

# UPLIFT EVENT TERMS & CONDITIONS

Last Modified: September 15, 2025

These Uplift Event Terms & Conditions apply when you register for and/or attend the Uplift Event. If you have any questions about them, please contact [uplift@betterup.co](mailto:uplift@betterup.co).

## REGISTRATION

If you are registering on behalf of another person (e.g. your boss), you are responsible for obtaining their to share their personal information with BetterUp, our vendors, and/or Uplift event sponsors to use their information as described in the 'Privacy' and 'Scanning' sections below. You are also responsible for your attendee's compliance with these terms and conditions. We may refuse entry or cancel registration for any attendee that does not comply.

### Eligibility

Uplift is designed for executive leaders and their teams from enterprise and government organizations. Due to limited capacity, in-person attendance is reserved exclusively for executives and their respective teams. We reserve the right to determine, at our sole discretion, your eligibility for in-person or virtual attendance.

We may use invite, access, or similar codes to help us determine who is eligible to attend Uplift in-person. Even if you register using one of these codes, your registration is still subject to our approval and may be converted to virtual if we determine, at our sole discretion, that you are not eligible to attend in-person.

In some cases, you may be asked to apply to attend. You may be asked for your credit card information at the time of application. You will not be charged unless your application is approved. We reserve the right to convert approved registrations to virtual attendance if circumstances materially change, such as role or company changes.

In the event that we convert your registration from in-person attendance to virtual attendance, we will notify you by email and refund any previously paid in-person registration fees.

### Payment and rates

Once you complete the purchase of your registration, the rate is final. It is your responsibility to confirm that the price displayed at checkout is the price that you expect and agree to pay before you complete your purchase.

If you have a balance due (e.g. if your payment was not successful or was charged back) your registration is not considered valid and you will not be able to attend Uplift.

We may offer promotional, voucher, discount, or similar codes. Their value cannot be applied towards another event or towards any other product or service offered by BetterUp. Promotional codes cannot be applied retroactively to a previously completed purchase. Any such codes have no cash value.

## **CANCELLATION**

If you need to cancel your registration to Uplift 2026, you're eligible for a 100% refund if you cancel on or before December 31, 2025 or a 50% refund if you cancel after December 31, 2025 but on or before February 29, 2026. After February 29, 2026, you will not receive a refund in the event that you cancel your registration.

If we must reschedule, cancel, or change Uplift to a virtual-only event, we'll notify you by public announcement on [www.betterup.com/uplift](http://www.betterup.com/uplift), by email, and/or by other methods. If the event is canceled, your registration will also be canceled and we'll refund any registration fees received from you. If the event is rescheduled or changed to a virtual-only format and you're no longer able or wish to attend, you may cancel your registration by giving us written notice within fourteen (14) days from the date of notice. Failure to notify us within this timeframe will forfeit your eligibility for a refund.

To cancel your registration and receive any applicable refund, you must notify us in writing at [uplift@betterup.co](mailto:uplift@betterup.co). Refunds will be processed to your original payment method based on the fees paid for the canceled registration. We do not issue refund checks.

Remember that canceling your Uplift registration does not cancel your hotel and travel arrangements. You are responsible for canceling your own hotel and travel reservations and any associated costs or penalties.

These cancellation terms apply regardless of the reason that you cancel (even if you need to cancel for reasons that are out of your control).

## **REGISTRATION TRANSFER**

If you can no longer make it to Uplift, you may, at our discretion, have the option of transferring your registration to someone else.

Purchased registrations may be transferred if the recipient meets Uplift's eligibility guidelines and receives our approval using the same standards applied to all registrants. To request a transfer, notify us in writing at [uplift@betterup.co](mailto:uplift@betterup.co) and demonstrate to our satisfaction that you are the original registrant, purchaser, or otherwise authorized to make registration changes.

Complimentary registrations or registrations using complimentary codes (including but not limited to those for speakers, BetterUp employees, staff, and other invited guests) are intended exclusively for use by the recipient of the code and cannot be transferred to someone else except when explicitly permitted by us.

Registration transfers are possible up until your badge is issued to you onsite. Once your badge has been issued to you, your registration is non-transferable and cannot be shared or used by anyone other than the person whose name appears on it.

Remember that transferring your registration does not transfer your hotel and travel arrangements. You are responsible for modifying your own hotel and travel reservations and any associated costs.

## **PRIVACY**

Your privacy is important to us, so please read our full [Privacy Policy](#), which is incorporated into these terms by reference.

### **Registration Data Use and Sharing**

We may collect and use your registration data with our vendors in order to provide event information and help improve your experience at Uplift or future BetterUp events. We may also share your registration data with vendors related to Uplift. By providing your registration data to us, you grant us permission to do these things.

BetterUp will not sell, rent, or otherwise commercialize your registration data to third parties.

You may choose to share your information (such as your avatar, name, company, and job title) directly with other attendees or sponsors through our event app, networking platforms, or other online communities. You control what information is shared and can opt out at any time. We are not responsible for how other attendees use shared information. If you believe a sponsor or other attendee has collected your information without your consent, please inform us immediately.

## **BEHAVIOR AND CONTENT**

We reserve the right to remove attendees who engage in conduct that violates applicable laws or these terms, creates safety risks or security concerns, substantially disrupts the event experience for other attendees, or involves harassment, discrimination, or inappropriate behavior toward attendees, staff, or vendors. Removed attendees are not entitled to refunds or compensation and may be banned from future BetterUp events.

The following items are not permitted at the event: weapons of any kind (including firearms, knives, pepper spray), drones or unmanned aerial devices, recreational transportation devices (hoverboards, rollerblades, skateboards, etc.), professional photography/recording equipment without prior written permission, mounting devices (tripods, selfie sticks, boom arms, monopods), and any items

deemed unsafe or disruptive by event staff or venue security. This policy does not restrict medically necessary assistive devices (wheelchairs, walkers, motorized scooters, etc.). For accessibility assistance, contact [uplift@betterup.co](mailto:uplift@betterup.co) or speak with an Uplift staff.

We reserve the right to prohibit any device that poses safety risks to attendees or staff or could disrupt the event experience for others.

Views expressed by attendees, speakers, and sponsors are their own and do not necessarily reflect BetterUp's positions. All participants are responsible for ensuring their content does not infringe third-party IP rights, complies with applicable laws, meets professional standards appropriate for a business event, and does not contain discriminatory, harassing, or offensive material. Use of the Uplift's or sponsor's name, logos, or trademarks requires our prior written consent. We reserve the right to review and remove inappropriate content and may terminate participation for violations.

## **BADGES**

If you attend Uplift in person, you'll need to wear your badge at all times when you're at Uplift. Media personnel must wear media badges at all times when at Uplift. Badges must remain visible and unaltered. Lost or damaged badges should be reported immediately to Uplift staff for replacement. Attendees without proper badges may be denied entry or asked to leave the venue.

### **Onsite pickup**

All attendees must pick up their badge at Uplift at the registration area as instructed. You will not be permitted to access any part of the in-person event without a badge. Badges will not be shipped and are required for access to all event areas. To collect your badge, you must present a government-issued photo ID (such as a driver's license, passport, or state ID) that matches your registration name exactly. If you have had a recent name change, please bring supporting documentation such as a marriage certificate or court order.

Attendees must pick up their own badge. This means that you can't have a coworker or assistant pick up your badge for you (and you can't pick up theirs for them).

Report lost or stolen badges immediately to onsite Uplift staff. Replacement badges will be issued at our sole discretion.

### **Scanning**

Your badge may be scanned when entering certain sessions or when you access other areas and amenities at Uplift. This scanning helps us monitor capacity, ensure appropriate access levels, and improve event operations. Attendees who refuse badge scanning will be denied access to these sessions, areas, or amenities.

Uplift sponsors may have the option to scan your badge to retrieve the personal information that you provided at registration, including your name, company, and email address. Badge scanning with sponsors is entirely voluntary - you are never required to allow sponsor scanning and may decline any such requests. When sponsors collect your data through badge scanning or other means,

they will use and store it according to their own privacy policies, which they must make available for your review. We recommend reviewing sponsor privacy policies before sharing your information and declining if you are not comfortable with their data practices.

## **No badge transfer or resale**

Uplift badges are for use only by the original authorized attendee and cannot be shared or transferred to other individuals. This applies to all badge types, including those issued to speakers, vendors, sponsors, and other event personnel. Badges obtained from unauthorized sources may be counterfeit and will not provide event access.

Badges may not be used for commercial purposes, including but not limited to promotions, contests, commercial or advertising purposes, housing, hotels, vacation rentals, sweepstakes, charitable giveaways, or other activities without our prior written consent. No sponsorship, on-site marketing, sampling, vending, coupon/product distribution, or other promotional activity may be conducted at Uplift (inclusive of parking lots), without our prior written approval in each instance. Violations of this provision will result in immediate badge revocation and removal from the premises, with violators considered trespassers subject to legal action.

Resale or attempted resale of badges will result in immediate termination of registration badge cancellation.

## **AGE LIMITATIONS**

Attendees must be at least 21 years of age to attend Uplift and all related events.

## **PHOTOGRAPHY, VIDEO AND AUDIO RECORDING**

Attendees may take photos, videos, screenshots, or audio recordings of most sessions, subject to these terms and any session-specific restrictions announced by speakers or event staff. All recordings must comply with applicable laws and respect other attendees' privacy.

Recordings may contain copyrighted or trademarked content owned or licensed by BetterUp. Personal use is permitted, but commercial use, reproduction, or distribution requires our written permission. Social media sharing is allowed for clips under one minute that comply with these terms and do not misrepresent the content or imply endorsement of your business or services.

You may not use recordings in any misleading, disparaging, or unlawful manner, claim ownership of recorded content, use recordings for commercial purposes without permission, or imply BetterUp endorsement of your business or services. Violations may result in immediate removal from the event. We may request removal of specific recordings at any time, and you must comply immediately.

By attending Uplift and related events, you consent to having your image, voice, likeness, presentation and/or other copyrightable material recorded, including video, audio, and still photography. We reserve the right to use recordings taken at Uplift and related events however we might choose to, without giving you notice or any compensation. We may use these

recordings in marketing materials, press releases, publications, and other communications without notice or compensation to you. example, in our press releases, marketing materials, or other publications.

Members of the press will need prior approval to attend and may only use pre- approved recording equipment. Hidden or unauthorized recording by any attendee is strictly prohibited.. All members of the press must be identified by media credentials at all times while attending Uplift.

## **SECURITY AND SAFETY**

By attending Uplift in person, you consent to security screening procedures, including bag checks and searches of personal belongings upon entry or at any time during the event. You waive any related claims that might arise against BetterUp, its staff, employees, and agents related to such searches. . You agree not to bring any items that could pose safety hazards and must keep personal belongings with you at all times - unattended items may be removed or confiscated by security. Attendees who refuse security screening will be denied entry.

Report security concerns immediately to Uplift staff and/or venue staff. Our security team and hotel security may implement additional safety measures without prior notice as deemed necessary to protect Uplift attendees. You must comply with the direction of our security team, as well as all applicable rules and regulations.

## **ASSUMPTION OF RISK**

You understand and acknowledge that attending Uplift involves inherent risks of personal injury, or property damage, illness, and/or death. These risks include but are not limited to exposure to communicable diseases (including COVID-19 and its variants), accidents, medical emergencies, and other hazards associated with large gatherings and venue activities.

You understand and agree (a) the risk of exposure to communicable diseases cannot be eliminated in group settings, (b) attending the event involves proximity to other attendees, staff, and vendors, (c) no guarantee exists that you will not be exposed to illness, and (d) such exposure may result in quarantine requirements, illness, disability, long-term health effects, or death.

Despite these acknowledged risks, you voluntarily choose to attend and assume all known and unknown risks of property damage, injury, and/or death from any cause, resulting from, in connection with, or incidental to Uplift, including exposure to COVID-19. This assumption of risk applies to all event activities, whether occurring before, during, or after the scheduled event times, and includes risks associated with any event-provided materials or wearable devices.

By attending, you agree that BetterUp, its employees, contractors, vendors, speakers, sponsors, venue operators, and agents are not responsible for any injuries, damages, or losses you may experience. This release applies regardless of whether such risks were foreseeable or caused by negligence, except where prohibited by applicable law.

## **AGENDA AND LIABILITY**

We reserve the right to modify the Uplift agenda, including changes to speakers, session topics, timing, or cancellation of sessions. Speaker attendance cannot be guaranteed, and no refunds or compensation will be provided for agenda changes, speaker cancellations, or modifications to the event program.

Event registration does not guarantee admission to all sessions, areas, or amenities. All sessions are subject to capacity limits and availability. All sessions are subject to capacity limits and availability and certain sessions may be open only to certain attendees, invited at our sole discretion, which can be revoked at any time. Receiving an "invite code" or similar to the event does not constitute an invitation to all sessions.

While we implement security measures and conduct policies, we cannot guarantee that the event will be free from disruptive behavior, inappropriate interactions, or other attendee misconduct. Attendees participate at their own risk regarding interactions with other participants.

Uplift is provided "as-is", without warranties of any kind, express or implied, including but not limited to warranties of merchantability, fitness for a particular purpose, or non-infringement. Our aggregate liability to any attendee for all claims arising from or related to the event is limited in all cases to one hundred dollars (USD \$100) regardless of the theory of liability.

## **THESE TERMS**

Please be aware that we may update and change any part or all of these Terms and Conditions at any time without notifying you first. If we update or change these Terms and Conditions, the updated Terms and Conditions will be posted at <https://www.betterup.com/legal-hub> (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. We encourage you to review these terms periodically. If you don't agree to these terms, then you shouldn't register for Uplift. By attending Uplift, you also agree to abide by the terms and conditions of the event venue as provided during the event.