

# HOME CARE 100<sup>®</sup>

## 2024 Partner Code of Conduct

The collegial climate of Home Care 100 is integral to attracting C-level executives from top home care and hospice companies. By helping to maintain this atmosphere, you contribute to the event's success, and create a positive impression with these providers. Below is an outline of our expectations for Conference Partners:

- **Conference Partner Attendees.** The number of executives permitted to attend Home Care 100 is explicitly stated in your contract based on sponsorship level. You cannot exceed this number. Please do not circumvent attendance limits in any way. Failure to abide by these rules will result in loss of Right of First Refusal and possible exclusion from future events.
- **Conference Partner Attendee Level.** Home Care 100 is designed around visionary learnings on the future of the sector, and building relationships with an extraordinary community of thought leaders. A key value for Home Care 100 provider executives is the opportunity to get to know your company through your senior leadership who can thoughtfully contribute to this experience. To maintain the elevated level of interaction and discourse providers expect, partner attendees are required send a senior-level executive (VP or higher). We strongly recommend your CEO, CSO or Chief Product Officer.
- **Private Partner Gatherings.** Conference partners agree not to host private provider gatherings (drinks, dinner, hospitality suite, etc.) that overlap in time with scheduled Home Care 100 functions. Small private partner gatherings are allowed, within strict limits:
  - It must be during a non-competing time (for example, the open Sunday night dinner slot)
  - Partner agrees to keep the gathering strictly to a 1-to-1 ratio of partner to provider executivesThese limits are in place, and will be enforced, to allow all sponsors equal access to providers during the course of the conference, and to prevent a private party "arms race" from developing over time.
- **Pre-Conference Activity.** Home Care 100 prohibits the use of pre-conference contact information for mass emails or telephone campaigns. To set up meetings on-site, select the subset of attendees that represents the best fit – both for you and for the provider. Prepare as you would for a C-level meeting by doing research, tailoring your message to the executive and company, and delivering it in a professional manner.
- **On-Site Behavior.** The value of Home Care 100 is not just short term sales leads, but also the impression you make and the reputation you build. Aggressive or unprofessional behavior, and self-serving questions in sessions, reflect poorly on your company.
- **Materials.** The Home Care 100 Conference strives to give all Partners impactful, tasteful, and equal-by-level branding benefits onsite. Hence, Partners agree not to hand out premium gifts, make room deliveries, or distribute any promotional literature while onsite.
- **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 CAN-SPAM 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").