



IEEE IAS Electrical Safety Workshop

Policy on Business Ethics, Commercialism, and Vendor Entertainment Etiquette

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Policy Statement

The IEEE, IAS Electrical Safety Workshop (Workshop) is designed to bring people together from various perspectives, groups, enterprises, agencies, communities, societies and affiliations to promote the mission of "Changing the Electrical Safety Culture". In recognition of the diverse nature of participants that are joined together by this effort, the Workshop must establish an open, respectful, and professional forum. This forum includes both the exchange of technical information independent of commercial issues, and the display of products and services that are commercial in nature.

Participation in the Workshop from all interested parties is essential. To this end, the participation of all interested parties, as long as it is appropriate, is not only welcomed but is encouraged. This Policy has been developed to protect the integrity of the Workshop, and to prevent any potential conflicts or compromises relating to Business Ethics, Commercialism, and/or Vendor Entertainment Etiquette. All people and entities associated with the Workshop are expected to conduct themselves in accordance with this policy. Any non-compliance shall be subject to the provisions of Section 8.0 "Non-Compliance" below.

1.1 Technical Sessions

Presentations at the Workshop Technical Sessions must be generic and educational in nature. Materials with commercial or business promotion content are to be reserved for the Workshop's Products Exhibition event and Hospitality Rooms. For participants uncertain of the detailed implementation of this policy, examples of items acceptable and prohibited from the Workshop technical sessions are identified below.

1.2 Acceptable Items

The following are examples of items that are considered acceptable at the Workshop technical session:

- Author's complete name, business affiliation, professional affiliation(s), business logo and/or contact information on the title or introductory slide, and on the final slide.
- Use of valid technical data to support a product without reference to a company's trade name, specific name, location of facilities, etc.
- Photos or slides of in-service products or equipment related to the understanding of the presentation not identifying a specific product or company. Company names, logos or anything that otherwise identifies a specific product, service or company shall be covered or removed from the slide or picture.
- Refusal to respond to a question or comment that is commercial in nature and that should be discussed

outside the Workshop technical session. (The presenter must also explain that the question or comment could not be responded to because of its commercial nature.)

- References to products and organizations that have no commercial significance to the presentation, offered for a more complete understanding of the subject. (e.g. Microsoft Office, Internet, etc.)
- Non-technical trademark names that have become common over time and are often used as generic names. (e.g. vice-grips, scotch tape, etc.)
- References to nationally or internationally recognized consensus standards organizations, government departments and/or regulations. (e.g. IEEE, NFPA, NEC, NEMA, UL, CSA, IEC, OSHA, NETA, etc.)

1.3 Prohibited Items

The following are examples of items that are prohibited from the Workshop technical session:

- Company names, logos or anything that otherwise identifies a specific product, service or company. (except on the title or introductory slide, and on the final slide).
- Text or statements that include specific products, services or company references.
- Photos or slides that identify specific products, services or company references.
- Text or statements for the purpose of commercial gain or improved business position.
- Direct quotes from references that make commercial statements.
- Reference to, or information on, a company's internet address or website (except on the title or introductory slide, and on the final slide).
- A response to a question or comment that is commercial in nature, and that should be discussed outside of the Workshop technical session.
- Display or distribution of commercial materials or literature at Workshop technical sessions, meals, or breaks except as permitted under Section 2.0, "Commercial Displays".
- The use of profanity.
- References or comments that could be considered disrespectful, inappropriate, off-color, or otherwise offensive and unprofessional.

2.0 Commercial Displays

Commercial displays such as signs, posters, banners, products, etc. shall be limited to the Workshop Products Exhibition event and Hospitality Rooms except for corporate or organization supported breaks, meals, socials, etc. In order to recognize support of refreshment breaks, meals, socials, etc., the supporter will be permitted a display of advertisement literature or materials at the location of the supported event during the time frame of that event. In addition, a sign recognizing the supporter will be provided by the Workshop Committee and displayed in a prominent location at the event.

Large group oriented displays of commercial equipment or group oriented product presentations shall be permitted with the approval of the Workshop Chair and may be open for display only when no other official Workshop activities are scheduled. Commercial literature will be allowed to be distributed only at the Workshop Products Exhibition event, Hospitality Rooms, sponsored events as described above, or on a personal basis at times when no other official Workshop activity is scheduled.

At least one member of the company or organization having a Products Exhibit space(s) shall have a full Workshop registration.

3.0 Recognizing and Reporting Potential Conflicts

With regard to the potential for Conflict of Interest issues, the Workshop Steering Committee urges participants to carefully scrutinize their technical and exhibition materials to eliminate the potential for perceived or actual conflicts between preferred technical information and commercial business interests. Because of the evolving nature of electrical safety, this aspect of the policy relies to a significant degree on the voluntary good will of all attendees to communicate with the Workshop Steering Committee to affirm avoidance of Conflict of Interest, should doubt arise about the specifics of compliance. It is the responsibility of the members of the Workshop Steering Committee to examine such actions to determine if a conflict of interest may exist. Any such recognized potential conflict shall be made known immediately to the Workshop Chair who, after consultation with the Workshop Steering Committee members, will advise the individual of the proper course of action to be taken to remove or avoid such conflict. This shall apply to all participants of the Workshop regardless of their capacity.

4.1 Hospitality Rooms

Vendor Hospitality Rooms used as a means of entertaining customers, making and renewing acquaintances, and for commercial discussions on an individual oriented basis are allowed, and in fact are encouraged.

- All vendor personnel participating in the vendor's Hospitality Rooms shall be registered as attendees of the Workshop.
- The principal member responsible for the vendor's Hospitality Room shall have a full registration for the Workshop.
- Vendor Hospitality Rooms shall be closed during times when official Workshop activities are scheduled, including Workshop Technical Sessions, banquets, luncheons, cocktail parties, or similar activities.
- At least one-half hour before official Workshop activities, vendors shall close their Hospitality Rooms to guests, including those already present. The rooms shall not reopen until such Workshop activities are officially closed.
- An attempt shall be made to close all Hospitality Rooms by a reasonable hour so as not to interfere with the following day's program.
- A listing of all Hospitality Room sponsors and locations, provided by the Workshop Committee is allowed to be displayed in the Workshop Registration area.
- Literature and products for display on a personal and individual basis in Hospitality Rooms shall be permitted as long as it is consistent with the technical communication objectives of the Workshop.
- All vendors intending to have Hospitality Rooms shall give notification to the Workshop Chair prior to making arrangements with the hotel or any catering company.

5.0 Vendor Promotion and Entertainment

Vendor luncheons, cocktail parties, or other group events shall be scheduled and controlled such that these events do not conflict with the Workshop Technical Sessions and other Workshop activities.

Vendors are prohibited from conducting any activity that would take registrants (not including guests) away from scheduled Workshop activities for any purpose. This includes, but is not limited to products displays, exhibits, or demonstrations at locations other than the Workshop Products Exhibition room while the Exhibition is in progress.

Inviting participants to dinner on nights when there are no scheduled Workshop Events is acceptable. Scheduling of the event should consider allowing guests to return to the Workshop hotel in time to participate in other informal activities such as Hospitality Rooms or other vendor sponsored social functions.

Gifts and promotional items offered and given to participants shall be reasonable and customary, and shall be for the purpose of promoting a company, product or service. Promotional items in the form of cash or cash equivalents are prohibited from being offered and/or given to participants.

6.0 Use of Workshop Logo

The official Workshop logo is intended for use on materials, literature, or products in connection with official business of the Workshop, and for the purpose of promoting the Workshop. The logo shall not be duplicated, reproduced, or otherwise used for any other purpose without the prior written approval of the Electrical Safety Committee Chair.

The Workshop logo is prohibited from being used in a manner that would provide, or give the appearance of providing Workshop endorsement of a vendor, or a vendor supplied product or service. Vendor use of the Workshop logo being displayed on generic incidental promotional items such as coffee mugs, key chains, hand bags, flash drives or items to commemorate the current year's event, intended to be distributed during the Workshop, shall be permitted as long as the vendor obtains written approval for the use from the Electrical Safety Committee Chair prior to the items being manufactured and distributed.

The following guidelines are intended to protect and enhance brand identity and recognition of the IEEE IAS Electrical Safety Committee logo. The guidelines will reside on the IEEE IAS Electrical Safety Committee website . A link to the guidelines will be maintained on the Electrical Safety Workshop website.

6.1 Use of the logo for communication purposes:

- a) The logo should not be used without the descriptive text other than at the annual Electrical Safety Workshop.
- b) To the extent practicable, the size of the descriptive text should remain proportional to that shown in Figures 1 and 2.
- c) Figure 1 provides guidance for use of the logo and descriptive text by the IEEE IAS Electrical Safety Committee.
- d) Figure 2 provides guidance for use of the logo and the descriptive text by the annual Electrical Safety Workshop.

6.2 The logo shall not be modified except for the purpose and conditions set forth in this guideline.

6.3 Use of the logo for promotional items

- a) When details in the logo do not reproduce legibly in applications such as embroidered designs for shirts, caps, etc., etched glass, and small applications such as on the barrel of writing pens, modifications may be permitted with the approval of the IEEE IAS Electrical Safety Committee Chair.

6.4 Use of logo by others, such as at other conferences, requires approval by the IEEE IAS Electrical Safety Committee Chair

7.0 Use of Attendee Contact Data

Contact data provided with the Workshop Registration List such as phone numbers, postal and e-mail addresses, etc. is provided to Workshop attendees for the purpose of providing networking opportunities and for legitimate business activity. Use of the list shall be such that correspondence is among individuals. No representation will be made that such correspondence is associated with the Workshop or any of its committee(s) members except as made by those members, or that it is associated with anyone other than the sender. Any bulk distribution e-mail shall be made using a "BCC" or similar feature so that contact information is not available for improper use.

8.0 Non-Compliance

This policy is written to ensure that all Workshop participants, including attendees, guests, exhibitors, and staff, understand the high value placed on professional conduct at the Workshop. The Electrical Safety Committee has the obligation to ensure that all participants adhere to this policy. Should non-compliance concerns arise, the Workshop Committee will exercise their judgment on a case by case basis. Failure to comply with the requirements of this policy can result in disciplinary action being taken against those individuals or companies responsible. Flagrant and/or repeated violations could result in the individuals or companies being prohibited from participating in future Workshops. Any appeal of any disciplinary action taken as a result of an incident must be submitted in writing to the Electrical Safety Committee Chair.

9.0 Vendor Sponsored Technical or Social Tours

Technical or social tours may be conducted but will not be supported with any Workshop resources. Organizers of the tours must secure financial and administrative support needed to organize, promote and conduct the event. The organizers must also arrange for all transportation to and from the tour. Tours, including travel time, must be scheduled and controlled such that there is no conflict with any official Workshop activities. Organizers shall ensure that all forms of transportation used, and the facility where the tour is hosted, has sufficient insurance to cover all participants. Certificates of Insurance must be obtained from any transportation company, the venue, and any other entities that may be involved indicating the amount of coverage carried for liability, excess liability and property damage. This information must be forwarded to the Workshop Chair prior to the event.

Information regarding the tour shall be permitted to be posted on the Workshop registration website. The information will be allowed to include a short description of the event and a method for interested individuals to obtain any additional information on the event and registration instructions. Such information should be

submitted to the Workshop Chair for integration into the Workshop registration website. The posting shall be simply a vehicle for interested individuals to obtain additional information and shall be such that it is clear that the Workshop is not endorsing or sponsoring the event.

10.0 Registration Packages

Except for vendor sponsored items approved by the Workshop Chair such as the registration list, registration packages shall not include any items that contain company names, logos or references. Printed material related to Workshop supporters, exhibitors or Hospitality Rooms may be distributed by the Workshop, at its discretion, the registration package being one method of distribution.