

March 31, 2019 Version 8

## Conference Promotion Policy

This policy defines the terms and conditions for all organizations that sponsor or have personnel who participate in a PLMA Event (e.g., conference, training program, meetup), regardless of whether they are a PLMA Sponsor or staff of a PLMA Member organization, or other.

PLMA believes in creating an open experience for all members and registrants at our conferences and training programs (PLMA Event). PLMA recognizes that one of the benefits of a PLMA Event is the interaction among the attendees and the open environment provided. It is the intent of PLMA that participants attending PLMA Events be allowed to fully participate without outside distraction. Sample distractions or actions that undermine the success of a PLMA event include holding a dinner that competes with a PLMA organized reception, hosting a meeting that leverages the location of a PLMA Event during conference sessions or sharing registrant name badges.

- Member Organizations who Sponsor an adjacent PLMA Event may conduct scheduled group meetings or similar marketing activities (**Sanctioned Activity**) that involve conference registrants so long as they do not conflict with a PLMA Event Activity, including pre- and post- activities. PLMA will publish the "open" times for each PLMA Event where sponsor organizations may perform activities outside of the PLMA Event. Sponsors shall notify PLMA of any planned activity at the PLMA Event Facility. Sponsors are welcome to coordinate with PLMA to conduct their activities at the PLMA Event Facility (e.g., location where PLMA Event is conducted including but not limited to any hotel, conference center, training building, or host offices, restaurant, or bar), if available.
- **Unsanctioned Activities** are those meetings or marketing activities, whether conducted by sponsors or any other organization, that engage the attention of PLMA registrants and are not a Sanctioned Activity. Unsanctioned Activities shall not be conducted at the PLMA Event Facility.
- All personnel who interact with PLMA Event registrants are required to register as a full participant in the PLMA Event, and if not registered will be asked to do so or leave the vicinity of the PLMA Event. This requirement applies to all personnel engaged in either Sanctioned or Unsanctioned Activities. PLMA does not support "day passes" or "sponsor lounge only" passes nor does it allow "suitcasing".
- All guests/spouses accompanying a registrant but who do not work in the energy industry must register at no cost to receive a name badge to access meals/hospitality. Any guest/spouse who works in the energy industry (or seeks to) must register at full rate. Guests/Spouses actively promoting their organizations, products, or themselves, seeking interviews, or distributing resumes will be asked to register at the full non-member rate or leave the PLMA Event.
- Any registrant contact information shared by PLMA with individuals who are not staff of Sponsor organizations (e.g., leadership; presenters; session or group co-chairs) may only be used for activities directly related to that PLMA Event. In addition, Sponsoring organizations may not share conference registration lists or the contact information provided by PLMA with anyone outside of the Sponsor organization.
- PLMA has the right to use any photos taken at a PLMA Event by the PLMA staff or contractors. An organization that uses any PLMA materials (Photos, PLMA Logo, Publications, or PLMA Event

Promotion Material) for purposes that are not directly related to the PLMA Event should notify PLMA prior to publication. PLMA Event registrants may take and use photographs of themselves made available by PLMA for their own purposes and agree to not use photographs of others without their express permission.

- All organizations or people that hold a Sanctioned or Unsanctioned Activity do so at their own risk, act independently, assume responsibility for such activities, and agree to indemnify and defend PLMA, facility owner, and their respective owners, managers, subsidiaries, affiliates, employees and agents, against any claims or expenses arising from either Sanctioned or Unsanctioned Activity.

**Document Revision History**

Date	Version	Person	Change/ Modification Description
31 Mar 2019	8.0	Joseph E. Childs, PLMA Staff	Finalized changes incorporated into Code of Conduct Handbook.
12 Mar 2019	5.0	PLMA Executive Committee	The executive committee approved the adoption of the policy for incorporation into Code of Conduct Handbook, with recommended clarifications.
3 Mar 2019	1.0	J. Childs	Prepared initial version for review by PLMA officers.