



Events Terms and Conditions

ELA Europe Ltd

These Terms and Conditions apply to events operated by **ELA Europe Ltd**, trading as **NALA™ (North American Loyalty Association)** and **The BIG Handshake Loyalty™**.

ELA Europe Ltd (trading as **NALA™/ North American Loyalty Association**)

1. Registration & Eligibility

Most NALA™ events are free to attend for brand-side professionals. However, attendance type (complimentary or paid) is determined by **job role, company type, and event format**.

- Complimentary passes are **not automatic** and are granted at the discretion of NALA™.
- We reserve the right to **approve, decline, withdraw or reclassify** any registration at any time.
- If your registration does not meet the criteria for a complimentary pass, you will be offered a paid ticket, or your registration may be cancelled.

All registrations are subject to verification.

We reserve the right to cancel any registration without liability if the information provided is found to be inaccurate or misleading.

2. Paid Tickets

Where a ticket fee applies:

- All prices are shown exclusive of applicable sales taxes (including, where applicable, HST, GST, PST, or U.S. state and local taxes) unless stated otherwise.
 - Attendees are responsible for any applicable local, state, provincial, or federal taxes arising in your jurisdiction.
 - Payment must be received in full to confirm attendance.
 - Paid tickets are **non-refundable**, except where NALA™ cancels the event (see Section 5).
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3. Complimentary Passes & No-Show Policy

Where complimentary passes are offered:

- By registering, you agree to attend or send a suitable replacement.
- If you (or your replacement) fail to attend without prior notice, we reserve the right to charge a **no-show fee**.
- No-show fees apply only to the main event days and do not apply to optional or ancillary sessions.

This policy exists to ensure events are fair and accessible to those who genuinely want to attend.

By registering for a complimentary pass, you expressly authorize NALA™ to invoice and collect any applicable no-show fee in accordance with this policy.

4. Substitutions

You may nominate a replacement attendee from the same organisation at no cost, subject to approval by NALA™. We reserve the right to decline substitutions that do not meet the event criteria.

5. Event Changes, Postponement & Cancellation

NALA™ may alter, postpone, move online or cancel an event at its discretion.

- If **NALA™ cancels** an event, paid ticket holders will receive a **100% credit** to use against another **NALA™** event within 12 months, except where required by applicable law
 - If an event is **postponed or moved online** and you cannot attend, paid ticket holders will receive a **100% credit** valid for 12 months.
 - Except where required by applicable law, no cash refunds will be provided. Credits issued are non-transferable, have no cash value, and must be used within the stated validity period.
 - Speaker line-ups, content and timings may change due to circumstances beyond our control. No liability is accepted for such changes.
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6. Force Majeure

- We are not liable for failure or delay due to events beyond our reasonable control
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7. Right of Refusal

NALA™ reserves the right to refuse entry or remove any attendee whose behavior is deemed disruptive, unsafe, or non-compliant with event policies.

If we cancel a paid registration before the event, a full refund will be issued. No refunds will be provided where removal is due to attendee conduct.

8. Code of Conduct

NALA™ is committed to providing a safe, inclusive, and respectful environment for all participants.

Harassment, discrimination, or inappropriate behaviour of any kind will not be tolerated.

Attendees must comply with all applicable venue rules and applicable laws.

NALA™ reserves the right to remove any individual who violates this policy without refund.

9. Photography and Media Consent

By attending a NALA™ event, you acknowledge that photography, video, and audio recording may take place.

You grant NALA™ the right to use your image, likeness, and voice in promotional, marketing, and commercial materials without compensation.

10. Limitation of Liability

To the fullest extent permitted by applicable law, NALA™ shall not be liable for any indirect, incidental, consequential, or special damages, including loss of business, revenue, or profits. We are not responsible for any costs incurred outside of the event, including travel, accommodation, or other expenses.

Our total liability arising out of or in connection with the event shall not exceed the amount paid by you for the ticket.

Nothing in these Terms limits liability where it cannot be excluded under applicable law.

11. Data Protection

We collect and use your personal data to:

- Process event registrations
- Communicate event-related information
- Share relevant updates about NALA™ events, content and services

Your data may be shared with trusted partners only where necessary for event delivery or where you have consented and where relevant to the event and in compliance with applicable data protection laws, including GDPR, Canada's PIPEDA, and applicable U.S. privacy laws.

By registering, you consent to receive event-related communications and relevant updates, in accordance with applicable anti-spam laws (including CASL and CAN-SPAM). You may unsubscribe at any time.

You can update your preferences or opt out at any time by emailing hello@the-nala.com.

Our full Privacy Policy is available on our website.

12. Governing Law

These Terms & Conditions are governed by and construed in accordance with the laws of England and Wales.

The parties agree that the courts of England and Wales shall have non-exclusive jurisdiction over any disputes arising in connection with these Terms.

Nothing in this clause limits the application of any mandatory local laws in the country, state, or province where the event takes place.

13. Acceptance

By registering for a NALA™ event, you confirm that you have read, understood, and agree to these Terms & Conditions.