

## Guidelines Regarding Competitors to NEWH, Inc.

When we think of competitors we automatically think about ASID and IIDA – but there are many more competitors than those two associations. Competitors include organizations/businesses that compete with NEWH for our members, our sponsorships, our advertising monies, etc. Competitors can provide the same products and services, such as tradeshow, educational events, conferences, etc., as we do.

How NEWH and its Chapters interact with our competitors can be beneficial or it can be detrimental to the organization. Partnering with like organizations, where both organizations mutually benefit, is a great way to introduce NEWH to potential members, but we need to have guidelines in place to help us do that most effectively.

**Pay-to-Play members.** We have several companies in the industry that offer services to other companies on a subscription basis. We consider these companies Pay-to-Play. Examples would include MindClick, Material Bank, The Source, etc. Our smaller manufacturers cannot afford to participate in these programs. NEWH does not want to give these firms a platform to promote their businesses...but they are welcome as members. They should not be on panels discussions or any other programs where self-promotion may occur.

**Independent local tradeshow.** Another threat to NEWH are small independent local tradeshow. A good portion of our operating income comes from our Regional Tradeshow. If your chapter hosts an NEWH Regional Tradeshow, and you agree to participate in or promote a competing local tradeshow, it potentially takes away exhibitor and sponsor dollars from your event. If your chapter does not have a Regional Tradeshow, maybe your board should consider if your area is large enough to support an RTS, or could you do a trunk or smaller type show instead?

**Limiting involvement.** NEWH has limited the involvement by non-exhibiting vendors, people who promote non-NEWH events, and people selling ads for industry trade journals at our Regional Tradeshow. We consider these folks competition to the NEWH Magazine, to local and international NEWH events, and to our vendors who pay for booths at the show.

### When partnering with any organization/business other than NEWH:

- If the organization/business has reach beyond the local level (chapters, etc.), then a review with NEWH, Inc. is required.
- If the organization/business is one of our various partners (e.g., Corporate Partner, BrandED Partner, Green Voice Partner, etc.) then a review with NEWH, Inc. is required.
- If the organization/business is a direct competitor, then a review with NEWH, Inc. is required. If in doubt if an organization/business is a direct competitor, please contact the NEWH, Inc. Office.



If the organization/business is a local entity that does not directly compete with NEWH, then feel free to proceed with partnering on events. Make sure that both organizations split responsibilities to put the event together along with income and expenses.

#### Use of the NEWH logo

- When partnering with other organization/business, the NEWH logo may not be used on any materials (signage, social media, marketing materials, etc.) without review and written approval by NEWH, Inc.
- See the full logo guidelines at <https://newh.org/boardresources/member-logos/>
- **For non NEWH members:**  
Non NEWH Members may not use the NEWH, Inc. name, acronym or logo at any time without prior written permission from NEWH, Inc. The NEWH name and its logo are registered trademarks with the U.S. Trademark Office. Use of the names and/or the logos without written permission from NEWH is prohibited. The logo may not be used on any materials or websites not originating within or generated by NEWH, Inc. Headquarters without the express permission of NEWH; such unauthorized use constitutes trademark infringement. If you have any questions, please email [info@newh.org](mailto:info@newh.org) or call 800-593-NEWH.

#### Agreements/Contracts

- Chapters may sign a one-time agreement for event services if it does not exceed \$5,000. Any amount over that must be reviewed and approved by the NEWH CFO.
- All contracts that are multi-event or multi-year must be reviewed and signed by the NEWH CFO.