

HOME CARE 100®

Partner Code of Conduct

Home Care 100 engenders responsible engagement between conference partners and providers by creating a collegial environment ideal for long-term relationship building. As a partner, you play a vital role in upholding this standard.

Below is the partner code of conduct - failure to comply will result in loss of Right of First Refusal and potential exclusion from future Lincoln Healthcare Leadership events.

- **Number of Attendees (Per Partner Company).** The number of executives permitted to attend from your company is explicitly stated in your contract based on partnership level. Exceeding this limit requires an official level upgrade or written approval from Home Care 100.

Any unregistered partner employees present at the hotel - in or outside the conference area - after Home Care 100 has commenced will incur a violation fee of \$25,000 per person. A limited number of pre-approved guests, assistants, or helpers may be permitted at Home Care 100's discretion but must receive written approval at least six weeks prior to the conference.

Badge sharing or swapping of any kind is strictly prohibited and will result in immediate removal from the conference and future events.

The Home Care 100 Hotel Room Block is reserved exclusively for registered executives and pre-approved guests. Any unregistered or non-approved guests will be removed from the room block without notice.

- **Leadership Representation.** A key value for Home Care 100 provider executives is the opportunity to get to know your company through its executive leadership. This requires sending your senior level executives (VP or higher). We strongly recommend your CEO, CSO or Chief Product Officer.
- **Pre-Conference Preparation.** Home Care 100 prohibits the use of pre-conference contact information for mass marketing campaigns. To set up meetings on site, select the subset of attendees that represents the best fit – both for you and the provider. Prepare as you would for a C-level meeting by researching, tailoring your message to the executive, and delivering it in a professional manner.
- **On-Site Conduct.** The value of Home Care 100 is found in more than short-term sales leads. The impression you make and reputation you build in this environment reflects your brand and influences whether a provider will consider working with your company in the future. Aggressive or unprofessional behavior reflects poorly on your company.
- **Private Gatherings.** Private partner gatherings are permitted in accordance with the strict guidelines outlined below. These rules ensure all sponsors have equal access to providers during Home Care 100 and prevent an escalating "arms race" of private events. Partners may host events of any size on Friday or Saturday before the conference commences at 6:00 am (local time) Sunday.

By attending Home Care 100 conference partners agree not to host private provider gatherings (drinks, dinner, hospitality suite and the like) that overlap with Home Care 100 starting Sunday 6:00 am thru 11:00 am on Wednesday – all times local.

Small gatherings during a non-competing time, Sunday evening dinner for example, are permitted, but must be:

- Kept strictly to a 1-to-1 ratio of partner to provider executives.
- Limited to registered Home Care 100 attendees only (partners, providers, and their spouse/significant others), regardless of location. Any partner found inviting non-registered providers or partner organizations will be denied future participation.

Home Care 100 Partner Code of Conduct

- **On-Site Promotion.** Home Care 100 strives to give all Partners impactful, tasteful, and equal-by-level branding benefits on site. Hence, Partners agree not to hand out premium gifts, make room deliveries, or distribute any promotional literature (digital or print) during the conference.
- **Post-Conference Activity.** Lincoln Healthcare Leadership and Home Care 100 retain ownership of all attendee contact information contained in the Cocktail Book, hard and soft copy lists or any other sources. As a Conference Partner, you have permission to use the data for one year following the closing date of the conference with the following limitations:
 - Home Care 100 attendee data must be used in accordance with prevailing privacy laws, including CANSPAM and any others as appropriate. Under no circumstances are you to “spam” attendees. If you receive a request from a Home Care 100 attendee to cease contact (“opt-out”), you will comply with the request.
 - Home Care 100 attendee data may not be loaded into a database used for mass mailings without the express consent of the contact (“opt-in”)