <b>FREDERIC ROHLFING</b> EXECUTIVE VICE PRESIDENT & SENIOR PARTNER, CHIEF FINANCIAL OFFICER	Signature 
<b>Mar 14, 18</b>		

OMB No. 1124-0004; Expires May 31, 2020

U.S. Department of Justice

Washington, DC 20530

**Exhibit B to Registration Statement  
Pursuant to the Foreign Agents Registration Act of  
1938, as amended**

**INSTRUCTIONS.** A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form at <https://www.fara.gov>.

**Privacy Act Statement.** The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the Registration Unit in Washington, DC. Statements are also available online at the Registration Unit's webpage: <https://www.fara.gov>. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: <https://www.fara.gov>.

**Public Reporting Burden.** Public reporting burden for this collection of information is estimated to average .33 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, Registration Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant

Fleishman-Hillard Inc.

2. Registration No.

5801

3. Name of Foreign Principal

King Abdullah University of Science and Technology

Check Appropriate Box:

4.  The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.
5.  There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
6.  The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.
7. Describe fully the nature and method of performance of the above indicated agreement or understanding.

Registrant will provide professional communications services to King Abdullah University of Science and Technology (KAUST), as described in the enclosed Letter of Agreement, including the preparation of an integrated communications strategy in support of a forum being hosted at MIT.

8. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

As detailed in the Scope of Work to the enclosed Letter of Agreement, Fleishman-Hillard Inc. will provide professional communications services to KAUST, including an integrated communications strategy for a forum to be hosted at MIT. The forum will bring together senior executives in academia and industry from Saudi Arabia and Boston to focus on how the Boston Innovation Ecosystem can help advance and support the Kingdom's Vision 2030. The services may include communications related to the economy and economic development in Saudi Arabia.

As part of these services, registrant will create invitations to the forum and track attendance, draft a strategy with timelines and deliverables for the forum, draft a plan to guide media outreach during the forum, staff the forum, design signage for display at the forum, support the design and execution of a booth for the event, produce and manage a media calendar of events, facilitate interviews, support social media content creation and provide support for social media platforms during and after the forum, coordinate to capture video during the event, prepare communications to distribute following the conclusion of the forum, compile a media library of footage and stills from the event, produce a report of the event, and assist in the production of a video regarding the event. Registrant may also produce electronic materials to be provided to the press containing information from the forum.

9. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act and in the footnote below? Yes  No

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

The communications services to be provided by Fleishman-Hillard Inc. relate to the forum which will focus on how the Boston Innovation Ecosystem can help advance and support the Kingdom's Vision 2030. The services may include communications related to the economy and economic development in Saudi Arabia.

EXECUTION

In accordance with 28 U.S.C. § 1746, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this Exhibit B to the registration statement and that he/she is familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date of Exhibit B <i>Mar 14, 18</i>	Name and Title <i>FREDERIC ROHLF</i> <i>EXECUTIVE VICE PRESIDENT &amp; SENIOR PARTNER, CHIEF FINANCIAL OFFICER</i>	Signature <i>Frederic Rohlf</i>
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Footnote: "Political activity," as defined in Section 1(o) of the Act, means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

Effective: March 7, 2018

Ronald J. Bowker  
Chief of Staff & Director of Operations  
King Abdullah University of Science & Technology  
Building 16, Room 4410  
4700 King Abdullah University of Science & Technology  
Thuwal 23955-8900  
Kingdom of Saudi Arabia

Re: Letter of Agreement

Dear Ronald:

Thank you for the opportunity to work with King Abdullah University of Science and Technology ("KAUST" or "you"). This Letter of Agreement ("LOA") will be effective March 7, 2018, and confirms the understandings and agreements regarding this engagement between KAUST and Fleishman-Hillard Inc., using the trademark Fleishman-Hillard ("FH"). Should the parties desire to engage in further business, they may negotiate a more detailed, longer term business agreement to succeed this LOA. Except as provided herein, this LOA will expire as of close of business April 15, 2018. This LOA may be modified or extended in writing signed by both KAUST and FH, or may be terminated in the manner set forth below.

1. *Engagement.* KAUST hereby engages FH to furnish professional communications services and deliverables (collectively, "Services") described in the Scope of Work ("SOW") in Exhibit A attached hereto. FH will confer regularly with KAUST on status, issues, and questions as they arise during the LOA term.

2. *Fees, Expenses, and Third-party Costs.* FH's fees for services under this LOA will be billed at FH's current standard hourly rates (which for USA staff range between \$75 per hour to \$525 per hour depending upon level of title and location; and if staff in other countries are accessed, their standard rates will apply). In addition to FH fees, KAUST agrees to pay the out-of-pocket expenses incurred by FH in performance of Services under this LOA. Charges for vendors, production services and contractors, media buys, and major purchases, etc. are not included in professional fees, and will be charged separately. If out of pocket expenses or third party costs are anticipated by FH to exceed \$5,000 (individually or in the aggregate) per month, FH may pre-bill KAUST in advance and KAUST will pay FH in time to enable FH to pay such costs and expenses by the time they are due. Total fees, costs, and expenses under this LOA will not exceed the total aggregate amount of \$300,000, unless agreed to in writing by the parties; provided however, the not to exceed amount does not include any Trademark or Patent Legal Opinions or search or registration costs described in Section 6.b below.

3. *Billing and Invoices.* FH will bill and KAUST will pay FH invoices in the following installments (1/3 and 2/3 of the not to exceed amount of \$278,000, subject to the ability to pre-bill expenses as stated above): Upon signing this LOA, FH will invoice KAUST \$139,000; on or about March 13, 2018, FH will bill KAUST the remaining balance, and on or about March 31, 2018. FH may bill KAUST via paper, facsimile, or emailed invoices. KAUST will pay FH's invoices via wire transfer within five (5) business days following receipt of invoice, payable in US Dollar currency to the wire transfer account specified in writing by FH. After completion of all services and receipt of all third-party and out of pocket charges, FH will reconcile the actual fees, disbursements, and related charges incurred against the invoiced amounts and if the previously billed total amount is higher than actual fees, costs and expenses incurred, FH will remit to KAUST the difference. In addition, the parties expressly agree that the not to exceed budget is an estimate of what the parties reasonably believe the time and deliverables will cost, however, if during the course of this LOA FH in good faith anticipates that fees, costs, or expenses will be higher than initially estimated in order to achieve KAUST's objectives, FH will notify KAUST and the parties will negotiate an applicable adjustment.

4. *Confidentiality.* a. During this LOA, either party (a "Disclosing Party") may disclose to the other party (a "Receiving Party") non-public business information, including but not limited to, financial data, pricing, rates, intellectual property or technology, products or services, strategies, personnel information, methodologies or other information that a reasonable person would consider confidential from the nature of the information or circumstances of disclosure ("Confidential Information"). Each Receiving Party shall safeguard and keep confidential the other party's Confidential Information, and will use such Confidential Information only as necessary to perform this LOA. Each party will limit the use of, and access to, the other party's Confidential

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Information to team members who have a need to know such information under this LOA. Each Receiving Party will protect and will require and be responsible for its employees and contractors agreeing to protect the other party's Confidential Information to the same extent required by this LOA. Each Receiving Party shall not disclose the other party's Confidential Information to any third-party unless such third-party has signed a confidentiality agreement protecting such information.

b. The above confidentiality and use restrictions do not apply to information (Confidential or otherwise) that: (i) is or becomes publicly available without breach of this LOA; (ii) is received by a Receiving Party from a source other than the Disclosing Party without any obligation of confidentiality; (iii) is developed by a Receiving Party without use of the Disclosing Party's Confidential Information; or (iv) is required to be disclosed by a Receiving Party pursuant to law or legal process (e.g. subpoena, warrant or other legal compulsion), and if permissible, the Receiving Party will provide Disclosing Party prior written notice of such obligation so that such Disclosing Party may oppose disclosure or obtain a protective order. The Disclosing Party may in addition to other available remedies seek injunctive relief to enforce this Section 4.

5. **Ownership.** Upon payment by KAUST to FH for all fees, costs and expenses due under this Agreement, FH will transfer to KAUST FH's rights, title and interest in and to the tangible materials, produced or authored by FH and delivered to KAUST under this Agreement ("Materials"). To the extent that all or any part of the Materials does not qualify as a "work made for hire" under applicable law, then upon receipt of payment by FH as stated above, FH hereby assigns to KAUST FH's right, title and interest therein without further action required by the parties. Notwithstanding the foregoing:

a. FH retains all of its rights, title and interest in and to "FH Property," which includes (i) all materials owned by or licensed to FH prior to, or separately from, performance of Services under this Agreement or any SOW, and all modifications, improvements and enhancements thereof, and (ii) all generic, client agnostic, or proprietary information, ideas, concepts, methodologies, templates, software, processes or procedures used, created or developed by FH in the general conduct of its business, regardless of whether such FH Property is used by FH for KAUST's benefit, or made available by FH for use by KAUST. To the extent FH Property is incorporated in Materials produced for KAUST hereunder, FH hereby grants to KAUST a non-exclusive, perpetual, worldwide, royalty-free license to use such FH Property (except software) solely as incorporated in and for the use of the Materials; and unless otherwise agreed to in writing signed by the Parties, Software may not be used by KAUST after the term of this Agreement.

b. Notwithstanding the foregoing, all property that would be considered Materials but that was developed or created by anyone other than FH, including open source software or code ("Third-Party Property") shall remain the sole and exclusive property of such third parties, and KAUST agrees to use Third-Party Property consistent with the restrictions for such Third-Party Property communicated to KAUST in writing.

6 **Indemnification.** a. Each party (an "Indemnitor") agrees to indemnify and defend the other party, including its directors, officers, employees, and affiliates (each, an "Indemnitee") from any and all costs, demands, expenses, losses, claims, damages, liabilities, settlements and judgments including outside counsel reasonable attorneys' fees and expenses, arising out of third party claims sustained by an Indemnitee to the extent caused by: (i) the Indemnitor's breach of this Agreement or of the Indemnitor's representations, warranties, or other obligations herein; or (ii) the Indemnitor's negligence or intentional misconduct in connection with such Indemnitor's performance of or failure to perform this Agreement. No Indemnitor shall be liable to any Indemnitee under this Section 6 to the extent that damages are incurred by such Indemnitee as a result of such Indemnitee's own negligence, default, or misconduct. Indemnitee will make good faith efforts to notify Indemnitor timely following receipt of notice of a claim.

b. Notwithstanding Section 6.a above, if, pursuant to this LOA or any SOW, FH creates or provides logos, slogans, trademarks, designs, service marks or other trademarkable items ("Proposed Trademarks") or patents or patentable items or processes ("Proposed Patents"), or provides Services or Materials that include Proposed Trademarks or Proposed Patents, FH will not be responsible for assessing the availability of any such Proposed Trademark or Proposed Patent for usage. KAUST will either (A) have FH engage a law firm to perform a trademark search and to provide a legal opinion analyzing the availability of, and potential conflicts for use of, such Proposed Trademark ("Trademark Legal Opinion"); or (B) KAUST will obtain its own Trademark searches and Trademark Legal Opinion. In either case, KAUST will pay all fees, charges, and costs (including but not limited to Trademark search services and legal counsel engaged by FH or by KAUST on such matters). KAUST will be responsible for obtaining clearance searches and legal opinions related to Proposed Patents

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("Patent Legal Opinion"). FH shall not be liable to or indemnify KAUST for any Losses arising from the results or outcomes of the searches related to Proposed Trademark or Proposed Patent, the related Trademark or Patent Legal Opinions, KAUST's reliance on such searches or legal opinions, or KAUST's use of any Proposed Trademarks or Proposed Patents.

c. Should KAUST desire to register any Proposed Trademarks or Proposed Patents, KAUST represents that it will engage its own legal counsel to do so and KAUST shall be responsible for all costs and undertakings in connection with such registration with federal, state or foreign agencies. KAUST confirms that it has ownership and full authority to allow FH to use the trademarks, materials, information, and property that KAUST provides to FH to use in the performance of Services.

7. *Early Termination.* Either party may terminate this LOA at any time, for any reason, by giving the other party at least fifteen (15) days prior written notice, specifying the effective date of termination. If FH has incurred non-cancellable expenses on behalf of KAUST, KAUST agrees to pay such expenses. The parties expressly agree that Sections 4, 5, 6, and 7 will survive expiration or any termination of this LOA.

8. *Registrations and Filings.* Based upon discussions to date and review of preliminary materials, the Services under this LOA require filing with or disclosure to the USA government under the Foreign Agents Registration Act or other applicable USA law or regulation. FH will manage the filings.

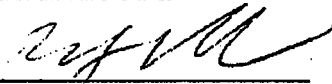
Each party represents and warrants that the individual signing on its behalf below has the full right and authority to enter into this LOA and to bind such party. If you agree with the terms set forth in this LOA, please sign two copies, return one to FH, and keep one fully executed copy for your files. We appreciate this opportunity to work with you and look forward to a collaborative and rewarding experience!

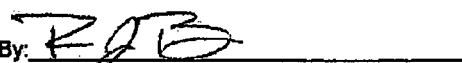
Very truly yours,

Agreed to and accepted as of the Effective Date.

Fleishman-Hillard Inc.

King Abdullah University of Science and Technology

By: 

By: 

ROBERT HOOD, CM  
print name and title

RONALD J. BOWKER DIRECTOR OF OPERATIONS  
print name and title

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**Exhibit A**

This Exhibit A is incorporated into, governed by and made part of the attached Letter of Agreement (LOA) between KAUST and FH, effective as of March 7, 2018 and unless otherwise defined herein, all capitalized terms in this Exhibit A have the same meanings as defined in the attached Agreement.

**SCOPE OF WORK**

The Scope of Work, Estimated Budget, including fees and expenses are set forth in the tables below.

KAUST and FH agree that the line item amounts or subtotals for Service categories, hours, fees, costs and expenses in the tables below represent initial good faith estimates; however, actual circumstances may require redeployment or realignment of staff, resources, or budget dollars to accomplish the SOW or Service objectives. Therefore, *provided that total fees, costs, and expenses do not exceed the aggregate amount of \$300,000 (subject to the terms of the attached LOA)*, FH may redeploy or realign efforts, personnel resources, and budget line item amounts or subtotals, even if the fees, costs, and expenses actually billed for each line item or subtotal do not match the line item or subtotal estimates set forth in the tables below.

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	<b>Deliverable</b>	<b>Description</b>	<b>Itemized Budget</b>	<b>Status</b>
	Invitations	Forum invitation, to be created in multiuse digital formats as well as one corresponding printed version, if required for VIPs as a commemorative offering. Invitation outreach, tracking and attendee list management and coordination of attendees Attendee lookbook for day of event	\$15,000	
	Forum Communication, Strategy and Work Plan	FH to draft an integrated communications strategy with corresponding timeline of deliverables and milestones for the forum. The plan will include an editorial calendar to guide media outreach as well as tailored pitch angles, a corresponding media list and an execution plan including runs of show, designated spokespersons and social media extensions. It will include two rounds of revisions once client has reviewed.	\$20,000	
	Onsite Staffing (day of event)	FH to staff event on Saturday, March 24, 2018 @ MIT with appropriate employees to facilitate interviews, manage media, etc.	\$20,000  Expenses: \$1,500	

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	Onsite Collateral	FH to design signage to be used at event possibly including table cards, pop-up banners, backdrops, etc., plus one "program" printed deliverable that serves as a brochure about KAUST, the event and schedule, etc.	\$12,000	
	Booth Design	FH to support the design and execution of a booth build for event, engaging third party vendor to activate build.	\$26,000  Expenses: \$100,000* *TBD based on final concept	
	Interview Calendar	FH will produce and manage a live media calendar of interviews during the forum. This document will include the outlet, the indicated reporter/producer or editor from the corresponding outlet, the nature of the interview (each interview topic to be vetted by FH), the format of the interview (taped, LIVE, in studio, on site, etc), the time and day, the level of preparation and/or training recommended for each interview and the corresponding reach of each outlet. FH to act as facilitator and coordinator of all earned interview opportunities in concert with the client.	\$12,000	

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<p><b>Social Media Cards and Content</b></p>	<p><b>Pre-Forum</b>                  To support KAUST with social content creation and overall social program support leading up to forum, FH will provide the following:</p> <ul style="list-style-type: none"> <li>- Development of social event plan and editorial strategy pre-during and post-forum</li> <li>- 1 week content calendar development including content concepts across Facebook, Twitter, Instagram and LinkedIn in support of delivering key messaging and promoting the forum. Copywriting and creative asset development for each post</li> <li>- Up to 3 posts for Instagram</li> <li>- Up to 10 posts for Facebook/Twitter/LinkedIn, with copy and creative adapted to fit each platform</li> <li>- Up to 4 additional post templates to be customized by the client and event partner (MIT, BU, Harvard, KACST, etc) internal social media / creative team</li> </ul> <p><b>During the Forum</b></p> <ul style="list-style-type: none"> <li>- <b>ONSITE CONTENT CAPTURE TEAM:</b> Social content/engagement support leading during and post conference across KAUST's social platforms during the conference. Two FH staff / partners onsite during conference for content capture/editing of photo and video for 1-1 day. Additional FH staff would be supporting remotely for engagement support of on-site team.</li> </ul>	<p><b>Pre-Forum:</b>  <b>\$15,000</b></p> <p><b>Expenses:</b>  <b>\$5,000</b> (stock photography or video footage)</p> <p><b>During Forum:</b>  <b>\$7,500</b></p> <p><b>Post Forum</b>  <b>\$6,000</b></p>	
<p><b>Thank You Message</b></p>	<p>We want to make sure that the collaborative spirit of the forum doesn't end when participants leave. We will work with you to update attendees post-forum by sending a thank you note that will include a summary of the event highlights and ways they can continue to participate in the larger discussion and take action. This is another opportunity for KAUST to demonstrate its leadership and underscore the key themes discussed during the forum.</p> <p>Digital and paper formatted version.</p>	<p><b>\$5,000</b></p>	
<p><b>Photography and Media Library</b></p>	<p>FH to create edited images and compile media library for the Forum's reference from footage and stills captured during the event.</p>	<p><b>\$3,000</b></p> <p><b>Expenses:</b>  <b>\$3,000</b> for on-site photographer</p>	

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	Forum Report	FH to produce an event report covering overall number of visitors, events, attendees per event, press clippings, analysis, evaluation and areas for improvement (not to include in-Kingdom coverage).	\$7,500	
	Press Office Kits	OPTIONAL: FH to produce electronic press kits in the form of USBs to include all releases, fact sheets, Q/A documents, images, and all forum media related information and itineraries. (Assumes that press materials produced by FH do not require additional editing for transfer to electronic format.)	\$5,000	
	Event recap video	<p>FH to assist in production of innovation to impact wrap up video (2 mins, maximum time, finished)</p> <ul style="list-style-type: none"> <li>- Provide creative direction</li> <li>- Develop storyboard</li> <li>- Assist in video capture, utilizing a two camera crew</li> </ul> <p>Coordinate with onsite KAUST/ MIT video team                  FH to plan and coordination onsite content capture and development, including:</p> <ul style="list-style-type: none"> <li>- Live and recorded onsite interviews (1-2 minutes) with attendees, leaders, students and panelists</li> <li>- Video footage and b-roll of event (recap video and event website or distribution via KAUST channels, post-event</li> <li>- Video to be edited for first round review one week following event</li> <li>- Potential for "social snippet" videos to be utilized day of event for organic social posts (2-3), TBD</li> </ul>	<p>\$10,000</p> <p>Expenses:                  \$2,500                  (licensing fees)                  \$3,000 on-site crew</p>	

Total Fees = \$163,000

Expenses = \$115,000\*

Total = \$278,000

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