

2023 Partner Code of Conduct

The collegial climate of HI² is integral to attracting C-level executives from top healthcare companies. By helping to maintain this atmosphere, you contribute to the event's success, and create a positive impression with these attendees. Below is an outline of our expectations for Conference Partners:

- **Conference Partner Attendees.** The number of executives permitted to attend HI² is explicitly stated in your contract based on sponsorship level. You cannot exceed this number. Please do not circumvent attendance limits in any way. Failure to abide by these rules will result in loss of Right of First Refusal and possible exclusion from future events.
- **Conference Partner Attendee Level.** A key value for HI² attendees is the opportunity to get to know your company through its executive leadership. Please commit to sending your senior level executives to HI².
- **Pre-Conference Activity.** HI² prohibits the use of pre-conference contact information for mass emails or telephone campaigns. To set up meetings on-site, select the subset of attendees that represents the best fit – both for you and for the attendee. Prepare as you would for a C-level meeting by doing research, tailoring your message to the executive and company, and delivering it in a professional manner.
- **On-Site Behavior.** The value of HI² is not just short term leads, but also the impression you make and how it reflects on your brand. Even if there is not an immediate opportunity for your company, the impression you make helps determine whether an attendee will consider you in the future. Aggressive or unprofessional behaviors, and self-serving questions in sessions, reflect poorly on your company.
- **Private Partner Gatherings.** Private partner gatherings are allowed, within strict limits. These limits are in place, and will be enforced, to allow all sponsors equal access to attendees during the course of the HI² Conference, and to prevent a private party "arms race" from happening over time. Conference partners agree not to host private gatherings - drinks, dinner, hospitality suite and the like - that occur at the same time as scheduled HI² functions. If a partner does invite attendees to a small gathering during a non-competing time (for example, the open Monday night dinner slot) then conference partner agrees to keep the ratio of this gathering strictly to a 1-to-1 ratio of partner to attendee executives.
- **Materials.** The HI² Conference strives to give all Partners impactful, tasteful, and equal-by-level branding benefits onsite. Hence, Partners agree not to hand out premium gifts, make room deliveries, or distribute any promotional literature while onsite.
- **Post-Conference Activity.** Lincoln Healthcare Leadership and HI² retain ownership of all attendee contact information, hard and soft copy lists or any other sources. As a Conference Partner, you have permission to use the data for one year following the closing date of the conference with the following limitations:
 - HI² attendee data must be used in accordance with prevailing privacy laws, including CAN-SPAM and any others as appropriate. Under no circumstances are you to "spam" attendees. If you receive a request from a HI² attendee to cease contact ("opt-out"), you will comply with the request.
 - HI² attendee data may not be loaded into a database used for mass mailings without the express consent of the contact ("opt-in").