

CTAM CONFERENCE NON-COMMERCIAL POLICY

Revised November 9, 2007

Since 1976, CTAM has been unique in the industry as a conference producer focused on educational programs without the direct selling and circus-like atmosphere commonly found at trade shows. While CTAM conferences feature networking and social events, the organization manages the level of sponsorship to maintain the focus on education and networking. CTAM requests that all sponsors contact CTAM before contracting for promotions.

The educational programs at all CTAM conferences will be non-commercial. CTAM produced panels and educational programs may not be used for sales efforts. No premiums or commercial materials can be distributed during educational activities.

CTAM may offer sponsorship opportunities for specific CTAM functions, including the product demonstration areas open during non-educational time slots. Refreshment break, demonstration area or social event sponsors may distribute premiums or literature during the functions that they sponsor. CTAM sponsors are accorded special benefits, including time-slot exclusivity, based on their level of sponsorship. However, CTAM does not endorse sponsors or their products.

CTAM may rent small meeting rooms or suites at the conference venue, which may **not** be used during general sessions. Non-CTAM functions (educational, social or meetings), which are intended to attract conference attendees may not be held at the conference venue or off-premise while a conference General Session or major social function is being held. CTAM does not allow promotion of non-CTAM functions at CTAM's venue(s). CTAM will designate the "Non-Commercial Zone" around venues to delineate the area covered by this policy.

CTAM may offer sponsored presentation opportunities during designated non-educational hours. These presentations will be promoted in conference materials as part of the sponsorship. Premiums and literature may be distributed during the presentations.

CTAM may offer limited promotional opportunities in conference hotels, convention centers and in the non-commercial zone to sponsors, such as banners and lighted signs in the conference venue and hotels, branded lanyards, refreshment kiosks, door hangers and room keys. All promotional marketing in public areas of the hotels must be pre-approved in writing as part of an official sponsorship.

Press conferences must be approved by CTAM and may be held only during time periods scheduled by CTAM.

News and information publications may be distributed to CTAM conference attendees' hotel rooms, if required bin fees have been paid. Premiums and promotional literature may be placed inside attendees' rooms. CTAM controls the hotels' dark television channels and will sell their use as a sponsorship during a conference, giving preference to legitimate video publications.

As a general policy, CTAM will not participate in industry functions intended to promote specific companies and their products or services.

Signature _____

Date _____