

Women in ETFs Event Policies & Guidelines

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Purpose

This document serves as a comprehensive guide for volunteers and organizers planning events on behalf of Women in ETFs. Its purpose is to provide clear direction on best practices, ensuring that all events align with our mission to empower women in the ETF industry.

By outlining expectations, procedures, and key considerations, these guidelines aim to support consistent, mission-driven programming across all regions and provide volunteers with a reliable reference point throughout the event planning and execution process.

Pre-Approval for WE Events

Chapter and Committee Plans: All chapter and committee plans, including events, are submitted to the Regional Council Co-Heads annually around the third quarter and approved by the WE Inc. Board of Directors, generally at the last Board Meeting of the year, which takes place in December.

Following Board approval, final plans will be provided to Regional Council Co-Heads for distribution before the end of the year for the upcoming year. All events must be aligned with the board-approved plans.

If any WE volunteer is uncertain whether an event is approved, please reach out to the Regional Council Co-Heads for further clarification.

A WE event is approved by the relevant Regional Council Co-Heads through the event request form submission process (see “Event Set-Up”). Once an event form is submitted, it is automatically sent to the Regional Council Co-Heads for review and approval, meaning the form itself serves as the event approval process.

Supported Event Types

WE supports four primary event types:

- WE-Organized Events
- Co-Organized Events with Approved Associations
- WE-Organized Events with Industry Conference Partners
- Discounted Industry Events

Type of Event	Definition	Marketing Support	Event Open to Non-members?	Addition of Individual Event Host Logos in Marketing Collateral?
WE Organized Events	WE-Organized events are those that are solely organized by Women in ETFs (Chapters or Regional Councils) without association with any third party in an organizing capacity.	Yes: event invitations, event website pages, registration pages and other marketing or communications collateral.	No, WE members only.	Yes
WE Organized Events with Approved Associations	WE Chapters or Regional Councils may co-host events with certain approved third parties/associations in circumstances where the association and event topics are aligned with WE's mission.	Yes: event invitations, event website pages, registration pages and other marketing or communications collateral.	No, WE members only. Yes, if an external registration link is provided with disclaimer.	Yes
WE Organized Events with Industry Conference Partners	WE Chapters or Regional Councils organize events with industry conferences as a panel or other event within a broader industry event for which WE has no organizing involvement.	Yes: event invitations, event website pages, registration pages and other marketing or communications collateral.	No, WE members only. Yes, if an external registration link is provided with a disclaimer.	Yes
Discounted Industry Events	Industry event for which WE has no organizing involvement, nor official partnership.	Yes: DIE event page and invitation.	Yes, if an external registration link is provided with a disclaimer.	No.

WE-Organized Events

Definition: WE organized events are those that are solely organized by Women in ETFs (Chapters or Regional Councils) without association with any third party in an organizing capacity.

- Best Practices/Guidelines:
 - WE Staff may create event invitations and registration pages as appropriate with approval from the Regional Co-Heads.
 - WE events must have an educational or mentorship component.
 - Event content must be aligned with WE's mission and relevant to members (ETFs, investment-related topics, career development, women's issues).
 - Speakers may include industry leaders, sponsors, and members of the WE leadership or broader membership. However, to ensure diversity and balance, the speaker lineup should not be limited to individuals from a single organization.

WE-Organized Events with Approved Associations

Definition: WE Chapters or Regional Councils may co-host events with certain approved third parties/associations in circumstances where the association and event topics are aligned with WE’s mission to empower women in the ETF industry (e.g. WE has co-organized events jointly with the CFA society).

- Best Practices/Guidelines:
 - Co-organizing Associations must be approved in advance by the Regional Council Co-Heads and will be reviewed on a case-by-case basis. Any co-organizing party should be related to, or have an association with, the ETF industry.
 - WE Staff or the Co-organizing Association may create event invitations, event website pages, registration pages, and other marketing or communications collateral.
 - Attendees to WE events should register as WE members through our platform as a best practice.
 - Event content must be aligned with WE’s mission and relevant to members (ETFs, investment-related topics, career development, women’s issues).
 - The WE Chapter or Regional Council and WE Staff should manage WE member invites and registrations wherever possible, but in the event registration is handled by a third party, any event page with links directing members to that registration page should include the following disclosure:
 - *“Clicking the registration link will take you to a third-party site not affiliated with Women in ETFs. Information provided on this third-party site is not reviewed by, guaranteed, or endorsed by WE. Please note that the third-party site may have terms and conditions and privacy policies that are different from those of WE and WE is not liable for any direct or indirect consequences or damages arising from your use of any third-party site.”*

WE-Organized Events with Industry Conference Partners

Definition: WE Chapters or Regional Councils organize events with industry conferences as a panel or other event within a broader industry event for which WE has no organizing involvement (e.g. WE hosts a breakfast panel within an approved conference).

- Best Practices/Guidelines:
 - WE Staff may create event invitations, event website pages, registration pages and other marketing or communications collateral.
 - If attendees of the event must also be registered to attend the conference, then WE must include a notice to members that they should only register if they are attending the conference.
 - Conferences must have relevant content to our members (ETFs, investment-related topics, career development, women's issues).
 - Event content must be aligned with WE's mission and relevant to members (ETFs, investment-related topics, career development, women's issues).
 - Event must have broad industry representation without credence to specific sponsors or issuers.
 - Conferences must be approved by Regional Council Co-Heads prior to engaging.
 - The WE Chapter or Regional Council and WE Staff should manage WE member invites and registrations wherever possible but in the event registration is handled by a third party, any event page with links directing members to that registration page should include the following disclosure:
 - *"Clicking the registration link will take you to a third-party site not affiliated with Women in ETFs. Information provided on this third-party site is not reviewed by, guaranteed, or endorsed by WE. Please note that the third-party site may have terms and conditions and privacy policies that are different from those of WE and WE is not liable for any direct or indirect consequences or damages arising from your use of any third-party site."*

Discounted Industry Events (DIE)

Definition: Discounted Industry Events are put on solely by a third party (i.e. WE has no organizing role) and offered to WE members at a discounted rate or at no cost.

- Best Practices/Guidelines:
 - WE may not create marketing collateral or promote DIEs to members with the exception of posting an event page on our website with the relevant discount details (amount, discount codes) where applicable. Email invitations can be created and sent to the relevant chapter.
 - DIE Criteria:
 - Event content must be aligned with WE's mission and relevant to members (ETFs, investment-related topics, career development, women's issues).
 - Event must have broad industry representation (i.e. from more than one corporation).
 - Events must not include solicitation of any kind including giving the appearance of promoting ETF products.

Unsupported Event Types

- Co-Hosted Events with Single Corporations.
 - Definition: Events with a single sponsor, ETF issuer or other ecosystem participant with a business interest. Note this does not include instances where a Sponsor acts as an Event Host (see below for Event Host definition).
 - Best Practices/Guidelines:
 - WE may not co-host events with one sponsor or with an ETF issuer to avoid any appearance of conflict. Note: A single sponsor may serve as the Event Host.
 - WE must not promote specific business interests or products, including ETFs.
- Events with no relevant content related to our mission of Empowering Women in ETFs.
- Political Events: WE must not participate in, or promote, any events with political affiliation per our 501c3 status. These are strictly prohibited.

Examples of “business interest” include the promotion of specific products or services such as ETFs or ETF launches.

Event Set-Up

Overview of Process

- An event creator submits a WE Event Request (Step 1) form. (The event creator is the primary point of contact for all event preparations and communications with WE Staff and is responsible for approving email sends and the registration link).
- The relevant Regional Co-Heads receive automated email notifications to approve the submitted event.
- WE Staff receives the notification and waits for Regional Co-Head approval.
- Once approved, WE Staff begins preparing the registration link (for website posting) and email invitations. They may also pre-schedule any reminder emails requested in the form.
- The timeline from WE Staff receiving approval to prepare the invitation and registration link is typically 1-3 days.
- WE Staff sends a test email for review and approval by the event creator.
- The event creator reviews and approves the email and confirms this with WE Staff.
- WE Staff then schedules the email invitation and publishes the registration link on the website.

In Detail

Event setup within the WE ecosystem is managed by WE Staff. To set up a WE event, follow these steps:

1. Fill out the Event Request Form

The WE Event Request (Step 1) form is required for all events. Once the form is submitted, details are sent to WE Staff, Global Communication Co-Heads, Co-Presidents and Regional Council-Co Heads for approval and review.

- a. The WE Event Request (Step 1) form includes a quick request to get your event approved. Once your regional lead reviews and approves this request, you'll receive a second, more detailed form to complete registration, marketing, and logistics info. For EMEA events, approval from finance is also required. This first form should only take a few minutes. If your request has not yet been approved or declined, and you need to make a change after submitting, use the WE Step 1 Event Edit Request Form.

- b. Once your event has been approved, you'll fill out the WE Event Setup Details (Step 2) form. This form collects the full details of the event that WE Staff needs to set your event up in YM, schedule your email campaign, and get it added to sponsorship tracking and social media promotion. If anything changes after this (a new date, new hours, etc.), use the WE Event Change Request form to edit those details.

One person is designated as the **WE Event Creator (EC)**. The EC is an individual submitting the form and will remain the primary point of contact throughout the event process.

The EC responsibilities:

- Complete the WE Event Request (Step 1) form.
- Once the event is approved, complete the WE Event Setup Details (Step 2) form.
- Review and approve the test email before WE Staff sends invitations.
- Stay in contact with WE Staff for any follow-up or review needs.
- Manage event registrations.

2. Approval

Approval from a Regional Council Co-Head is required for all events. An automated email notification will be sent, and approval from either of the two Regional Council Co-Heads must be received before WE Staff can begin event preparations.

3. Event Collateral Creation

Once an event is approved, WE Staff will generate the following collateral for the event within four (4) business days:

- Registration Page on the WE website
 - This section includes event details and optional images, such as speaker headshots.
 - Turnaround time for the setup of the registration page is approximately two business days.
- Email Invitation
- Reminder emails sent to the full target campaign list (no more than two (2) emails)
- Confirmation emails are system-automated, standardized messages, unless otherwise noted.

- If a waitlist is indicated for an event, the email offering the next person the spot is a system-automated, standardized message. They will receive an email offering the spot within 24 hours unless otherwise indicated.
- Note that event registrants receive confirmation emails upon registration.
- Social media posts are created by regional marketing leads; neither WE Staff nor the global communications team are responsible for creating them.

4. Event Management

Ongoing event management, including registration status, should be handled by the event creator in conjunction with WE Staff. You can select a date to receive the event registration list in the Event Request form. To request additional registration updates or any other information, please email we_hq@womeninets.com.

5. Post Event Form

Once the event is completed, please fill out the Post-Event form within one (1) week to ensure we have captured the information for any promotional content.

To help us capture and share event highlights effectively, please ensure all chapters complete the following steps after each event:

- Complete the post-event form for every event in your chapter.
- Provide a summary of the event, highlighting the main topic, key themes, featured panels, networking opportunities, and any attendee testimonials.
- Attach at least four high-quality photos suitable for public use (e.g., not blurry or poorly lit).

Best Practices/Guidelines:

- Please ensure Event Forms are filled out at least six (6) weeks prior to the event date. WE should generally post events no later than 3-4 weeks prior to the event date to ensure members have the opportunity to register and mark calendars.
- Registration/Check-In during events is strongly encouraged. This allows WE to compile engagement metrics and ensure that we have accurate records of member participation.
- All registration lists for WE events must come from our internal database; we cannot use external registration lists outside of our member database.
- If registered individuals are not yet approved for membership, please reach out to your Regional Co-Heads of Membership to ask for expedited approvals.

Event Expenses and Donations

Event Expenses

All volunteers must abide by WE's Expense Guidelines. Please review these policies to ensure events are organized accordingly. Expenses related to events must be aligned with Board-approved chapter plans. WE volunteers may request funds in conjunction with chapter plans by submitting the Expense Payment and Reimbursement Form. Please note that requesting expense payments/reimbursement requires a completed WE Event Request Form. Submitted event forms can be found on the WE [Intranet site](#).

WE offers the following expense payment methods:

- Pre-paid payment via WE Credit Card (managed by WE Staff)
- Invoice Payment
- Reimbursements. This is only to be used should the first two options not be available.

WE's Expense Policy includes certain allowable and prohibited expenses. Prohibited expenses may either be those expressly prohibited in accordance with WE's 501c3 status, those which the Board of Directors or Officers believe are not directly in furtherance of WE's mission, or where WE has other avenues to provide accommodations and therefore should not incur additional expense (e.g., leveraging WE's Zoom account).

Donations

Donations can be categorized as:

- Monetary donations to WE Inc. (also known as "Public Support")
- Monetary donations to non-WE charitable organizations
- Non-monetary donations to WE Inc. (also known as "In-Kind")

All donation categories may be facilitated by WE but subject to the following guidelines or policies:

- Monetary donations to WE Inc.
 - WE generally does not request donations or public support at events as WE primarily receives support via our corporate sponsorships.
 - If a chapter wishes to charge members to attend an event, please reach out to your Regional Council Co-Head to discuss with the Global Co-

Presidents and Treasurers. Any request would be subject to further review/approval. Any donation collected by WE from members requires a tax receipt.

- If members are to be charged for attendance or participation at a WE Event, best practice is to have members pay for their participation directly with the third party.

Please note: Any charitable donations collected will be considered a donation to WE and not allocated to a specific chapter, region, or committee.

- Monetary donations to non-WE charitable organizations.
 - WE may host events that support third-party charitable organizations subject to approval from the Regional Council Co-Heads and/or Global Co-Presidents.
 - WE may not collect donations on behalf of a third-party charitable organization and any such donations should be made directly to the third-party organization and should provide a tax receipt to WE members.
 - If WE members are requested to make donations to third parties, the event page on the WE site must clearly state:
 - *Donations made to a third party are not affiliated with Women in ETFs. Please note that the third party is entirely responsible for the provision of any tax receipts, and WE is not responsible for the use of proceeds related to the third party. No donation made to a third party shall be considered a donation to WE Inc.*
- Non-monetary donations to WE Inc. (also known as “In-Kind”)
 - In-kind donations refer to non-cash gifts, such as goods, services, or property, provided to the organization.
 - In-kind donations are typically provided to WE as event venues or discounts to food and beverage.
 - WE may accept In-kind donations
 - Any In-kind donations must be indicated on the WE Event Form including the fair market value for the good/service and the discounted price offered to WE.
 - Receipts must be provided to anyone providing a donation in-kind.

Corporate Sponsors vs. Event Hosts and Requirements

WE uses the terms “Corporate Sponsor” or “Sponsor” to denote those corporations that have entered into formal sponsorship agreements with WE. These are organizations that provide monetary support across three tiers and whose dollars are designated towards advancing WE’s broader global mission without regard for specific events.

“Event Host” is the term WE designates for organizations that provide certain considerations solely for events, such as in-kind donations of event venues or food & beverage.

It is possible for an organization to be both a Corporate Sponsor and an Event Host.

Requirements related to promotion of Sponsors include ensuring that all logos are included on event invitations and other promotional materials and in accordance with sponsorship benefits based on their tiers.

WE Staff ensures that the appropriate sponsor logos are updated and these are included in the event templates provided by WE’s Communications team.

Promotion of Event Hosts should be limited in nature. Allowable promotion includes:

- Logos on event invitations per the approved event template and submitted in advance on the Event Request Form.
- Short remarks during events
- Up to one (1) social media mentions as part of event promotion (not standalone).

Data Collection and Processing

WE takes its responsibilities related to the collection and processing of member data seriously. All volunteers should read and familiarize themselves with WE's current Privacy Policy, which may be updated from time to time.

Collection of member data for event registration purposes should be treated in accordance with the Privacy Policy.

Sharing certain member information with third parties, including event organizers or others such as security is permitted by our policies but should be limited to First Name, Last Name only. It is best practice to ensure that any third parties involved in organizing events will not require additional member data from WE.

All third parties involved in the organizing of WE events and who may come into contact with member data are required to comply with WE's Event Data Policy, and a link to this policy must be provided by WE volunteers to third parties with whom any member data is shared.

WE should not collect other personal information such as ID document numbers, phone numbers, addresses, etc. If a third party is requesting additional member data, you are not permitted to share without express approval from the Global Co-Presidents.

Signing Authority for WE Contracts

Only the Global Co-Presidents and Co-Treasurers may sign contracts on behalf of Women in ETFs Inc.

Requests for contract signatures should be included in the Event Request Form or sent to we_hq@womeninets.com.

In non-US jurisdictions if a third party is unable to enter into an agreement with WE Inc. as a US-based entity, the Global Co-Presidents may delegate signing authority to certain local individuals as approved by the WE Inc. Board of Directors. In this situation, please reach out to your Regional Council Co-Heads for additional information.