



## GOOD NEIGHBOR PLEDGE

As a PGA Buying Summit exhibitor, I agree that the golf industry is strongest when it works together, while simultaneously acknowledging that competition is inherent and healthy. The PGA Buying Summit, organized by Reed Exhibitions (RX) and the PGA of America, is a showcase for our industry, and we ask that each exhibiting company keep the good neighbor pledge in mind before, during, and after the PGA Buying Summit. All PGA Buying Summit exhibitors are expected to be mindful of this Pledge.

Given that the PGA Buying Summit is one of the key times each year when our industry comes together, I pledge to serve as a “good neighbor” to fellow exhibitors, by:

- Putting business first and demonstrating leadership of product and people, including by:
  - Not objectifying any gender, race, sexual orientation, etc. in the staffing or design of my booth, booth marketing, and all PGA Buying Summit activities;
  - Abiding by the decibel volume guidelines within the show manual to reduce noise and create a more productive business environment;
  - Respecting the times/dates of key PGA Buying Summit programs and events such as keynotes, welcome reception, etc. to reduce/eliminate conflicts for attendees; and
  - Respecting the business dealings of other exhibitors by refraining from visiting or attempting entry to other exhibitors’ booths during times that are designated for customer interactions, unless invited; And enforcing the importance of this notion throughout all levels of organizational teams and staff attending the PGA Buying Summit.
- Promoting healthy competition by:
  - Asking permission to see and/or photograph or video record other exhibitors’ booths, products, technologies, and to respect all intellectual property and relevant laws;
  - Refraining from visits to other exhibitors for any purpose the first of the PGA Buying Summit Exhibit Hall (Wednesday). Visitation amongst exhibitors should be limited to the last day of the PGA Buying Summit (Thursday) in accordance with the other provisions of the pledge;
  - Communicating proactively with adjacent exhibitors on elements of booth design (e.g., sightlines, lighting, music) that may significantly impact the booth design of another;
  - Coordinating with show management to better organize and schedule special events on the Exhibit Hall and/or in-booth activations to ensure dedicated time for my company’s and others’ investments in the show; and
  - Speaking well of or saying nothing at all regarding fellow exhibitors to customers and publicly, and addressing any conflicts privately with the support of show management, as needed.

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### FOR MORE INFORMATION ON EXHIBITING, PLEASE CONTACT OUR TEAM

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