



Diversified Canada's Code of Conduct — Full Policy

Last Updated: February 20, 2025

1. PURPOSE

We believe our community should be truly open for everyone. As such, we are committed to providing a friendly, safe and welcoming environment for all, regardless of gender, sexual orientation, disability, ethnicity, or religion.

This code of conduct outlines our expectations for all participant behavior, as well as the consequences for unacceptable behavior.

We invite all sponsors, speakers, attendees, media, exhibitors and other participants to help us realize a safe and positive conference experience for everyone.

All determinations of appropriate or inappropriate behavior are in Diversified Canada's sole discretion and the decision(s) of the Diversified Canada personnel will be final.

2. SCOPE

We expect all conference Participants (including but not limited to staff, sponsors, exhibitors, volunteers, speakers, attendees, and other guests) to abide by this code of conduct at all conference venues and conference-related social events.

3. EXPECTED BEHAVIOR – Respect and Inclusivity

Be considerate, respectful, and collaborative. Treat all Participants with kindness, respect, and consideration, regardless of race, ethnicity, gender, gender identity and expression, sexual orientation, disability, age, religion, or other protected characteristics. Discussion of opposing or different viewpoints is appropriate but is expected to be conducted in a respectful tone and manner that avoids personal or political attacks.

Refrain from demeaning, discriminatory or harassing behavior, materials and speech.

4. UNACCEPTABLE BEHAVIOR

Unacceptable behaviours & materials include intimidating, harassing, abusive, discriminatory, derogatory, or demeaning materials or conduct by any Participants of the event and related event activities.

Harassment includes but is not limited to: offensive comments (verbal, written, or otherwise) related to gender, sexual orientation, race, religion, disability; inappropriate use of nudity and/or sexual images (including presentation slides); deliberate intimidation, stalking or following; harassing materials, photography or recording; sustained disruption of talks or other events (whether verbal or otherwise); and unwelcome sexual attention will not be tolerated.

Physical, written, verbal or other abuse, intimidation, threats, annoyance, harassment, stalking, pushing, shoving or use of any physical force whatsoever against any person, which in any way creates a disturbance that is disruptive or dangerous, or creates apprehension in a person, as determined by Diversified Canada and its show management, in their sole discretion will not be tolerated.

Any boisterous, lewd or offensive behavior or language, including but not limited to using sexually explicit or offensive language, materials or conduct, or any language, behavior or content that contains profanity, obscene gestures, or racial, religious or ethnic slurs, will not be tolerated.

5. CONSEQUENCES OF UNACCEPTABLE BEHAVIOR

Unacceptable behavior will not be tolerated by any Participant. Anyone asked to stop unacceptable behavior is expected to comply immediately. If a Participant engages in unacceptable behavior, the conference organizers may take any action they deem appropriate, up to and including expulsion from the conference without warning or refund.

6. WHAT TO DO IF YOU WITNESS OR ARE SUBJECTED TO UNACCEPTABLE BEHAVIOR

If you are subjected to unacceptable behavior, notice that someone else is being subjected to unacceptable behavior, or have any other concerns, please notify a conference organizer as soon as possible. All reports will remain completely confidential.

You can report unacceptable behavior to any member of Diversified Canada's staff.

7. PHOTOGRAPHY/VIDEOGRAPHY

Video recordings and photographs are being taken of this event. By entering you agree to have your image and likeness used by Diversified Canada. This conference is being filmed. When you enter this event, you may be in areas that are being filmed by video or photography. By entering the event premises, you consent to the filming, display, release, publication, exhibition or reproduction of your image and anything spoken by you to be used for news, Web casts, promotional purposes, telecasts, advertising, inclusion on Web sites, or any other purposes by Diversified Canada. You release Diversified Canada and its respective affiliates, employees and representatives, and each and all persons involved from any liability connected with such filming. You have been fully informed of your consent and release.

8. AGE POLICY

You must be 18+ to attend the event. Children will not be admitted. If you are under 18 and attending the event as a student, you must be accompanied by a registered attendee/adult/chaperone, must have permission in advance from show management, and must be registered with a badge to attend. Infants are permitted.

9. NO SUITCASING

Suitcasing is the act of someone attending a trade show or conference without purchasing an exhibitor booth or sponsorship and passing out literature, samples, and/or business cards in an attempt to steal leads and revenue from paying exhibitors and sponsors; and/or generate business in general through solicitation.

Suitcasing is strictly prohibited. Anyone Suitcasing during the conference or event will be asked to leave immediately without warning or refund. Additional

penalties may also be applied. Please report any violations you may observe to Show Management.

10. DISTRIBUTION OF MATERIALS (OTHER THAN WITHIN YOUR BOOTH)

Distribution of flyers, notes, pamphlets or brochures at the conference or event or in any session of the event without written consent is forbidden.

11. BADGE POLICY

- All Participants are expected to always wear their event badge in a visible location while at the conference or event.
- I understand that by choosing to allow my badge to be scanned by an exhibitor/sponsor when at an event, I will be providing the exhibitor/sponsor with my personal data including name, address, email and telephone number.
- If I choose to allow an exhibitor/sponsor to scan my badge, I consent to my personal data being used by the exhibitor/sponsor to contact me about their products or services.
- I understand and agree that my personal data will be held and used by Diversified Canada, and any third-party hosting provider acting on its behalf, to run the event and for analysing visitor traffic with a view to improving the event experience for visitors.
- As you enter a sponsored session or event your badge will be scanned. Your information will then be shared with the sponsoring company(s).
- Put simply – your visitor badge is your electronic business card. Please only allow your badge to be scanned by exhibitors/sponsors that you wish to hear from post-event – allowing them to scan your badge is your way of opting into to receiving further information from them. You will be able to withdraw your consent for them to contact you at any point.

CONTACT INFORMATION

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