

KAJABI HERO LIVE 2024 CODE OF CONDUCT

It is important to Kajabi that Kajabi Hero Live (“KHL”) is a positive and safe event for all attendees. Please also keep in mind that KHL is sharing the event venue with others. We ask all attendees to use good judgment and be respectful. KHL is a private event, and Kajabi may remove anyone who does not comply with this Code of Conduct or is otherwise disrespectful or who mistreats others.

By registering to be in attendance at Kajabi Hero Live 2024 (“KHL”), you agree to the following:

ACCESS

KHL badges are required for attendance to all official KHL events. Badges must be worn around the neck and be visible at all times. Badges are not transferable.

We may not clear rooms between events and activities may have limited capacity as set by the Fire Marshal. Even though you have a badge, we cannot guarantee you access to any specific activity if it has reached capacity.

FEATURED CREATORS

The Featured Creators and Speakers are excited to see our attendees, but please be respectful. We all want to be safe, so please do not crowd around in any public walkways, near escalators, or around doorways. We also ask that you do not follow any of our Featured Creators or Speakers to their hotel, shuttles, or to backstage areas, this type of behavior is prohibited.

Purchasing a KHL ticket does not guarantee that you will meet any particular Featured Creator or Speaker.

HARASSMENT

Kajabi is dedicated to providing a harassment-free event experience for everyone. We expect all attendees to be courteous and act professionally and to interact and communicate in ways that are appropriate for a professional audience from diverse backgrounds. We do not tolerate harassment or disorderly conduct in any form. Disorderly conduct may include any behavior that is illegal, unsafe, disruptive, discriminatory, or causes discomfort to our attendees or guests. If someone doesn't want to talk to you, don't keep talking to them. If you do not have permission to touch someone, don't touch them.

Kajabi will treat complaints of violations of this policy with the utmost seriousness and take steps to address them immediately. If we are notified of any behavior that doesn't comply with our expectations, we may take any action that we deem appropriate, including removing you from

the event without a refund, referring the matter to local authorities, or banning you from future events hosted by Kajabi.

LISTEN TO STAFF

All KHL attendees must adhere to the instructions of all Kajabi employees and agents, all security employees, the staff of the venue, and any and all law enforcement personnel.

SAFETY, SECURITY, AND PROHIBITIONS

Your safety and security is important to us. You understand that you and your property may be subject to a reasonable search upon entry to KHL and you may be asked to provide photo identification. If you refuse to participate in these security measures, we may deny you entry. We also reserve the right to ask you to leave KHL if your behavior causes us concern for the safety or security of KHL attendees. If we deny you entry or require you to leave, you will not receive a refund.

Alcohol, drugs, illegal substances, weapons, and items that can be mistaken as weapons are expressly prohibited. Unlawful sale or attempted sale of badges will result in your removal from the event without refund.

SPEAKER VIEWS

The views and opinions expressed in program sessions are those of the speaker(s) and do not necessarily reflect the positions of Kajabi.

ASSISTANCE AND ACCOMODATIONS

We're happy to help. If you need any special accommodations, please let us know and we will do our best to arrange assistance at KHL.

PROHIBITION OF USE OF EVENT CONTENT

Kajabi and our KHL speakers have worked extremely hard to create and develop the content that you will receive. We want you to fully implement the content in your own personal and professional life, but we also want to remind you that all intellectual property rights in and to the content and all materials distributed at or in connection with KHL are owned by Kajabi or the applicable speaker. Photographs and short audio and video clips (of no more than 1 minute) may be taken and recorded by you for capture of content for personal use or to show your attendance at KHL, subject to the limitations below, including no photos or recordings during any speaking session. So, please feel free to post #KajabiHeroLive24 with a picture of you or your team attending KHL!

Attendees may not, under any circumstance, use any type of recording device to capture the information provided during KHL while any speaker or content is being presented. Please do not reproduce or record any written materials; live, virtual, or recorded meetings, sessions, workshops, or speakers; or other materials provided by Kajabi or any speaker during KHL. You will not use the name, trademark, logo, or other property of Kajabi or any KHL speaker's biographical information, including but not limited to, their name, likeness, or logo. You will not create audio or video recordings of any KHL presentation, in whole or in part, given by Kajabi or any KHL speaker, or simultaneously broadcast or live-stream any KHL presentations. This means, among other things, that you cannot teach or train others in any KHL content or any materials distributed at or in connection with KHL.

A few other important restrictions: you agree that you won't use any recordings (1) in a way that is misleading or disparaging; (2) in a way that implies that the content is your own; (3) for commercial purposes (meaning you can't sell them or use them to promote your own business, products, or services) or in a way that implies that we, or any of our speakers, endorse, sponsor, or approve your business, products or services; or (4) in violation of any applicable law (including privacy laws) or in connection with obscene, indecent, or unlawful material or topic. If you are asked to discontinue any recording or use of any recordings, please do so. And if at any time, we notify you that recordings aren't allowed, then please don't record.

YOU AGREE TO DEFEND, INDEMNIFY, AND HOLD HARMLESS KAJABI AND THE RELEASED PARTIES (AS DEFINED BELOW), FROM AND AGAINST ANY AND ALL CLAIMS, LIABILITIES, DAMAGES, LOSSES OR EXPENSES, INCLUDING REASONABLE ATTORNEYS FEES AND COSTS, ARISING OUT OF OR IN ANY WAY RELATED TO YOUR BREACH OF THIS PROVISION.

IMAGE RELEASE AND YOUR INFORMATION

KHL is an event by, for, and about digital content enthusiasts. As such, KHL may be recorded or reproduced by Kajabi, its designees, and/or its attendees. By registering for and attending KHL, you authorize Kajabi, its designees, and/or its attendees the right to record, film, photograph, and capture your voice and image in any media at KHL. You hereby authorize Kajabi and its designees to modify, reproduce, perform, display, transmit, and distribute in any and all media, in any form, and for any purpose any such recordings of KHL and acknowledge and agree you will not be entitled to any revenue and/or proceeds derived from such use and/or distribution. By registering for and attending KHL, you hereby release Kajabi, its designees, its employees, its agents, and/or its attendees from any and all claims or causes of action you or your agents may possess, now or in the future, in connection with such activities.

We handle all information in accordance with the [Kajabi Privacy Notice](#). We may provide your contact information and company information that you provided during registration to KHL sponsors or speakers if (a) you elect to attend any sessions or other activities at KHL involving a speaker or sponsor (in which case we would provide your information only to such speaker or sponsor involved in such session or other activity) or (b) you opt in during registration or

otherwise to receive communications from our sponsors or speakers. Additionally, by participating in KHL experiences, you agree that we may derive information of your voice and images of your face and retain and use all resulting information, in each case in accordance with the Kajabi Privacy Notice.

LIABILITY

You assume any and all risks relating to your participation in KHL. You release Kajabi and the Fairmont Century Plaza, and their respective agents, licensees, assignees, employees, affiliates, and representatives (the "Released Parties") from any and all claims or causes of action arising from or related to KHL events.

TERMS OF USE

The KHL badge, which is required for admittance into all KHL activities, is a revocable license. All KHL attendees and guests are required to adhere to this Code of Conduct. Attendees of KHL agree to observe and comply with any and all applicable rules of the Fairmont Century Plaza or other event venues, as well as all applicable laws, rules, and regulations. Kajabi or its designees may, without refund, revoke this license for noncompliance with these terms or for disorderly conduct.

Kajabi reserves the right to permanently ban attendees and guests who do not comply with this Code of Conduct, including for future Kajabi hosted events.

Kajabi reserves the right to change or modify any policy or rule at any time and without notice.