

ITEA EVENTS POLICY (REVISED – 27 SEPTEMBER 2018)

A. ANNUAL SYMPOSIUM VENUES

ITEA has Chapters based on regions and regional vice presidents that support those chapters, therefore the Annual Symposium will be rotated based on ITEA Regions, following the schedule shown below. The Events Committee is responsible for canvassing all potential host cities in a Region to identify hotels which meet our requirements. In accordance with the *ITEA Bylaws*, venues for the Annual Symposium will be selected at least five (5) years in advance of the event.

2018 – West Region
2019 – International Region/Far West
2020 – Southeast Region
2021 – Southwest Region
2022 – Northeast / Mid-Atlantic Region
2023 – West Region
2024 – Northeast Region / Mid-Atlantic Region
2025 – International Region
2026 – Southeast Region
2027 – Southwest Region
2028 – Northeast / Mid-Atlantic Region
2029 – West Region
2030 – Northeast Region

.... And so on.

B. EXHIBITS

- (1) Space will be provided for vendor exhibits in booths and/or table-tops at ITEA events whenever possible. Exhibiting at ITEA events provides vendors a cost-effective opportunity to:
 - a. Establish/maintain their visibility to the T&E community;
 - b. Develop/strengthen their brand;
 - c. Display/demonstrate their products and/or services;
 - d. Meet with customers;
 - e. Connect with prospects;
 - f. Generate sales leads;
 - g. Learn what is new/hot in T&E; and,
 - h. Demonstrate their commitment to the T&E community.
- (2) ITEA Corporate Members and government agencies are eligible to receive preferred rates, defined as the published exhibit rates for an ITEA Corporate Member, for exhibit fees at ITEA-sponsored events.
- (3) Educational institutions are eligible to receive a complimentary Table-Top display at ITEA-sponsored events.

- (4) Not-for-Profit (e.g. 501(c)(3) and 501 (c)(6)) organizations are eligible to receive a complimentary Table-Top display or Booth in the Exhibit hall at ITEA-sponsored events, so long as ITEA receives a similar complimentary like space at that organization's like event.
- (5) First time exhibitors, defined as organizations who have not exhibited an ITEA-sponsored event within the previous five (5) years, are eligible to receive a fifty-percent (50%) discount on their exhibit fee.
- (6) A one-year Corporate Membership in ITEA will be automatically included for exhibitors that pay the full Non-Corporate Member exhibit rate.
- (7) To retain the differentiation and value received by exhibitors that purchase full exhibit booths, table-top exhibits should be set-up in a location outside of the Exhibit Hall.
- (8) Two (2) full event registrations are to be included with each 10x10 exhibit space.
- (9) One (1) full event registration is to be included with each tabletop exhibit space.
- (10) One complimentary 10x10 exhibit space may be assigned to the hosting organization or Chapter.
- (11) Employees of Exhibiting organizations who will be staffing the Exhibitor's booth are eligible for a \$200 Exhibit Hall Only registration.
- (12) Attendees who will NOT be staffing an Exhibitor's booth, and want an Exhibit Hall Only pass, are eligible for a complimentary Exhibit Hall Only registration.

C. SPONSORS

- (1) The IRS sees a clear distinction between sponsor recognition and sponsor promotion.
 - a. In regulations released in 2002 (IRC Reg. §1.513-4), the IRS created something of a safe harbor for corporate sponsorships. These regulations define a qualified sponsorship payment as a payment for which the sponsor receives no substantial return benefit other than mere acknowledgement by the organization. Acknowledgement, however, can include more than just a thank you. The acknowledgement can include:
 - i. The sponsor's name and logo
 - ii. The sponsor's contact information and locations
 - iii. A general description of the company's products or services,
 - iv. The sponsor's slogans (if they do not contain qualitative or comparative descriptions of the company's products or services)
 - b. If ITEA actively promotes a sponsor's products and/or services, it provides the sponsor with substantial benefits in the form of advertising, thus the sponsorship becomes taxable advertising rather than a sponsorship.
- (2) First time Sponsors, defined as organizations who have not sponsored an ITEA-sponsored event within the previous five (5) years, are eligible to receive a complimentary ITEA Corporate Membership, so long as the sponsorship pledge is greater than the organization's ITEA Corporate Membership rate.

D. TUTORIALS

- (1) Full-time students are eligible for a preferred registration rate.

E. ATTENDEE REGISTRATION

- (2) One-day registration fees are generally not supported at ITEA-sponsored events but may be offered at the discretion of the Event Chair in consultation with the Events Committee Chair and the Executive Director.
- (3) ITEA members, government employees, and active military personnel receive preferred rate, defined as the published registration rates for an ITEA Corporate Member, on ITEA-sponsored event registration fees.
- (4) Full-time students are eligible for a preferred registration rate.
- (5) A one-year Individual Membership in ITEA will be automatically included for attendees that pay the Non-member registration fee.
- (6) Invited speakers, panel members, session presenters, tutorial instructors, poster paper presenters, and invited guests may be offered special registration fees at the discretion of the Event Chair in consultation with the Events Committee Chair and the Executive Director.
- (7) For the annual awards ceremony, any banquet and reception fees will be waived for the award recipients and for one guest for each recipient.

F. CANSPAM ACT COMPLIANCE

To ensure ITEA's compliance with the Federal Communications Commission's *Controlling the Assault of Non-Solicited Pornography and Marketing Act of 2003 (CAN-SPAM Act)*, the following items should be used for all ITEA-sponsored events.

- (1) The following should be included in ITEA Event Registration information and forms:

By registering for this ITEA Event, you are authorizing ITEA to add your e-mail to our mailing list to receive *The ITEA e-Newsletter* and other electronic information sent periodically. *The ITEA e-Newsletter* is an e-publication of ITEA designed to deliver up-to-date information on activities, programs and general news to test and evaluation professionals.

- Please check this box if you would like to Opt-Out of receiving e-mails from the exhibitors and sponsors of this ITEA event.

- (2) The following should be included in ITEA Exhibit and Sponsorship application forms:

ITEA exhibitors and sponsors that use e-mail to contact attendees must abide by the 3 basic types of compliance as defined in the CAN-SPAM Act: Unsubscribe compliance; Content compliance; and, Sending Behavior compliance.

Unsubscribe compliance

- A visible and operable unsubscribe mechanism is present in all emails.
- Consumer opt-out requests are honored within 10 business days.
- Opt-out lists also known as Suppression lists are only used for compliance purposes.

Content compliance

- Accurate "From" lines (including "friendly froms")
- Relevant subject lines (relative to offer in body content and not deceptive)
- A legitimate physical address of the publisher and/or advertiser is present. PO Box addresses are acceptable in compliance with 16 C.F.R. 316.2(p) and if the email is sent by a third party, the legitimate physical address of the entity, whose products or services are promoted through the email should be visible.
- A label is present if the content is adult.

Sending behavior compliance

- A message cannot be sent through an open relay
- A message cannot be sent without an unsubscribe option.
- A message cannot be sent to a harvested email address
- A message cannot contain a false header
- A message should contain at least one sentence.
- A message cannot be null.
- Unsubscribe option should be below the message.

NOTE: There are no restrictions against an ITEA exhibitor and sponsor emailing its existing customers or anyone who has inquired about its products or services, even if these individuals have not given permission, as these messages are classified as "relationship" messages under CAN-SPAM. But when sending unsolicited commercial emails, it must be stated that the email is an advertisement or a marketing solicitation. Note that recipients who have signed up to receive commercial messages from you are exempt from this rule.