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**CONTRACT RENEWAL  
RENEWAL/MODIFICATION I  
Virtual Campus Tour**

**DATE:** August 27, 2020

**CONTRACT NUMBER:** GMU-1491-18

**CONTRACTOR:** EAB Global, Inc.

**SCOPE OF CONTRACT:** Contractor shall provide a virtual campus tour in accordance with the terms and conditions of GMU-1491-18. The following modifications to the pricing schedule area shall be effective October 1, 2020.

**PERIOD OF RENEWAL:** October 1, 2020 through September 30, 2023.

**CONTRACT ADMINISTRATOR:** Suzy Wiedemann, Director of Finance and Human Resources, Admissions  
[swiedema@gmu.edu](mailto:swiedema@gmu.edu)

**MODIFICATIONS:**

**PRICING SCHEDULE:** Effective October 1, 2020, the price schedule is amended per attached EAB Program Order Form dated September 1, 2020. The three (3) year commitment shall be billed monthly.

**CONTRACTOR:** YouVisit, LLC was acquired by EAB Global, Inc. December 4, 2019. Effective immediately, this Contract is hereby transferred, in its entirety, to EAB Global, Inc.

All other terms and conditions of GMU-1491-18 remain unchanged and in full force and effect.

**EAB Global, Inc.**

**George Mason University**

Kate Whitesell  
Signature

Name: Kate Whitesell

Title: Counsel

Date: 9/1/2020

\_\_\_\_\_  
Signature

Name: James F. Russell

Title: Director, Purchasing

Date: \_\_\_\_\_



September 1, 2020

Erin Rauch  
Assistant Director, Purchasing  
George Mason University  
4400 University Drive  
Fairfax, VA 22030

**Program Order Form: Virtual Tour & Studio Services**

EAB Global, Inc. (“**EAB**” or “**we**”) appreciates the opportunity to work with George Mason University (“**Organization**” or “**you**”) in the Virtual Tour & Studio Services (the “**Program**”) pursuant to the terms and conditions set forth in this Program Order Form and Contract Number GMU-1491-18 (the “**Original Contract**”).

**I. Terms of Coverage**

The following facilities will have access to the Program services, which are described in greater detail in the “**Scope of Services**” attached to and a part of this Program Order Form:

George Mason University

Effective October 1, 2020, the attached Scope of Services shall replace in their entirety Schedule A and Schedule B of the Original Contract.

The parties acknowledge that Organization is enrolling in Renewal Options 1 and 2 as stated in Section III of the Original Contract. The term of the Program under this Program Order Form is outlined in the table below (the “**Program Term**” and each year therein, a “**Year**”), provided that the parties may begin planning and preparing for the Program as of the execution of this Program Order Form:

	Start Date	End Date
Virtual Tour	October 1, 2020	September 30, 2023

**II. Financial Terms**

EAB is pleased to provide the Program for the following fees (“**Fees**”), which replaces in their entirety the pricing set forth in Section IV and Exhibit A of the Original Contract for Renewal Options 1 and 2:

**One-Time Program Fees**

Program	One-Time Program Fee
Studio Services	\$9,500

**Annual Fees**

Program	Annual Program Fee	Annual Travel & Administrative Fee
Virtual Tour	\$25,000	N/A

*As Applicable:*

*If Organization opts for either an additional one-time photo-only studio services refresh or a fully comprehensive studio*

*services refresh, there will be an additional fee subject to written approval from Organization.*

#### **Invoicing:**

On or before the Start Date of the Program Term, you will make an initial payment of \$11,587, which represents the one-time Program Fees and the first monthly installment of the Year 1 Annual Fees. The subsequent Annual Fees for each subsequent Year of the Program Term will be billed in monthly installments. The Annual Program Fees for each year beyond Year 1 of the Program Term, will increase by 3%.

#### **III. Special Provisions**

The Program's preferred pricing is based on your current EAB portfolio. If you terminate or discontinue any program in your EAB portfolio during the Program Term, the annual Program fee will increase pursuant to a written amendment.

Except as explicitly set forth herein, all terms and conditions of the Original Contract remain unchanged and in full force and effect. Each of the individuals executing this Program Order Form represent and warrant that he or she is authorized to execute the Agreement on behalf of Organization or EAB, as applicable. To initiate Organization's involvement in the Program under this Program Order Form, please sign this Program Order Form and return it to Bill Wilson at BWilson@eab.com no later than **September 30, 2020** (after which fees and terms set forth above are subject to change).

#### **EAB Global, Inc.:**

Signature: Kate Whitesell  
Name: Kate Whitesell  
Title: Counsel  
Date: 9/1/2020

#### **George Mason University:**

Signature: \_\_\_\_\_  
Name: James F. Russell  
Title: Director, Purchasing  
Date: \_\_\_\_\_

## Scope of Services

### Studio Services

EAB's designated Studio Services team will visit your campus to capture videos, photos, audio, and all other necessary information on behalf of Organization. The unedited source content of any content captured on your campus by EAB will be delivered to Organization promptly following content capture as mutually agreed upon by the parties.

If Organization requests that EAB captures or creates any media including photographs, 360-degree panoramas, videos, or audio, Organization grants EAB permission to enter Organizations' premises and agrees to provide the necessary documentation or permissions that may be required of any individuals appearing in or capturing such media, and for clearance of any other Intellectual Property Rights of a third party in such media. The Parties shall coordinate in advance the dates at which EAB representatives will be on Organization's campus to capture or create any such media. Organization may reschedule such dates upon written notice to EAB pursuant to the terms of the Agency Program Supplement to the Master Agreement. Organization also grants EAB permission to utilize the photographs, 360-degree panoramas, videos, and audio for distribution and display as necessary to provide the Services. EAB will not make any virtual experience specific to Organization publicly available without prior written consent of Organization.

### Virtual Tour

EAB's Virtual Tour weaves multiple media types into one single asset, transforming traditional photos and videos into 360-degree immersive and interactive content, while additionally capturing interest, intent, and inquiries. The following capabilities and deliverables may be included as applicable:

- Maintenance and Support
  - Immersive experience: 360-degree photo and standard video
  - Interactive hotspots and campus maps
  - Shortened link
  - Third party tag support
  - Customizable Call to Action: including information capture and redirects
  - Web and mobile support
  - Visitor Reporting
  - Integration with EAB marketing campaigns
  - Inquiry Reporting from Organization's website
  - Unlimited Inquiry and Information Capture on Organization's website
  - Conversational inquiry forms on Organization's website
  - Unlimited asset storage
  - Unlimited sessions
  - Performance reporting
- 
- Virtual Tour: The Virtual Tour offers a detailed 360-degree immersive photo and video experience. Users can tour specific buildings, classrooms, residence halls, and other nearby destinations that represent the desired Organization's brand experience. The Virtual Tour will include the following:
    - Up to 18 virtual tour destinations (utilizing flat approach photos and immersive 360 photos at each destination)
    - Up to 6 action zones (video embedded into 360 photos that come to life when clicked)
    - Audio guide
    - Interactive elements (approximately 1-3 per destination, can be of any type of Organization provided text/video/photo/spherical content for hotspot or positional media)

- **Analytics Portal:** Leveraging information collected through EAB’s inquiry form and tags placed on Organization’s website:
  - Customizable Dashboard: View and organize submitted inquiries in one place; customize and filter based on specific user preferences and objectives
  - Understand Student Behavior: Uncover college-search patterns based on student interactions and network activity (activity across all EAB YouVisit partners) and benchmark against similar institutions
  - Inquiry List Management: Create segment lists and outbound strategies based on expressed interests, behavior, and/or registration data to target specific cohorts; save and share strategically across your team

**Organization Responsibilities:**

Organization will designate a content administrator (“**Organization Administrator**”) and certain other representatives of Organization (“**Organization Users**”) who shall have access to and be held responsible for uploading and maintaining Organization Materials for the Virtual Tour. The Organization Administrator and Organization Users shall have the responsibility for keeping passwords and usernames confidential and shall upload and maintain such Organization Materials in accordance with the terms of this Agreement.