

## 2023 Partner Code of Conduct

The collegial climate of Senior Living 100 is integral to attracting C-level executives from top senior living companies. By helping to maintain this atmosphere, you contribute to the event's success, and create a positive impression with these providers. Below is an outline of our expectations for Conference Partners:

- **Conference Partner Attendees.** The number of executives permitted to attend Senior Living 100 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 Senior Living 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 Senior Living 100.
- **Pre-Conference Activity.** Senior Living 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 Behavior.** The value of Senior Living 100 is not just short term sales 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 a provider will consider you in the future. Aggressive or unprofessional behavior, 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 providers during the course of the conference, 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 Senior Living 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.
- **Materials.** The Senior Living 100 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 Senior Living 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:
  - Senior Living 100 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 Senior Living 100 attendee to cease contact ("opt-out"), you will comply with the request.
  - Senior Living 100 attendee data may not be loaded into a database used for mass mailings without the express consent of the contact ("opt-in").