

# MARKETING SERVICES AGREEMENT

**Quarex (quarex.org) — Momentum AI Marketing Engagement**

**Effective Date:** February 9, 2026

This Marketing Services Agreement (“Agreement”) is entered into by and between:

## 1. PARTIES

**Client:**

Peter Nehl

Owner

Quarex (quarex.org)

Billing Address (Physical Address or PO Box): 1268 E Ramon Rd Unit 53

City/State/Zip: Palm Springs, CA 92264

Phone Number: (215) 205-8755

Email Address: peter.nehl@gmail.com

**Contractor:**

Paige Rucker Orme

Momentum Marketing

CEO/Founder

Billing Address: PO Box 260

City/State/Zip: Danville, AL 35619

Phone Number: 256-210-8161

Email Address: paige@momentumaiboost.com

## 2. ENGAGEMENT SCOPE (OPTION 3)

Contractor agrees to design, build, and deliver a multi-portal landing experience for the Quarex ecosystem, plus targeted institutional outreach (one batch).

The portal experience will serve four audiences:

1. Educators & Institutions
2. Researchers & Lifelong Learners
3. Partners & Collaborators
4. Investors & Supporters

The portals will accurately represent the Quarex ecosystem across four interconnected sites:

- quarex.org (core platform)
- knowableonline.org (Knowable Online University)
- publicstudies.org (Public Studies)
- election2026.net (Election 2026)

## **3. DELIVERABLES**

Contractor will deliver the following:

### **A. Portal Wireframe / Outline**

Includes the page structure, portal flow, routing logic, and ecosystem representation. Must be approved by Client before build begins.

### **B. Multi-Portal Landing Pages**

Live, functional portal pages hosted on Momentum infrastructure and routing users to the correct Quarex ecosystem sites.

### **C. Inquiry Dashboard**

A lightweight inquiry dashboard that forwards explicit inquiries to Client in real time. No CRM, no automation, and no behavioral tracking.

### **D. Outreach Batch (One Batch)**

Targeted institutional outreach delivered. Contact list and messaging must be approved by Client prior to send.

### **E. 30/60-Day Benchmark Proposal**

Benchmarks delivered prior to outreach and approved by Client.

#### **Delivery Definition:**

“Delivery” means completion and handoff of the above deliverables, not adoption outcomes.

## **4. CONTENT STANDARDS**

All portal content and adoption materials must meet the following standards:

- Content must be grounded in what exists today, using real numbers only
- Aspirational language must be clearly marked as aspirational
- No inflated metrics, no identity claims, no unverifiable statements
- Trust and accuracy are non-negotiable

## **5. ANALYTICS AND MEASUREMENT**

Client acknowledges that Quarex runs GA4 on core properties. Contractor may request read access to correlate outreach timing with traffic patterns.

The Momentum-hosted portal may include lightweight aggregate metrics (portal selection, routing clarity), with no user-level tracking.

The inquiry dashboard captures only explicit, intentional submissions. All inquiry data and institutional relationships belong exclusively to Quarex.

No CRM, marketing automation, or behavioral profiling is permitted.

Primary success signals include:

- Institutional response quality (replies, meetings, material requests, deployment confirmations)
- Inquiry volume through dashboard
- GA4 referral patterns correlated with outreach timing

## **6. TIMELINE**

Kickoff Date: **Monday, February 9, 2026**

Target timeline:

- Portal Outline and Routing Map Delivered: **Thursday, February 12, 2026**
  - Build Complete and Live for Review: **Monday, February 16, 2026**
  - Client Review Window: **February 16–18, 2026**
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- Final Revisions Completed: **Thursday, February 19, 2026**
  - Outreach Batch #1 Sent: **Following Client approval of list and messaging**

- 30-Day Benchmark Review Date: **Friday, April 10, 2026**
- 60-Day Benchmark Review Date: **Monday, May 11, 2026**

Timeline may shift based on Client review timing and approval responsiveness.

## 7. FEES AND PAYMENT TERMS

### Option 3 Total Fee

**\$2,750**

#### Hosting and Maintenance Fee

**\$75 per month** for hosting and maintenance of the interactive portal application.

#### Invoice Trigger

Invoice will be issued upon delivery of defined deliverables (Section 3).

#### Payment Terms

Payment is due **Net 7** from invoice date.

#### Outreach Batch Invoicing

Outreach execution is invoiced upon completion of each outreach batch.

## 8. EXPENSES AND ASSOCIATED COSTS

The fees in Section 7 cover Contractor's professional services including strategy, design, copywriting, and outreach execution.

Any third-party costs beyond those fees require written pre-approval from Client before being incurred.

No expense over \$50 may be incurred without prior written approval.

All pass-through expenses are billed at cost with no markup.

## **9. OWNERSHIP AND INTELLECTUAL PROPERTY**

Upon payment, all portal content, copy, and design assets become the property of Quarex.

All inquiry data and institutional relationships belong exclusively to Quarex.

Momentum AI retains the right to reference Quarex as a client in portfolio materials, subject to Client approval of specific language used.

## **10. OPTION 4 UPGRADE PATH**

If outreach response quality meets agreed 30-day benchmarks, Client may upgrade to Option 4 (\$4,500 total).

Upgrade Trigger: 30-day benchmark review meeting and mutual agreement benchmarks are met.

Additional Cost: \$1,750

Expanded outreach scope and duration will be confirmed in writing prior to execution.

## **11. TERMINATION**

Either party may terminate this Agreement with seven (7) days written notice.

Client will pay for all completed deliverables through the termination date.

All work product and data will be returned or transferred to Client upon termination.

## **12. GOVERNING LAW**

This Agreement shall be governed by the laws of the State of Alabama, unless otherwise agreed in writing.

## 13. SIGNATURES

By signing below, both parties agree to the terms of this Agreement.

### **CLIENT**

Peter Nehl, Quarex

Signature:

A handwritten signature in black ink, appearing to read "Peter Nehl".

Printed Name: Peter Nehl

Date: 02/09/26

### **CONTRACTOR**

Paige Rucker Orme, Momentum Marketing

Signature:

A handwritten signature in black ink, appearing to read "Paige Rucker Orme".

Printed Name: Paige Orme

Date: 02/07/26