

NADA VIRTUAL EXPO CODE OF CONDUCT

NADA Show 2021 is committed to providing a safe, productive, and welcoming environment for all virtual show participants. NADA expects all participants to help ensure a safe and positive experience for everyone. Unacceptable behavior will not be tolerated during any portion of a meeting or event. All participants, including, but not limited to, attendees, exhibitors, support staff, speakers, presenters, facilitators, NADA staff members, board members past and present, service providers, and all others are expected to abide by this Virtual Programs Code of Conduct. This Policy applies to all aspects of NADA Show 2021, including all virtual events and sessions including those sponsored by organizations other than NADA, on public or private platforms.

1. VIRTUAL BOOTH APPLICATION

All participants must complete a virtual booth application and provide their information in order to participate in NADA Show 2021.

2. DISCRIMINATION AND HARASSMENT

NADA has zero-tolerance for any form of discrimination or harassment, including but not limited to gender, sexual orientation, disability, race, ethnicity, religion, national origin or other protected class. If you experience harassment or hear of any incidents of unacceptable behavior, NADA asks that you report it via e-mail to expo@nada.org or by phone to 703.821.7141 so that we can take the appropriate action.

3. INTERFERENCE WITH EXHIBITOR ACTIVITIES

No person may interfere with the activities of an exhibitor at NADA Show 2021, including virtual showrooms, product demonstrations, and virtual chat sessions. Behavior, in particular, that is insulting, rude, distracting, or disruptive is forbidden.

4. ATTENDING COMPETITOR OFFERINGS

Attendance at a product service demonstration or virtual chat session should be limited to customers, prospective customers and invited guests of the sponsoring exhibitor. **In particular, no person may attend a product service demonstration or virtual chat session if they are an employee or other representative of a firm that competes in any respect with the sponsoring exhibitor.**

5. OTHER UNACCEPTABLE BEHAVIOR

In addition to the above, Unacceptable Behavior is further defined as:

- Intimidating, harassing, abusive, discriminatory, derogatory or demeaning speech or actions of any kind.
- Verbal abuse of any supplier, attendee, or other participant.
- Examples of verbal abuse include, but are not limited to, verbal comments related to gender, sexual orientation, disability, physical appearance, body size, race, religion, national origin, regarding products of competitors or other suppliers, inappropriate use of nudity and/or sexual images in public spaces or in presentations, or threatening or stalking any attendee, supplier, speaker, presenter, facilitator, service provider, or other virtual show participant.
- Harmful or prejudicial verbal or written comments or visual images related to gender, sexual orientation, race, religion, disability or other personal characteristics, including those protected by law.

- Unwelcome attention or deliberate stalking or intimidation of any participant.
- Real or implied threat of physical, professional, or financial damage or harm.
- Inappropriate disruption of product demonstrations, educational or networking sessions, chat sessions, or other virtual events throughout the virtual event. All participants must comply with the instructions of the moderator and any NADA staff.
- Photographing, video or audio recording of slides, oral or poster presentations; or taking screenshots of chat sessions without presenter/author's permission.
- Violating the rules and regulations of any of NADA's online platforms associated with the event.
- Presentations, postings, and messages should not contain promotional materials, special offers, job offers, or solicitation for services unless you are the session host or supplier. NADA reserves the right to remove such messages and potentially ban sources of those solicitations.
- Failure to stop unacceptable behavior when requested by a fellow participant.
- Sharing your show planner login credentials with other individuals.
- Derogatory posts against a competitor or within their product demos.

6. COMPLIANCE

NADA is relying on the professionalism and ethics of its attendees and their desire to maintain a positive reputation among their peers and in the automotive industry generally, to help ensure compliance with this Code of Conduct. Nevertheless, NADA reserves the right to take action deemed necessary and appropriate, including immediate removal from the virtual show without warning or refund, in response to unacceptable behavior that is disruptive to NADA Show 2021, and NADA reserves the right to prohibit either the noncompliant individual or company from exhibiting or attending any future meeting or trade show, virtually or in person. Inappropriate action could also result in future restrictions on attendance of NADA events, and loss of priority points at a future.

7. CONFIDENTIALITY

Confidential product information will be shared during product demonstrations and in virtual chat sessions. Participants agree not to use or disclose at any time any confidential information of any supplier or their affiliated groups, unless expressly authorized in writing and/or required by law.