

CODE OF CONDUCT

Health & Fitness Association (HFA) events are B2B (business to business) events. All participants must be affiliated with the health, fitness and wellness industry. The events are not open to the general public.

HFA strives to provide a safe, inclusive, harassment-free experience for everyone, regardless of gender, gender identity and expression, sexual orientation, disability, race, ethnicity, religion, beliefs, citizenship and/or other protected categories. All participants, including attendees, speakers, sponsors, exhibitor personnel, media, partners and contractors are expected to follow this Code of Conduct at all official HFA venues and events.

HFA does not tolerate conduct that threatens, intimidates or coerces a HFA employee, contractor, or another event participant, including actions based on an individual's background or any other characteristic protected by federal, state or local law.

Firearms, weapons (including weapon replicas), ammunition, dangerous or hazardous devices or substances and illegal items are prohibited at all official HFA venues and events. HFA participants acknowledge all bags are subject to search and screening.

HFA expects that all participants will be dressed in clothing considered appropriate and respectful for a professional environment. We recommend fitness apparel or business/business casual attire. Participants must not be dressed in clothing that is sexually revealing or may be interpreted as undergarments, gender notwithstanding. These guidelines are applicable to all event participants, regardless of gender. Attire that imitates armed forces or law enforcement or appears to threaten the safety of event participants is also prohibited. HFA show management reserves the right to make determinations on appropriate attire. Participants in attire that HFA show management deems objectionable may be asked to alter their attire or may be removed from the event premises.

All participants must have and visibly wear their HFA-issued badge at all times to enter any official event venue, exhibit area, conference or authorized events. Badges are the property of HFA and may not be resold, transferred to, or shared with others. Badges may be revoked by HFA show management for violations of this Code of Conduct.

"Suit casing", which refers to the practice of attending a trade show but "working the aisles" with or without a suitcase or briefcase, soliciting business from other attendees and exhibitors is strictly prohibited. HFA recognizes that suitcasing may also take the form of

commercial activity conducted from a hotel guest room or hospitality suite; a restaurant, club, or any other public place of assembly.

For the good of the event and the exhibitors supporting the event appropriately, the only legitimate place to conduct business during the event is within a contracted exhibit space on the show floor. Exhibiting companies are encouraged to protect their investment and report any violations to show management.

Attendees observed soliciting business in the aisles or other public spaces, or in another company's booth, will be ejected from the event and may be banned from future events at the HFA's sole discretion.

Participants may contact HFA show management by emailing events@healthandfitness.org. Please remember that notifying HFA show management does not constitute or replace notification to local law enforcement. This Code of Conduct does not replace rules posted by HFA venue owners or any rules that are part of HFA's contracts with its vendors, exhibitors and/or sponsors.

Participants asked to stop any behavior in violation of this code are expected to comply immediately. This code provides general guidelines and cannot cover every possible type of unacceptable behavior. HFA reserves the right to apply corrective action to instances other than the specific examples noted. Event participants violating these rules may be sanctioned or expelled from the event and any and all future events without a refund at the discretion of HFA management.

HFA reserves the right to take any action that is reasonably necessary, in the sole judgment of HFA, for the protection of the event, HFA employees and contractors, and event participants including, but not limited to, exhibitors, and/or attendees. This Code of Conduct may be modified at any time and for any reason including to reflect changes to the law.