

Exhibit A - Professional Services Description

Professional Services – Zywave Websites

- I. **Overview.** This service agreement includes services for the Customer's initial implementation of the cloud. Additional components, not listed here, require additional services.
- II. **Zywave Team.** The Zywave Team assigned to perform the Professional Services described in the agreement shall consist of a Project Manager, with overall responsibility for project success, as well as other resources as needed, which may include Implementation Consultants, Product Trainers, Data Analysts and the Customer Success Management department.
- III. **Duration.** 6-8 weeks from Project Start Date based on Customer responsiveness and availability.
- IV. **Inclusions.** The following services will be provided as part of this agreement.
 - a. Project Manager
 - b. Customer Success Management resources
 - c. Product activation and user setup
 - d. System configuration for core application functionality
 - e. Design for site layout and navigation based on currently available templates
 - f. Development for site layout and navigation based on currently available templates
 - g. Group Webinar training for administrative users
 - h. Remote consulting services
 - i. Post-implementation consulting services
- V. **Exclusions.** The following activities are not included in this Agreement and, if applicable, require an additional service agreement:
 - a. Additional or Customized training
 - b. On-site training at Customer's or Zywave's physical location
 - c. Third-party system integration
 - d. Custom graphic design work
 - e. Custom site development
 - f. Email hosting
 - g. Domain registration
 - h. Digital marketing services (SEO services, blogging, content creation, social media, business listings, etc.)
- VI. **Expiration.** All Professional Services are subject to the Zywave Cancellation Policy available at <https://www.zywave.com/training-cancellation-policy>. Any unused Professional Services Fees will expire 6 months from date of purchase. Any Professional Services performed following such expiration will require an additional Professional Services Fee at Zywave's then-current rates.
- VII. **Billing.** The Professional Services Fee is due upon execution of this Agreement.

Zywave will bill Customer for reasonable and actual travel, living expenses (if applicable) and related incidental expenses incurred by Zywave's personnel in rendering the Services.

Additional seats in Remote Hands-On Lab or group webinar training may be provided to accommodate new agency employees resulting from organic growth as outlined in the Schedule. Additional seats in Remote Hands-

On Lab or group webinar training for new agency employees resulting from agency acquisition as outlined in the Schedule will require an additional Professional Services Fee at Zywave's then-current rates.