



**International Cartographic Association**  
Association Cartographique Internationale

MEMORANDUM OF UNDERSTANDING (MoU) FOR  
PROPOSED AGREEMENT BETWEEN

**The International Map Industry Association (IMIA)**

AND

**The International Cartographic Association (ICA)**

(The International Map Industry Association (IMIA) and The International Cartographic Association are hereinafter collectively referred to as the partners and by their organization name.)

**1. Purpose**

The International Map Industry Association (IMIA) and the International Cartographic Association (ICA) agree on mutual promotion of each organization. This Memorandum of Understanding (MoU) sets out the proposed scope and responsibilities of the partners throughout the term of collaboration.

The goal of this MoU is to engage with complementary affiliate organizations to raise awareness, promote the value of membership, and drive attendance and participation at events of both organizations (events include both in-person and virtual). There is no cost involved for either partners in this MoU.

**2. Partner Background**

The International Map Industry Association (IMIA) is a global organization that represents the world of maps. IMIA brings together leaders from across the spectrum of mapping and location-oriented businesses to connect, share and learn. With business networking and education conferences, meetups, virtual engagements, and exchange of business information, worldwide IMIA membership is a proven global leadership opportunity.

The International Cartographic Association is the world authoritative body for cartography and geographic information science. The ICA works collaboratively with national and international governmental and commercial bodies and with other international scientific societies to contribute to the understanding and solution of world-wide challenges and problems using cartography and GIScience in decision making and solutions-based processes. The ICA fosters the creation, use, and dissemination of social, economic, and environmental information associated with geospatial information through mapping. The ICA facilitates the development and transfer of new cartographic and GIScience technologies and knowledge among nations, especially with developing countries; to carry out or promote multi-national cartographic and GIScience research to solve real-world problems while contributing to scientific advancements. Cartography and GIScience education are communicated,

shared and experienced through conferences, publications, and seminars while promoting the use of professional and technical standards in those disciplines.

### 3. Goals

The goals of this collaboration between both partners include:

- Raise level of awareness of both partners through various communications mediums, including websites, newsletters, publications, emails, and social media platforms
- Establish a liaison mechanism for increasing the collaboration between the two organizations
- Promote value of membership through awareness opportunities to participate in partner events for existing and prospective members
- Increase event participation for both partners by mutually promoting events with the purpose of increasing participation and encouraging presentations at each organization's events

### 4. Collaboration

The Collaboration will be structured to enable the planning and promotion of joint initiatives such as events, programs, content, publications, and other projects agreed up my both partners.

### 5. Management and Terms of Collaboration

#### A. Principal Points of Contact:

For International Map Industry  
Association  
Dave McIlhagga  
President  
613-878-5056  
[dmcilhagga@mapsherpa.com](mailto:dmcilhagga@mapsherpa.com)

For International Cartographic Association  
  
Tim Trainor  
President, ICA  
Phone 410-972-9922  
Email: [president@icaci.org](mailto:president@icaci.org)

#### B. Consultation and Confidentiality

- Both partners agree that collaborative exchange of information and consultation is essential to ensure success of the partnership.
- Business information exchanged within the context of this MoU and collaboration will be confidential and can only be shared with third parties if there is prior written approval by the other partner.
- Both partners agree that information not designated as business confidential can be shared via the partner's public websites or other agreed upon means.

**C. Cost and Expenses** | Each partner will bear its own costs and expenses unless otherwise agreed upon by both partners, with terms of any invoices payable to either partner determined or negotiated by a separate agreement.

**D. Publicity** | Publicity concerning this collaboration including text and imagery/logos will be jointly planned, coordinated, and agreed upon by both partners.

**E. Acknowledgement and Recognition** | Each partner agrees to ensure the other is appropriately recognized for their contributions to the collaboration, subject to the following, and to the

restrictions on written statements and use of text, imagery and logos referred to in 5D.

Recognition agreed to prior to any public release may include the following:

- Announcement on either partner's website and/or in a formal press release outlining the agreement between the partners
- Ongoing endorsement of the partner via name and/or logo as a participant on relevant and mutually agreed upon collateral such as websites, social media, and print communication materials
- Logo inclusion and branding for specific collateral associated with individual projects that emerge from the collaboration, such as events

Events and other initiatives that jointly involve the partners may be written about (as blogs, articles, tweets, etc.) or videotaped and made available as content on the partner's websites and other related web and social media platforms.


- F. Non-exclusivity** | Each partner recognizes that the cooperation envisioned under this MoU is not exclusive. Neither partner is precluded from entering into any similar arrangement or agreement with other organizations or individuals.
- G. Review** | The partners and Principal Contacts will review the progress of the collaboration, including any problems, concerns, results, opportunities for continuous improvement, and any other information material to the progress and success of the collaboration annually.
- H. Terms and Termination** | This MoU will come into effect until terminated by either partner. This MoU may be amended or renewed upon written approval of the partners. Either partner may terminate this MoU upon providing the other partner with 60 days' written notice.

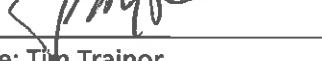
In the case this MoU is terminated by one of the partners, the other partner cannot seek compensation or any damages whatsoever. This MoU is intended to reflect the partners' mutual understanding of the proposed arrangements described in it but each partner acknowledges that neither the provisions of this MoU nor any prior or subsequent conduct, dealings or action by or between the partners is intended to create or constitute legally binding obligations by or between the partners unless and until such obligations are set forth in a separate definitive written agreement.

IN WITNESS WHEREOF, the partners have executed this MoU as of the Effective Date.

**The International Map Industry Association  
(IMIA)**

**The International Cartographic Association (ICA)**

By:   
Name: Mark Cygan on behalf of Dave McIlhagga  
Title: Director on behalf of the President  
Date: 4 November 2022

By:   
Name: Tim Trainor  
Title: President  
Date: 4 November 2022