

Basic, Speaker, Sponsor and Vendor Guidelines

These Speaker Guidelines for i-UG & Common GB have been adapted from the NiSUG, CUA and Common UK guidelines which have, in turn, been adapted from the COMMON US code of ethics. This code exists to promote and maintain fair dealing and reasonable conduct at all User Group activities.

Adherence to the guidelines is required for membership of i-UG and/or participation in any event organised by the group, whether as a delegate, exhibitor or speaker. Any breach of the code can be referred to the i-UG Board and may be addressed in accordance with i-UG policies and procedures.

The i-UG Board reviews and may amend the guidelines from time to time in order to ensure that they remain consistent with recognised and accepted principles of fair conduct. Additionally, the i-UG Board has sole responsibility for deciding whether exceptions to these guidelines can be made.

In recognition of the special relationship between the User Group and IBM, and the membership's need for information about IBM and IBM compatible products and services, the i-UG Board may determine from time to time that displays and promotional sessions regarding such products and services are not a breach of rules and regulations. The policy on organisations making marketing material available to delegates is discussed below.

1. Basic Guidelines

The following basic guidelines apply to all i-UG members, exhibitors, speakers and participants alike, and reflect the required behaviour within the i-UG generically:

- The bylaws, codes, rules, regulations and policies of the i-UG will be strictly observed and enforced at all events.
- All information provided through i-UG events and other activities will be deemed proprietary and confidential to the organisation providing it. It will not be published or reported on by i-UG members or participants without the prior written consent of the i-UG Board or the provider (if different).
- All i-UG members and participants in events or other activities will promote and encourage the highest level of ethics within the industry.
- i-UG members and participants in events will support efforts to improve the industry's products and to encourage the research and development of new products.

2. Speaker Guidelines

The following basic guidelines apply specifically to speakers and other participants in delivering i-UG events. Please refer to the Event Sponsorship section below for controlled opportunities to present sales and marketing material:

1. Prices may not be published or discussed at any i-UG meeting without the prior approval of the i-UG Board or the organiser (if different).
2. The following are prohibited at i-UG meetings without prior consent of the i-UG Board or the organiser (if different).
 - Vendor initiated sales contact with event delegates
 - Vendor hospitality suites
 - Vendor product and/or service displays
 - Vendor sales presentations

- Distribution of sales or marketing information of any type
- Distribution or solicitation of employment applications or resumes

There are generally accepted exceptions to the above, such as at Symposiums or other events that include a vendor exhibition area, but in these cases, the guidelines will still apply outside of the exhibition area.

N.B. Any speaker or other event participant found to be aggressively selling at an i-UG event may be excluded from participating in future events.

3. Event Sponsorship

Recognising that any successful relationship is mutually beneficial, the Board may issue guidelines that allow controlled distribution of limited marketing material at i-UG events that do not include an exhibition area. The decision on whether sponsorship is available at any event lies with i-UG.

Where sponsorship is allowed at an i-UG event, the following process and rules apply: -

- All sales representations must be in the Expo area only.
- Promotion of products and services can only be conducted if you are an approved sponsor for the event.
- Leaflets for distribution in delegate bags MUST be delivered to i-UG or to the Organisers offices in good time (date agreed on a case by case basis). Leaflets and other marketing material will not be distributed in any other manner. i-UG may charge an administration fee where leaflets are to be included in Briefing Packs.
- Participation in event sponsorship does not automatically entitle the company to a speaker slot or any other level of involvement
- i-UG always reserves the right to decline any request for sponsorship in an individual basis, and all decisions are final.

4. Vendor Membership

Membership of the group by Vendors using the Vendor Membership option has special privileges for the Vendor. These privileges may vary but they are published at the point that the membership is taken.

The Privileges of being a Vendor Member also carries some responsibilities to the group. In order to ensure that participation at events is maximised, the i-UG Board will work with the Vendor Members to ensure that the Vendor Member promotes the group at all times by placing a prominent link to the group on their Primary Web Site.

At the larger i-UG events (always one per year but possibly two per year) and when the Vendor Member has taken a Sponsorship place at the event, the i-UG Board requires the Vendor Member to promote the event to its customer base and prospect base.

This promotion has no limitation on the sales aspect for the Vendor Member but must clearly give outline detail of the whole event; albeit that the main message will be promoting the Vendor Member and its products and services.