



GOOD NEIGHBOR PLEDGE

As a PGA Show exhibitor, I agree that the gaming industry is strongest when it works together, while simultaneously acknowledging that competition is inherent and healthy. The PGA Show, organized by Reed Exhibitions (RX) and the PGA of America, is a showcase for our industry, and we ask that each exhibiting company keep the good neighbor pledge in mind before, during, and after the PGA Show. All PGA Show exhibitors are expected to be mindful of this Pledge.

Given that the PGA Show is the one time per year when our industry is best exemplified and gathered, I pledge to serve as a “good neighbor” to fellow exhibitors, by:

- Putting business first and demonstrating leadership of product and people, including by:
 - Not objectifying any gender, race, sexual orientation, etc. in the staffing or design of my booth, booth marketing, and all PGA Show activities;
 - Abiding by the decibel volume guidelines within the show manual to reduce noise and create a more productive business environment;
 - Respecting the times/dates of key PGA Show programs and events such as keynotes, welcome reception, etc. to reduce/eliminate conflicts for attendees; and
 - Respecting the business dealings of other exhibitors by refraining from visiting or attempting entry to other exhibitors’ booths during times that are designated for customer interactions, unless invited; And enforcing the importance of this notion throughout all levels of organizational teams and staff attending the PGA Show.
- Promoting healthy competition by:
 - Asking permission to see and/or photograph or video record other exhibitors’ booths, products, technologies, and to respect all intellectual property and relevant laws;
 - Refraining from visits to other exhibitors for any purpose the first two days of the PGA Show (Wednesday and Thursday). Visitation amongst exhibitors should be limited to the third day of the PGA Show (Friday) in accordance with the other provisions of the pledge;
 - Communicating proactively with adjacent exhibitors on elements of booth design (e.g., sightlines, lighting, music) that may significantly impact the booth design of another;
 - Coordinating with show management to better organize and schedule special events on the Show Floor and/or in-booth activations to ensure dedicated time for my company’s and others’ investments in the show; and
 - Speaking well of or saying nothing at all regarding fellow exhibitors to customers and publicly, and addressing any conflicts privately with the support of show management, as needed.

Questions? Reach out to Your Sales Representative.

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