

SPECIFIC EVENT TERMS AND CONDITIONS

Spotlight by Semrush

These Specific Event Terms and Conditions ("**Specific Terms**") are a legally binding agreement between you ("**Participant**") and Semrush as described in [the General Event Terms and Conditions](#), which are incorporated herein by reference (the "**General Terms**"). The Capitalized terms not otherwise defined herein shall have the same meaning as in the General Terms. In the event of a conflict between these Specific Terms and the General Terms, these Specific Terms shall prevail.

Please make sure you fully understand the contents of this Specific Terms. If you have any doubts about any of your rights and obligations resulting from your acceptance of these Specific Terms, please, consult us or obtain legal support.

IF YOU DO NOT AGREE WITH THE GENERAL TERMS OR ANY OF THESE SPECIFIC TERMS, YOU MAY NEITHER CONTINUE WITH THE APPLICATION PROCESS NOR FURTHER PARTICIPATE IN THE EVENT.

1. EVENT PROGRAM AND PARTICIPATION

1.1. Spotlight by Semrush ("**Event**") is a marketing industry conference where marketers come to learn, get inspired, and build connections that matter. The event will take place on **October 29th, 2025** at the Passenger Terminal Amsterdam (PTA) in Amsterdam, Netherlands ("**Venue**").

1.2. In order to become a Participant of the Event, the Applicant must purchase a ticket at www.spotlightconf.com by paying the Participation Fee according to the ticket type tariff and receive a confirmation from Semrush. All costs related to the participation in the Event, as well as any bank fees and charges shall be borne by the Participant. Semrush has the sole discretion to exclude any person from participating at any moment, as well as to change the package of each tariff unilaterally.

1.3. If you would like to upgrade the pass tariff (ticket) you have purchased (e.g. from Conference Pass tariff to All Access Pass tariff), you will be required to pay the difference between the original price of your ticket and applicable price of the upgraded tariff as of the date of the upgrade.

1.4. All ticket prices include 21% Dutch VAT no matter where the Participant, or Participant's company is located/from. Applying 'reverse charge' or transferring VAT to the Participant's country is not possible. As per European court rulings and Dutch tax legislation, VAT must be levied in the country where the physical event (congress) takes place. Hence, for the Event, Dutch VAT is applicable and no 'reverse charge' invoices will be provided.

1.5. The up-to-date program of the conference is available at www.spotlightconf.com. Semrush reserves the right to revise the Event program and/or Event dates and prices from time to time at its sole discretion without liability or compensation to the Participant, including, but not limited to, adding, removing or changing speakers at the Event and the canceling or replacing scheduled sessions, cancelling or rescheduling the Event itself, changing the Venue.

2. PHOTO, VIDEO, SOUND RECORDING AND RELEASE. INTELLECTUAL PROPERTY

2.1. Semrush and its affiliates may use the photographs, video and sound recordings containing the Participant's image, likeness, appearance and voice in any manner or media, including use on web pages, and assignment of the corresponding rights to third parties. Semrush and its affiliates may use any such photographs, video and sound recordings in whole or in part, with or without modification, and alone or with other recordings for any promotional, marketing or informational purposes whatsoever.

2.1. The Participant gives permission to Semrush and its affiliates to use the Participant's company name, logo or other identifying marks used by the Participant in connection with the Event ("Company Marks") and hereby grants Semrush and its affiliates a license to use such Company Marks in connection with Semrush's promotional, marketing or information purposes. By using the Company Marks at the Event, Participant warrants and represents that Participant has the right to use such Company Marks and to grant Semrush and its affiliates the license set forth herein. Participants may revoke their consent to Semrush's use of their image, likeness, appearance or voice, or any Company Marks, by sending a request to mail@semrush.com.

2.2. Any ideas, suggestions, comments or other feedback related to Semrush, Semrush services, or the Event ("Feedback") which are provided by the Participant to Semrush, are non-confidential. Semrush shall own all rights, title and interests in and to such Feedback, and may use and incorporate such Feedback into its business, products or service, and publish such Feedback in printed or electronic materials, without payment or attribution to the Participant.

3. REFUND AND CANCELLATION POLICY

3.1. The Participant may cancel participation in the Event and receive a full refund of the Participation Fee by sending an email request to info@spotlightconf.com no later than September 30th, 2025, 12:00 PM CET.

4. DATA COLLECTION AND PRIVACY

4.1. Semrush may collect the following personal information from the Participant in connection with the Event: First name, Last name, email, phone number, place of work and/or job title, and similar information. By applying to participate in the Event, Participant hereby acknowledges that the use of such information will be carried out in accordance with Semrush's [Privacy Policy](#) and these Specific Terms. Semrush will use such information, and may transfer such information to the Venue, Event organizers (contracted Event agency) and other service providers, solely for purposes of managing Participant's attendance at the Event. For further information on how Semrush will process Participants' personal data, please refer to our [Privacy Policy](#) or contact us at privacy@semrush.com.

4.2. If the Participant has questions or requests regarding personal information, the Participant may always contact Semrush at privacy@semrush.com.

5. CODE OF CONDUCT

5.1. Semrush has established these conduct rules to provide guidelines to Participants and to ensure that all Participants understand what behavior is expected, and what behavior will not be tolerated at the Event. Semrush expects all Participants to abide by these conduct rules at the Event, Event-related events at off-side locations, and in related online communities and social media.

5.2. Semrush expects that all Participants will:

- Be considerate and respectful to all other Participants, Event and Venue staff;
- Refrain from demeaning, discriminatory, or harassing behavior, materials, and speech;
- Speak up if they observe anything at the Event that conflicts with these conduct rules. If the Participant is being harassed or feels uncomfortable, notices that someone else is being harassed, or has any other concerns, it should be immediately communicated to Semrush.

5.3. Unacceptable behavior from any Participant will not be tolerated, and anyone asked to stop unacceptable behavior is expected to comply immediately. If any Participant engages in unacceptable behavior, Semrush may take any action it deems appropriate, including warning or expelling the offender from the Event with no refund. For more egregious behavior, Semrush

may, in its reasonable discretion, temporarily ban or permanently expel the Participant from all future Semrush events and activities. Unacceptable behavior includes, but not limited to:

- Intimidating, harassing, abusive, discriminatory, derogatory, or demeaning speech, materials, or conduct by any Participants of the Event and related event activities;
- Violence, threats of violence, or violent language directed against another person;
- Sexist, racist, homophobic, transphobic, or otherwise discriminatory jokes and language;
- Personal insults, particularly those related to gender, sexual orientation, race, religion, or disability;
- Any boisterous, lewd, or offensive behavior or language, including but not limited to using sexually explicit or offensive language, materials or conduct, or any language, behavior, or content that contains profanity, obscene gestures, or racial, religious, or ethnic slurs;
- Inappropriate photography or recording;
- Failure to obey any rules or regulations of the Event and Event Venue;
- Engage in any unethical, dishonest, or illegal behavior;
- Consumption of alcoholic beverages (unless otherwise offered by Semrush) or any drugs or substances;
- Promotion or advertisement of any Semrush's competitors, or its products.

6. MISCELLANEOUS PROVISIONS

6.1. These Specific Terms and the General Terms (together, the "Agreement") are in the English language, which prevails over any translations of it to other languages made by us and provided to the Participant for convenience. The Participant also acknowledges and agrees that Event topics and related communications at the Event and the Venue shall be conducted in the English language.

6.2. The Event is provided as-is without warranty of any kind, whether express, implied or statutory. In no event shall the liability of Semrush or its agents to any Participant exceed one hundred dollars (US\$100).

6.3. The Agreement, including these Specific Terms and [the General Event Terms](#), is governed by the laws of the Commonwealth of Massachusetts, excluding its choice of law provisions. In the event of any dispute arising out of the Agreement or the Event, Participant agrees that the jurisdiction and venue shall be the state and federal courts located in the Commonwealth of Massachusetts.

7. CHANGES

7.1. Semrush may update the Agreement, in whole or in part, at any time without notice. Any updates will be posted on www.spotlightconf.com (or other website we designate). The updated

terms will become effective and binding on the next business day after they are posted. When we change these terms, the "Last Modified" date above will be updated to reflect the date of the most recent version. If the Participant does not agree with these terms, then the Participant should not apply to the Event.

Last updated: February 25, 2025