



Sponsor & Exhibitor Promotion Guidelines

Thank you for partnering with AGA as a sponsor or an exhibitor. We appreciate your interest in actively participating and engaging with attendees to share your experience and approaches for helping government work better for our citizens.

By sponsoring and/or exhibiting at AGA's educational events, participating companies agree to the following guidelines that contain a set of principles and expectations that are considered binding on any representative of the sponsor or exhibitor:

1. Communications & Promotions Representing Direct Competition to AGA.

- Sponsors must not use their sponsorship to promote or represent products, services, or brands that directly compete with AGA's core offerings or the event itself
- Any marketing promotions, including but not limited to, advertisements, email campaigns, and social media posts, should not create a conflict of interest or undermine AGA or the event's objectives

2. Use of Attendees' Photos

Sponsors and exhibitors are welcome to use their own photos from past AGA events in their marketing and promotional materials. However, if those photos include images of attendees who are not affiliated with the sponsoring company, the sponsor or exhibitor should obtain permission from those individuals before using the photo

3. Branding

- Sponsors & exhibitors should adhere to [AGA's brand guidelines](#). AGA reserves the right to reject any promotional materials that do not conform to AGA's policy, mission, core values, brand or its philosophy.
- Unauthorized use of AGA event logos, trademarks, or brand elements is not permitted.

4. No-Recording Policy

- AGA prohibits unauthorized recording or broadcasting (video or audio) of any AGA event.
- If sessions are recorded, they will be made available to attendees within three weeks after the event. You may request a copy of the recording(s) your company was assigned to moderate during the event for internal use, but they cannot be used for promotional or marketing purposes.

5. Confidentiality

- Sponsors must respect the confidentiality of sensitive information shared by AGA

- Any data or insights provided to sponsors and exhibitors should be used solely for the purpose intended and not shared with third parties without permission
- Promotional materials must not quote the names, statements or writing of any individual, public official, government agency, testing group or other organization without their express written consent

6. Consent and Opt-In

- All promotional and marketing emails must include a clear option for recipients to unsubscribe from future communications
- Sponsors must adhere to all local, state, and federal laws and regulations applicable to their business and sponsorship activities. This includes compliance with regulations regarding advertising, promotions, and intellectual property
- Promotional content should be targeted and sent to specific attendees who are likely to be interested in your offered products or services

If you are uncertain about how to apply these guidelines, we suggest reaching out to AGA before launching any marketing campaign related to the event. Please forward your email draft to communications@agacgfm.org at least five (5) days before you plan on sending any communications to attendees.

Any violations of these guidelines may result in potential termination of the sponsorship agreement. AGA reserves the right to prohibit sponsor or exhibitor participation at any future event.