



HELOA National Conference 2023

Partner/Sponsor and Delegate Expectations

To ensure that all attendees at the National Conference have the best possible experience, we have outlined the below code of conduct. We would ask that all sponsors and delegates observe the following:

Sponsors & Partners

- a) Sponsors and partners attend all relevant elements of the conference (exhibition, workshops etc.) in a timely manner, show conscientious effort in participating, and conform to conference rules and regulations.
- b) It is asked that all sponsors and partners vacate the Grand ballroom during the AGM, as this is only open to full HELOA members.
- c) Sponsors are expected to establish, maintain and develop business relationships based on confidence, trust and respect. This is not exclusive to the conference, but includes engagement with delegates in electronic communication and social media, prior to and after the conference. We would ask that sponsors observe ICO communication principles when undertaking follow up communication (e.g. ensuring relevance, and appropriate frequency etc.).
- d) Organisations need to ensure that individuals representing them at conference exhibit professional and personal integrity and honesty at all times. Behaviour of the individual should not interfere with the rights of others. This includes the use of appropriate language, actions and attire. Organisations are accountable for individuals.
- e) Organisations must safeguard all confidential, commercially sensitive and personal data acquired as a result of business relationships and not use it for personal advantage or the benefit or detriment of third parties.
- f) Sponsors and partners are responsible for returning the function and other rooms in good condition when leaving and will be required to pay for the cost of any damage incurred.
- g) All sponsors are responsible for their own behaviour during the conference, and are not affiliated as representatives of HELOA in any way. The hotel reserves the right to deny access or to eject anyone not behaving in an appropriate manner. The hotel reserves the right to enter the function room at any point during the conference. No guest or delegate attending conference shall be allowed to smoke in the hotel except for in any area designated as such.
- h) HELOA asks that any issues or concerns are raised to members of the HELOA UK Committee in a timely and appropriate manner for us to address as required. You will have a dedicated contact within our UK Committee who will brief you on arrival. If you are unsure as to who these members of staff are please get in touch with a member of the Partnerships Team.
- i) We ask that sponsors pay any invoices due to HELOA for national conference in a timely manner.

Delegates

- a) Delegates are expected to attend all aspects of the conference in a timely manner, show conscientious effort in participating, and conform to conference rules and regulations.
- b) Delegates are asked to engage with workshop speakers and event exhibitors, including engagement during the business exhibition and ask relevant questions to ensure everyone involved gets the most out of the event.
- c) Delegates are expected to exhibit professional and personal integrity and honesty at all times. Behaviour of the individual should not interfere with the rights of others. This includes the use of appropriate language, actions and attire.
- d) Delegates have a responsibility to always maintain the highest level of professionalism and diplomacy. HELOA Committee members, sponsors, partners, fellow delegates and hotel staff, should be treated with the highest level of courtesy and respect, including on social media and in electronic communication.



- e) Delegates must safeguard all confidential, commercially sensitive and personal data acquired as a result of business relationships and not use it for personal advantage or the benefit or detriment of third parties. This includes commercially sensitive information shared by fellow delegates in workshops and sessions as part of the HELOA conference.
- f) You are responsible for returning the function and other rooms in good condition when leaving and you will be required to pay for the cost of any damage incurred.
- g) All delegates are responsible for their own behaviour during the conference, and are not affiliated as representatives of HELOA in any way. The hotel reserves the right to deny access or to eject anyone not behaving in an appropriate manner. The hotel reserves the right to enter the function room at any point during the conference. No guest or delegate attending the conference shall be allowed to smoke in the hotel except for in any area designated as such.
- h) HELOA asks that any issues or concerns are raised to members of HELOA UKC in a timely and appropriate manner for us to address as required.