

Corporate Entertainment and Gifts – REVISED 01/01/2016

After much research, feedback from CUPA-HR members and the Corporate Advisory Council (CAC), and guidance from our legal counsel, CUPA-HR will reinstate exhibitor giveaways and drawings with an enforced limit. While CUPA-HR will continue to educate our partners on the various ways our members enjoy building their corporate relationships, re-introducing the exhibitor giveaways and drawings, with an enforced limit, will open the opportunity for greater success among our partners.

CUPA-HR does emphasize that giveaway/drawings are by no means required of our exhibitors, should a partner's corporate policy prohibit/advise against items of this nature.

ENTERTAINMENT AND GIFTS POLICY

Effective January 1, 2016, exhibitor giveaways and drawings will be permitted at CUPA-HR national and regional conferences. Giveaway and drawing prizes must be limited to a market value worth of \$100 or less. Any exhibitor offering a giveaway or drawing worth more than \$100 will be required to cease giveaway or drawing publicity immediately. CUPA-HR will not provide a forum for giveaways and drawings to be conducted or announced during face-to-face events. Communicating drawing and giveaway results will be the responsibility of individual exhibitors.

CUPA-HR allows exhibitors to hand out branded marketing collateral such as pens, Post-It notes, pads of paper, clip holders and the like from their booths during Expo open hours. We ask our exhibitors to be mindful of the ethics and limitations to which our attendees may be held by their universities.

Hospitality Events

Corporates may invite conference attendees to hospitality events on the conference "open" night(s) at a time that does not conflict with conference programming. Compliance with CUPA-HR's statement and policies regarding entertainment and gifts is expected as part of your continued participation in future CUPA-HR conferences.

CUPA-HR conference participants will be encouraged to contact their corporate hosts with any questions about the value of what is being given or hosted. Corporate hosts should be prepared to contact their guests if the value of a hosted event or gift exceeds the interpreted limits in the guidelines for their local area.

Corporates have always been asked to submit invitations to their hospitality events to CUPA-HR headquarters staff prior to the conference and this procedure has not changed. CUPA-HR will review the invitation for the accuracy of following information:

- Correct logo, conference name and date
- Hospitality event location and time
- Place/restaurant name
- Expected number of attendees

CUPA-HR will continue to encourage members and conference attendees to educate themselves on institutional policies and requirements. The following language was developed by CUPA-HR's Communications Department:

Before You Accept Gifts or Invitations ...

... please be sure to review your institution's policies on accepting gifts and meals offered by exhibitors and sponsors at the conference. We also encourage you to read CUPA-HR's statement on corporate gifts and entertainment:

Statement on Corporate Gifts and Entertainment

Our exhibitors and sponsors continue to be very generous with CUPA-HR members attending national, regional and chapter conferences. However, CUPA-HR advises all members to review any applicable institutional or other guidelines before accepting invitations or gratuities at conferences from exhibitors, sponsors and partners. Some institutions have strict guidelines as to what is and is not acceptable with regard to an employee accepting invitations for meals, gifts and gratuities from vendors or potential vendors of the institution. If you have questions about the value of a meal, gift, or gratuity, please contact the exhibitor/sponsor. If you choose to participate in a corporate partner sponsored event that does not comply with institutional guidelines, you may be required to take steps to remedy the situation (for example, you may need to reimburse the corporate host for the meal or gift).