



## **Corporate Members Code of Conduct**

*Adopted by NASCA Executive Committee, December 2019*

The following guidelines and policies for participation in NASCA's corporate partner membership are designed to create the ideal networking experience for NASCA for both public and private sector participants.

Corporate membership and all sponsorship offerings are designed solely to further the mission of NASCA:

**NASCA's mission is to help state chief administrators and their teams strategically transform state government operations through the power of shared knowledge and thought leadership.**

NASCA serves as a hub to provide meaningful interaction between state chief administrators, their senior level staff, and members of the private sector. Corporate partners and state chief administrators establish relationships to share information, best practices, as well as discuss industry trends, hurdles, and opportunities. Corporate partners learn of state needs and how they can best work together to fulfill them.

To facilitate this relationship, corporate partners are invited to actively participate in NASCA events, meetings and committee activities. Corporate partners are represented on the NASCA Executive Committee by the Corporate Council Co-Chairs, and desired committee participation is outlined in each committee charter. Sponsorship opportunities are offered exclusively to all corporate partners. State members understand that the challenges they face are too numerous and complex to solve alone and look to partner with the private sector to help solve those challenges.

### **CORPORATE PARTNER MEMBERSHIP**

- Corporate partner membership in NASCA is \$6000 annually and membership runs on a calendar year. The deadline payment of corporate dues is January 31. All member benefits are cancelled if payment is not received in full by March 31.
- Prorated dues only apply to new corporate members joining after June 1. This does not apply to companies that have previously been members, unless the membership has lapsed for longer than three years.

### **WHO SHOULD JOIN?**

Memberships are held in the name of the company.

- **Membership Contact:** The corporate membership contact is the liaison between NASCA and your company. NASCA staff will communicate with you regarding your membership questions, conference information & opportunities, annual dues, company listings, etc.

- **Company Profile Contact:** The company representative listed for this role in the membership should have U.S.-wide responsibility for relationship management and business development in the state government channel for the company. They are the contact posted for the company's listings in the annual membership directory and for the online corporate profile, as well as the primary contact for representation on the NASCA Corporate Council. This corporate contact is responsible and will be held accountable for company adherence to the NASCA corporate code of conduct.
- **Other Company Individuals:** Corporate members are welcome to add as many company employees as they wish as long as they have a company email address.

## CONFERENCE PARTICIPATION AND SPONSORSHIP

NASCA conferences provide excellent opportunities for corporate to state member networking as well as corporate to corporate networking. Please support the inclusion and participation of all registered members at all NASCA sponsored program sessions (i.e., roundtables, lunch, and breakout sessions). Be selective about who you send to the conferences. NASCA conferences are designed to facilitate networking and thought leadership. Corporate partners who use the opportunity to build relationships with state members and fellow corporate members (not close sales) find the most benefit from their NASCA membership.

- To keep attendance ratios desirable for corporate partners and state members, you must be a corporate member in good standing to sponsor a NASCA event. Sponsorships are sold on a first come first serve basis via an online system. Splitting or dividing a sponsorship is not permitted.
- NASCA corporate members, partner entities, conference sponsors, and attendees are expressly prohibited from holding events/hosted meetings that run concurrently with NASCA conference sessions, meetings, meals, receptions or any other conference-related events. Unless facilitated by NASCA, there must be a thirty-minute buffer from the conclusion of our event and the start time of your hosted meeting or meal invitation. All corporate meetings (i.e. – hosted hospitality suites or dine-around events) must be mindful of venue (i.e., hotel, restaurant) rules such as noise levels, room occupancy limits, hotel food/beverage policies. Corporate members should be extremely mindful of the expectation for the highest level of professional behavior and the state ethics laws that guide the actions of state members. You must alert NASCA Executive Director of any scheduled events at least 14 days in advance of the event.
- No promotional material or trinkets may be broadly distributed at NASCA conferences. Corporate partners may exchange educational materials in a targeted capacity, and make use of sponsor benefit opportunities for distribution. Educational materials that are included as sponsor benefits are subject to the approval by NASCA's Executive Director. NASCA will not use sponsor advertisements or other materials that criticize other corporate members or state members.
- Gifts or other amenities may not be given to any public sector attendee or sent to their hotel room.
- Corporate members are limited to attendance guidelines determined at each conference. Corporate members are not permitted to bring non-member guests to the conferences or badge share.

- NASCA conferences intentionally do not have trade show or exhibit space for corporate sponsors. Instead we invite corporate members to work side-by-side with their government business partners and discuss issues and trends in state government.
- Conference rosters are not to be harvested, sold to others, incorporated into any type of database, used to generate mailing lists, or employed for any promotional purpose. To maintain our membership equity, we ask all members to be thoughtful, respectful and cautious when sending emails, posting information to the all-members forum and sending mailings to fellow NASCA members. NASCA asks corporate partners to focus communication on sharing educational materials and to use the opportunities available through your NASCA corporate partner benefits and NASCA publications to share subject matter expertise and company profile information.
- For organizations that are umbrella/parent companies, subsidiaries may be covered under the membership of the umbrella group; however, membership does not permit co-branding/co-sponsoring of these companies on the NASCA website or sponsorship materials.
- Suitcasing at a NASCA event or conference is defined as any activity by an individual who is not sponsoring corporate partner where the activity is designed to solicit or sell products or services to other sponsors or attendees. Suitcasing can occur by non-registrants and those who are registered as guest speakers or strategic partners, or by parties misrepresenting their business or entity relationship. **NASCA expressly prohibits solicitations from companies or organizations who are not Corporate Partners in good standing that have engaged in a sponsorship.** Suitcasing violations are not limited to only conference or event venues. Suitcasing activity is also prohibited at hotel guest rooms or hospitality suites, restaurant, or any other public place of assembly done in relative proximity to NASCA's events. Violators will be asked to leave immediately. Additional penalties may be applied as the discretion of the NASCA Executive Committee.