

## Partner Code of Conduct

LTC 100 engenders responsible engagement between conference partners and providers by creating a collegial environment ideally suited for long-term relationship building. As a partner, you play a critical role in maintaining this responsible engagement. Below is an outline of our expectations of Conference Partners:

- **Number of Attendees (Per Partner Company).** The number of executives permitted to attend LTC 100 is explicitly stated in your contract based on sponsorship level. You may not 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.
- **Leadership Representation.** A key value for LTC 100 provider executives is the opportunity to get to know your company through its executive leadership. Please commit to sending your senior level executives to LTC 100.
- **Pre-Conference Preparation.** LTC 100 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 provider. 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 Conduct.** The value of LTC 100 is much more than sales leads. It is 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 a provider will consider you in the future. Aggressive or unprofessional behavior reflects poorly on your company.
- **Private Gatherings.** Private partner gatherings are permitted according to strict parameters. These parameters exist to ensure that all sponsors have equal access to providers during the course of LTC 100, and to prevent a private party "arms race" from happening over time. Conference partners agree not to host private provider gatherings (drinks, dinner, hospitality suite and the like) that occur at the same time as scheduled LTC 100 functions. If a partner does invite providers to a small gathering during a non-competing time (for example, the open Sunday night dinner slot) then conference partner agrees to keep the gathering strictly to a 1-to-1 ratio of partner to provider executives.
- **On-Site Promotion.** The LTC 100 Conference strives to give all Partners impactful, tasteful, and equal-by-level branding benefits on site. Hence, Partners agree not to hand out premium gifts, make room deliveries, or distribute any promotional literature (digital or print) during the conference.
- **Post-Conference Activity.** Lincoln Healthcare Leadership and LTC 100 retain ownership of all attendee contact information contained in the Cocktail Book, 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:
  - LTC 100 attendee data must be used in accordance with prevailing privacy laws, including CANSPAM and any others as appropriate. Under no circumstances are you to "spam" attendees. If you receive a request from a LTC 100 attendee to cease contact ("opt-out"), you will comply with the request.
  - LTC 100 attendee data may not be loaded into a database used for mass mailings without the express consent of the contact ("opt-in")