



**International Association of Exhibitions and Events  
Guiding Principles for Members**

Adopted: 18 May 2018

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**Guiding Principles**

- Represent and act within your area of professional competency and authority without misrepresentation.
- Conduct business with the highest level of integrity, honesty and social responsibility.
- Avoid occurrences that could be perceived as a conflict of interest or for individual gain.
- Honor written and oral contracts and respect legal and contractual rights of others.
- Protect confidentiality of privileged information in all forms.
- Foster cooperation and fair dealing for buyers and sellers, maintaining the principals of confidentiality, intellectual property protection and agreed contractual terms.
- Refrain from misusing proprietary information.
- Establish and maintain respectful relationships with fellow members globally.
- Commit to the protection of the environment by responsible use of resources when possible.
- Embrace and foster an inclusive business climate of respect for all, regardless of national origin, race, religion, gender, marital status, age, sexual orientation, gender identity, and ableism.