

The logo features the letters "LTC" in a yellow, sans-serif font at the top left. Below it, the word "LINK" is written in a large, bold, blue, sans-serif font. To the right of "LINK", the year "2010" is written in a smaller, yellow, sans-serif font. A horizontal line with a blue dot at its left end passes behind the "LINK" text.

LTC LINK 2010 Supplier Code of Conduct

The professional climate of LTC LINK is integral to attracting executives from top long term care companies year after year. You play an important role in the ongoing success of LTC LINK. By helping to maintain this atmosphere, you contribute to the event's success, and create a positive impression on the Providers with whom you are looking to build relationships. Below is an outline of expectations regarding Supplier behavior.

- **Supplier Attendee Level.** A key value for LTC LINK Provider attendees is the opportunity for interaction with senior level Supplier executives. Your organization will be viewed most positively by committing senior level executives to this event. Your organization will have the best success if Provider executives can get to know your company through your executive leadership.
- **Pre-Conference Activity.** LTC LINK prohibits the use of pre-conference contact information for mass communications, including email, direct mail or telemarketing. If you are interested in setting up dinners with specific Providers while on-site at LTC LINK, select the subset of attendees that represents the best fit – both for you and for the Provider. This means doing research, tailoring your message to the executive and company, and delivering it in the most professional manner possible. This approach will reflect positively on your company, and will be consistent with the expectations of these executives.
- **On-Site Behavior.** The value of LTC LINK is not just short term sales leads, but also the impression you make and how it reflects on your brand. Even if there is not an immediate opportunity for your company, the impression you make is one factor that will determine whether a Provider will consider you in the future. Aggressive or unprofessional behavior, reflect poorly on your company. In addition, this type of behavior alienates Providers, reducing the chances that they will attend in subsequent years.
- **Private Business Meetings.** LHE has organized as many Provider meetings for Suppliers as possible, schedule permitting. Suppliers are not allowed to schedule a private business meeting with a Provider during conference meeting hours without paying the per-meeting fee. Furthermore, Suppliers are not permitted to conduct any social event that conflicts with the LINK schedule.
- **No Group Activities.** The LTC LINK Conference is expressly designed to give Suppliers full and equal social access to Provider executives. As such, Suppliers agree not to organize activities that draw Provider executives away from the larger group. No hospitality suites are allowed, nor is any other Supplier-organized activity which conflicts with LTC LINK meeting times or educational or social functions. For dinners scheduled by Suppliers after the evening reception, there should be no more than one Provider executive attending for each Supplier executive in attendance (1:1 ratio or less).
- **Materials.** The LTC LINK Conference provides on-site branding benefits (signage, banners, PowerPoint slides, literature displays, inserts in portfolios, and verbal recognition) based on Commitment Level. Therefore, Suppliers agree not to hand out premium gifts, make room deliveries, or distribute any promotional literature.
- **Post-Conference Activity.** Lincoln Healthcare Events and LTC LINK retain ownership of all attendee contact information, including hard and soft copy lists or any other sources. As a LTC LINK Supplier, you have permission to use the data for 1 year following the closing date of the conference with the following limitations:
 - LTC LINK attendee data must be used in accordance with prevailing privacy and email usage laws, including CAN-SPAM and any others as appropriate. Under no circumstances are you to “spam” attendees. If you receive a request from a LTC LINK attendee to cease contact (“opt-out”), you will comply with the request.
 - LTC LINK attendee data may not be loaded into a database used for mass mailings without the express consent of the contact (“opt-in”).