

SIM Code of Conduct - Sponsors

Purpose:

SIM is a not-for-profit association of key information technology leaders dedicated to

- 1) Knowledge sharing among its membership,
- 2) Serving as the voice of the IT leader on key issues,
- 3) Developing future IT leaders, and
- 4) Giving back to the communities in which we operate.

The professional network our members have established over the years is a result of relationships based upon trust, openness, and mutual respect. Since its founding in 1969, SIM has taken great pride in building decorum for knowledge sharing and participation that is unencumbered by commercial bias.

SIM believes that IT leadership comes from many disciplines, including practitioners, academics, consultants, and vendors. As such, the SIM membership criteria allows for both *consumers* as well as *providers* of IT products and services. Membership acceptance is based upon the candidate's impact upon and contribution to professional practices that advance the business value of Information Technology in the organizations we serve. This open door to a diverse set of IT leaders requires a quid pro quo on the part of all participants to preserve the decorum mentioned above, rather than serving as a platform for individual or organizational commercial gain. The target for SIM Houston Chapter percentage for membership is 85% practitioners and 15% of academics, consultants and vendors. Non-Practitioners are limited to two to three members per industry.

SIM understands the value of networking to build professional and personal relationships. We expect our members and affiliates to be proud of their personal and company's accomplishments and to share valuable experiences and insight. Promotion of products and services, whether or not in the IT marketplace, is a natural occurrence in established personal relationships among professional colleagues. This Code of Conduct is intended to clarify when behaviors cross the line of what is in the best interest of the membership of our Society as a whole.

This Sponsor Code of Conduct serves as a guideline subject to broad and responsible interpretation by SIM officers. It is supplemented by SIM policies and practices that are written to be more specific in certain areas. Failure to abide by these codes of conduct will normally result in a warning and could lead to dismissal from participation in SIM in accordance with Chapter and SIM Central by-laws. This Code of Conduct will be reviewed annually by the SIM Leadership to evaluate relevance to actual experiences and to highlight areas needing further clarification.

General Expectations:

Chapter meeting attendees, conference attendees, or other similar documents published by SIM may not be used for the purposes of broadcast or cold call solicitation without the written consent of the President of SIM Houston and the VP of Membership.

Sales and marketing brochures may not be distributed at any SIM event without the written permission from the SIM leaders in charge of that event. Such promotional materials can discreetly be given to individuals attending the event upon request of the receiver.

No one, belonging to or affiliated with SIM, may use the SIM logo, or other means of identifying the SIM brand, in any documentation without the written consent of the appropriate Chapter or SIM Houston officers.

SIM actively promotes the sharing of ideas and intellectual capital among its membership. We encourage this exchange by publishing papers and reports submitted by members and business partners; forming working and special interest groups to exchange information and best practices. The SIM web site will serve as the document repository for topics of interest.

When such activities are contemplated, the following principles must be observed:

1. The focus of such activities must be primarily intellectual and not commercial. Any reference to products and services offered by the author or participant must be incidental to the focus of the document or activity. All activities are expected to be highly professional and objective in tone and content.
2. Initial availability of the offering should be made through chapters or SIM Houston who will only communicate offerings that meet these guidelines. Once a member has opted to receive a document or participate in an activity, future communications with that member regarding the document or activity are appropriate.
3. Authors and discussion group leaders are encouraged to submit all documents and group activity reports to the SIM Houston website where they will be placed in a repository and made available to all members as part of SIM's intellectual capital.

SIM Sponsors:

From time to time, SIM will seek sponsors of programs and events to help defer organizational costs and raise money for our local SIM Houston philanthropic endeavors. SIM is appreciative of the sponsor's willingness to devote resources and understands its obligation to give the sponsor appropriate exposure to the membership in accordance with established agreements. SIM members are encouraged to show their appreciation to SIM sponsors by taking an active interest in products and services that may be of use to them. For the most part, SIM establishes a sponsorship model that is based upon non-intrusive marketing. This gives the SIM member the choice to visit booths, pick up promotional materials, and interface with sponsors in a way that best suits their needs.

Sponsors are not permitted to do mass mailings, mass emails, social media or any type of communication with the SIM membership in regard to its participation as a sponsor for a SIM event without the permission of the SIM Houston Board and President of the SIM Houston.

Event Etiquette:

It is the goal of SIM Houston to promote a mutually beneficial and productive event environment by not tolerating any conduct/behavior that is unprofessional, disruptive, offensive, or hostile. Sponsoring a SIM Event is a privilege, not a right. Unacceptable behavior, on the part of any sponsor representative, is subject to review and possible discipline by the SIM Houston Board of Directors.

Unacceptable behavior includes but is not limited to:

- Abuse of or mistreatment of other sponsors, SIM members, event staff or volunteers.
- Unprofessional behavior before, during or after a SIM event.
- Malicious gossip and/or spreading rumors.
- Actively selling services and products to practitioner's during events.

Should the behavior of any sponsor representative be contrary to the Sponsor Code of Conduct, the following disciplinary steps may be taken by the Board:

- A written warning can be issued together with an invitation to meet with the Board to discuss the issue(s).
- Unacceptable behavior may result in disciplinary action up to including immediate expulsion from sponsorship opportunities and all SIM activities.

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