Participation and/or Support of the Events or Activities of Others Policy

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The mission of IAEE is to provide stakeholders of the global exhibitions and events industry with information and resources that will advance the industry's success.

While IAEE conducts an ambitious program of events and activities intended to help execute this mission, it also recognizes that from time to time the events and activities that are conducted by other organizations or individuals may also provide worthwhile benefits to IAEE members.

To create a process that provides IAEE leadership with consistent and appropriate guidelines for considering IAEE's participation in the events or activities of others, the following criteria are adopted as key elements in the decision-making process.

Important considerations to be weighed should include:

- Does the program or activity in question conform closely to and/or support IAEE's mission, strategic objectives and branding?
- Is the event or activity undertaken primarily to provide learning, content, services or resources; or is it primarily a commercial enterprise intended to return profit or other value to its organizer(s)?
- Does the activity or event directly compete with or inappropriately overlap into IAEE's or another's programming and if so what might be the consequences?
- Are there financial issues to weigh such as the receipt of unanticipated non-dues revenue accruing to IAEE's benefit or the loss of anticipated income to IAEE?
- What, if any, are the risks associated with IAEE's involvement?
- What is the reputation and experience of the sponsor of an event or activity?
- Is the event or activity intended for a US domestic audience or an international audience?

While it is important and helpful to adopt a defined process, it is also necessary to recognize that each instance may contain unique aspects that must be weighed carefully by IAEE's leadership before approval should be granted. Therefore, the guidelines above may be helpful to the process but are not exhaustive.