

**Premier Exhibitor and Premier Exhibitor PLUS Programs
Guidelines
(Rules and Regulations and Code of Conduct and Ethics)**

Thank you for choosing to participate in the Premier Exhibitor Programs!

These guidelines provide detailed information on the benefits of the programs.

After following the link provided on the program acceptance letter, you will need to create a username and password to access the Club Management Association of America (CMAA) website at www.cmaa.org.

Within the CMAA website, you will find information on accessing the program benefits, including the CMAA Premier Exhibitor Program logo (if you are a Premier Exhibitor PLUS participant, the logo will be emailed), and the online membership directory.

Again, we thank you for your support of CMAA and the club industry. If you have any questions or comments, please [contact us](#).

Program Eligibility

Minimum of three continuous years of exhibiting at the Club Business Expo (a one year absence is permitted as long as it is followed by two continuous years of participation).

Some of the program benefits include:

- Use of the CMAA Premier logo identifying your company as a CMAA and industry supporter.
- Company and company representative(s) listing in the online CMAA Member Directory.
- Each company may enroll up to three company representatives.
- Designated Premier Representatives are permitted access to official CMAA LinkedIn Group.
- Access to the online CMAA Member Directory including: member name, title, club/facility, address, phone, fax, and email.
- World Conference on Club Management and Club Business Expo pre- and post-attendee rosters provided with email.
- CMAA Member pricing on CMAA events (contact CMAA for event eligibility).
- Savings of \$2 per square foot on booth space at the Club Business Expo (ex. 10x10 aisle = \$22 per sq. ft. - \$2,200 - \$200 = \$2,000 booth fee).*
- 25 percent discount on upgrades at Map Your Show.
- Eligible for two complimentary World Conference on Club Management Education Only registrations (must be a designated Premier Representative).

CMAA reserves the right to substitute services of similar or greater value during the length of this agreement.

*Exception –booth space savings will be applied up to a total of \$1,200 or 600 sq. ft.

Cancellation Policy

CMAA does not accept cancellations of the Premier Exhibitor Program. Therefore, no refunds shall be provided.

However, cancellations are accepted if you chose to cancel the Premier Exhibitor PLUS Program. If a Premier Exhibitor PLUS participating company elects to cancel booth space (see booth space Cancellation Policy) and/or their contracted participation in the Premier Exhibitor PLUS Program, the company will be allotted the opportunity to a 50 percent refund or to purchase the reserved sponsorship opportunity at the retail price.

All requests for refunds must be made in writing and postmarked or fax-dated no later than the cancellation date specified in the contracts. No cancellations shall be accepted, and no refunds will be made after said date. If CMAA is forced to cancel a company's participation in the program, for acts of God, threatened or other actual acts of terrorism, or other reasons outside the control of CMAA, there shall be no refunds of either the Premier Exhibitor Program or the Premier Exhibitor PLUS Program.

CMAA PREMIER EXHIBITOR and PREMIER EXHIBITOR PLUS PROGRAMS

CODE OF CONDUCT & ETHICS

The Premier Exhibitor Program is only available to companies supplying equipment, products, services, and/or information to the club industry and meet the enrollment criteria. This Code upholds CMAA's standard of excellence in leadership development, ethical standards, and responsive services. Companies participating in the CMAA Premier Exhibitor Programs are required to conduct their business in a manner that warrants the respect and confidence of club management professionals, peers and CMAA National Headquarters. It is the responsibility of every Premier Exhibitor to uphold this Code and to maintain standards of business and financial conduct that will reflect in a positive and responsible manner on the Association, the profession of club management and the club industry. CMAA reserves the right to change the CMAA Premier Exhibitor Programs Code of Conduct & Ethics at any time.

1. A Premier Exhibitor shall conform to existing laws, regulations, and codes governing business procedures and practices as established by the state or other jurisdiction to which the company conducts business.
2. A Premier Exhibitor shall at all times consider the health, safety, and welfare of the consumer and the general public as it relates to the products and services it provides.
3. A Premier Exhibitor shall act with fiscal responsibility and

maintain sound business relationships to ensure products and services that meet industry standards.

4. A Premier Exhibitor shall not engage in any form of false or misleading advertising or promotional activities.
5. A Premier Exhibitor shall not assist or abet improper or illegal conduct of anyone in connection with his or her products and/or services.
6. A Premier Exhibitor will be accurate and honest in the representation of its products and services.
7. A Premier Exhibitor shall be candid and truthful in all of its professional communications.
8. A Premier Exhibitor shall not initiate any discussion or activity that might result in an injury to a CMAA member's or another company's reputation or business relationship.
9. A Premier Exhibitor agrees to maintain standards of professional conduct that will reflect in a responsible manner on the Association and the profession.
10. A Premier Exhibitor shall offer support, encouragement and information to students studying hospitality.
11. A Premier Exhibitor will encourage its personnel to fully comply with this Code.
12. A Premier Exhibitor is encouraged to become involved in community projects that enhance and improve the quality of life for all people.

Enforcement

A company may be removed without refund from the Premier Exhibitor Program and/or the Premier Exhibitor PLUS Program should it be found to be in violation of the above Code of Conduct & Ethics.

CMAA RULES AND REGULATIONS

CMAA MEMBER DIRECTORY TERMS OF USE

This confidential database information is the sole property of CMAA and its members. It is provided to CMAA Premier Exhibitor Program participants in the strictest of confidence. Under no circumstances may this information be circulated, distributed, shared, or sold to any other party.

Unless otherwise agreed, the right to use this information is not transferable and is subject to the limits established in this agreement. It is a material breach to the CMAA Premier Exhibitor and Premier Exhibitor PLUS Programs Code of Conduct & Ethics

for designated users to allow unauthorized access to this information. Recipient will notify CMAA immediately in the event that any of the confidential database information is lost, stolen or inadvertently disclosed to others.

This database is not to be used for telemarketing, broadcast faxing, or the transmission of unsolicited mass emailing, text messaging, spam, junk mail, or chain letters. The database is designed to detect unauthorized use and any infraction will result in the company's loss of Premier Exhibitor and Premier Exhibitor PLUS Program status.

CMAA encourages Premier Exhibitors to build relationships with CMAA members in advance of email communication, using email to administer and expand business relationships and activities rather than mass marketing. CMAA members indicate this method as being the preferred approach for developing business relationships. There are no limits on print direct mail or telephone calls to CMAA members.

Every commercial email correspondence with CMAA members must include an opt-out option so a member can choose not to receive such emails in the future*. All communications should be conducted in a responsible manner, respectful of all parties.

The database information is distributed "as is" without warranty that the information is error-free.

*CAN-SPAM Act

CMAA Premier Exhibitor and Premier Exhibitor PLUS Program LOGO USE – TERMS AND CONDITIONS

The Premier Exhibitor Program logo and the Premier Exhibitor PLUS Program logo is the property of the Club Management Association of America (CMAA) but may be used by a Premier Exhibitor and Premier Exhibitor PLUS program participant in good standing in accordance with the terms and conditions set forth below. Use of these logos shall constitute consideration for, agreement to, and acceptance of the following terms and conditions of this limited license by the user:

The Premier Exhibitor and the Premier Exhibitor PLUS logos are the sole and exclusive property of CMAA. These logos may be used only by Premier Exhibitor and the Premier Exhibitor PLUS Program participants in good standing if, and only if, such use is made pursuant to the terms and conditions of this limited and revocable license. Any failure by a user to comply with the terms and conditions contained herein may result in the immediate revocation of this license, in addition to any other sanctions imposed by CMAA. The interpretation and

enforcement (or lack thereof) of these terms and conditions, and compliance therewith, shall be made by CMAA at its sole discretion.

The Premier Exhibitor and Premier Exhibitor PLUS Program logos are made available to Premier Exhibitors and Premier Exhibitor Plus participants in camera-ready, printed form in color and/or black and white. The logos may not be revised or altered in any way, and must be displayed in the same form as produced by CMAA. The logos are a single color. The official color of the logo is Pantone Matching System (PMS) 540. The logo must be printed in its official color or in black.

The logos may be used in a professional manner on the user's business cards, stationery, literature, advertisements, trade show booth, website, or in any other comparable manner to signify the user's affiliation to CMAA. The logo may not be used in any manner that, in the sole discretion of CMAA, discredits CMAA or tarnishes its reputation and goodwill; violates the rights of others; violates the law, regulation or other public policy; or mischaracterizes the relationship between CMAA and the user, including, but not limited to, any use of the logo that might be reasonably construed as an endorsement, approval, sponsorship or certification by CMAA of the user, the user's organization, or the user's products or services, or that might be reasonably construed as support or encouragement to purchase or use the user's products or services.

Use of the logos shall create no rights for users in or to the logo or their use beyond the terms and conditions of this limited and revocable license. The logo shall remain at all times the sole and exclusive intellectual property of CMAA. CMAA shall have the right, from time to time, to request samples of use of the logo from which it may determine compliance with these terms and conditions. Without further notice, CMAA reserves the right to prohibit use of the logo if it determines, in its sole discretion, that the user's logo usage, whether willful or negligent, is not in strict accordance with the terms and conditions of this license, otherwise could discredit CMAA or tarnish its reputation and goodwill, or if the user is not a CMAA Premier Exhibitor in good standing. Any questions concerning use of the CMAA Premier Exhibitor or Premier Exhibitor PLUS Program logos or the terms and conditions of this license should be directed to the CMAA Senior Director, Communications & Advocacy, Melissa Low at melissa.low@maa.org or (703) 739-9500.