

Guidelines for official XING events

Event experience

- > The main focus of official XING events is on networking. Official XING events provide XING members the opportunity to strengthen their relationships to each other, to meet new people, and to introduce non-members to the XING network.
- > Official XING events may not have either a political or a religious message or background.
- > The motto of official XING events is: Start on a personal note, and soon you'll be in business.
- > Official XING events are open to all XING members and potential new members.
- > Every official XING event has to be directly associated with an Ambassador group or other official XING group.

Event branding

- > Official XING events have to contain the "XING" name in the title, and must be published on the XING site under the category "Official XING events".
- > XING has to be present as brand with its name and logo at every official XING event. XING will provide the necessary materials for this.
- > Presence on printed material when promoting the event: XING and the XING logo have to be listed as the first partner. Other partners or sponsors may also be named.
- > All materials and documents that bear the XING logo have to be approved by the XING Marketing team before being used.

Event partnerships

Official XING events can be organized in collaboration with sponsors or partners, if the following conditions are met:

- > The event may not under any circumstances take on the character of a sales event—the main focus must remain on networking.
- > Sales or advertising of a product, service or partner/sponsor may not dominate either the program or the structure of the event.
- > If sponsor products are included in an event, members may be informed of special offers for these products. The product may not be actively sold during the event, however, except for food or beverage products. The sponsor/partner may not sell any services during the event. XING reserves its right not to grant the authorization for the endorsement of the XING Events by certain Sponsors on a case-by-case basis in connection with the activity, prestige or reputation of the Sponsor.
- > XING and the XING logo must be included in advertising materials for the event, but does not have to be the first partner listed.

Exceptions to these rules are possible, but must be negotiated with XING on a case-by-case basis.