



Corporate Partner Code of Conduct

This document is intended to provide guidelines for ABACC Corporate Partner Members in order to foster meaningful and productive relationships with both the Members of the Association and the Association itself.

Respect of Religious Beliefs and Customs

1. Corporate Partners should understand the specific religious beliefs and customs of a potential client before visiting a member school, attending an ABACC event, or even discussing business over lunch or dinner. Please keep in mind many ABACC Institutional Members are very conservative and would be easily offended by inappropriate conversation, foul language, unprofessional attire, smoking or consuming alcohol in their presence.

Use of Membership Data

1. Corporate Partners have access to contact and demographic data for all of the ABACC membership. Corporate Partners are encouraged to make regular and consistent contact with ABACC member institutions; however, Corporate Partners are encouraged to do so carefully, with great judgment, and only in the most professional manner.
 - a. Emails should contain notification that you are an ABACC member.
 - b. All emails should include an "opt out" feature.
 - c. The utmost respect and prompt attention should be used when a member does not want to be included in your email list.
 - d. Unsolicited emails are discouraged and can be detrimental to your attempts to reach our members.
 - e. ABACC Institutional Members should never be subscribed to regular email lists without express permission.
2. Should the time arise when your Corporate Partnership lapses or is not renewed, all ABACC data including contact names and email addresses must immediately be removed from your databases. Ongoing use of an ABACC list as a non-member organization will result in notification to the membership of your unapproved access to their membership data.

Use of ABACC Logo

1. Corporate Partners are encouraged to use the "ABACC Member" logo on emails, websites, exhibit booths, etc. However, if your membership lapses or is not renewed, you must immediately stop using the ABACC Member logo.

Confidentiality

1. Corporate Partners may never allow ABACC contact or demographic data to be disseminated in any way.
2. Corporate Partners may never use any of the proprietary information gained by their membership or attendance at conferences and workshops for any non-member organization or for any personal use. As an example, using ABACC demographics after you leave employment with a Corporate Partner or using it for your own personal business venture would be strictly prohibited.

Conferences & Workshops

1. An invitation to present a workshop at any ABACC event should be handled with the utmost professionalism and respect. Never should such an invitation be used as a “commercial” for your products and services. Workshop attendees, especially those who paid for the privilege of being there, should never be subjected to a sales pitch when they are expecting an educational workshop. Abusing an invitation to present is a sure way to never be invited again.
2. Contacting attendees before or after an event is encouraged, but please keep in mind our attendees are inundated with emails prior to any ABACC function. Most of these emails will be deleted without being read. We ask that you be considerate and professional in your approach.
3. Only exhibitors are allowed in the Exhibit Hall. Corporate Partners are welcome to visit the hall as an observer but should never act in such a manner as to pull attendees away from paying exhibitors.
4. Corporate Partners are prohibited from arranging meetings with conference attendees during scheduled workshops or events. Attendees should be allowed and encouraged to attend regularly scheduled programs. Asking attendees to “skip out” on programming or sponsored events, even if they are willing to do so, is disrespectful of their institution and the funds spent to send the attendee to an event, and disrespectful to any sponsors who are counting on attendees at their event.
5. Corporate Partners are strongly discouraged from any behavior that may be offensive to a conservative Christian group. This includes inappropriate language, smoking, and consuming alcohol, to name a few. Please keep in mind, even if you smoke or consume alcohol in the privacy of your room, our attendees will smell it on your breath and your clothes and could be seriously affronted. Not only is it inappropriate, but it is a sure way to turn our attendees away from your business.
6. Attendees should never be invited to meet with a Corporate Partner, either privately, over a meal, or at an event that includes alcoholic beverages.