



Code of Conduct

ABOUT INTERNATIONAL ROUNDUP®

International Roundup® ("IRU") is an exclusive annual international tourism trade show event designed for vendors, suppliers and buyers focused on tourism in The Great American West. The event is hosted in communities across the region, bringing exposure and facilitating international travel and tourism. Over 120 tourism professionals will come together for two extremely productive days of networking, meetings and educational sessions. For more information about IRU, visit InternationalRoundup.com.

ABOUT THE GREAT AMERICAN WEST

The Great American West is the brand for the international marketing efforts of the state tourism offices of Idaho, North Dakota, South Dakota and Wyoming ("Cooperative"). Collectively, the Cooperative markets to both travel trade (tour operators, travel agents, etc.) and consumers through advertising and public relations efforts. Individually, each state office in the Cooperative works with their industry partners to raise awareness of their states and the region as a whole through the promotion of products and travel destinations. The Great American West contracts with Rocky Mountain International, Inc. ("RMI") to assist in the coordination and facilitation of the Cooperative's united marketing efforts, including International Roundup®, in seven international markets, including the United Kingdom, Germany, Benelux, France, Italy, Australia/New Zealand and the Nordics.

BACKGROUND AND PURPOSE FOR CODE OF CONDUCT

The Cooperative values the diversity of views, expertise, opinions, backgrounds and experiences reflected among IRU Participants and the broader tourism community, and is committed to providing a safe, productive and welcoming environment for all Participants of IRU meetings and events. This IRU Code of Conduct ("Code") is important to promoting diversity and creating an inclusive, supportive and collaborative environment for all peoples.

The purpose of this Code is to establish minimum expectations of behavior for Participants attending or participating in IRU events. It is supplemental to any other applicable IRU rules, and it applies to all Participants attending IRU in person or virtually in any capacity.

All IRU-sponsored meeting and event Participants including, but not limited to, attendees, speakers, volunteers, exhibitors, staff, employees, members of the media, vendors and service providers ("Participants") are expected to abide by this Code. This Code applies in all venues, including ancillary events and social gatherings.

EXPECTED CONDUCT

IRU seeks to provide a conference environment in which all Participants feel safe and are treated with respect. In order to create that environment, Participants are expected to maintain appropriate standards of behavior, to conduct themselves in a professional manner, to communicate with respect and consideration for others, to encourage collaboration and participation, to embrace diversity and inclusivity, and to refrain from conduct that is (or may be perceived to be) harmful to themselves, other Participants, Great American West/Cooperative state staff, RMI staff and/or other third parties.

The following behaviors and conduct are expected and requested of all Participants:

- Behaving in a courteous and professional manner;
- Treating all Participants with respect, dignity and consideration, in the spirit of valuing a diversity of views and opinions;
- Welcoming all voices, whether participating in person or remotely;
- Being considerate, respectful and collaborative in communication and actions;
- Discussing differences and critiquing ideas, not people, in a non-confrontational manner with due regard for the viewpoints of others;
- Refraining from demeaning, discriminatory or harassing behavior and speech;
- If using a webcam, maintaining a professional presence;
- Reporting suspected inappropriate behavior directed at yourself and others;
- Respecting the rules, policies and property of IRU and its contracted event facilities and vendors; and
- Complying with the directions of meeting leaders/organizers, and all applicable laws and regulations.

UNACCEPTABLE AND PROHIBITED CONDUCT

Always remember that conduct that may be acceptable to one person may be offensive to another. For purposes of this Code, types of conduct that the Cooperative and IRU consider inappropriate and unacceptable, regardless of intent, motive or purpose, include, but are not limited to:

- Discriminatory conduct based on race, gender, gender identity or expression, age, sex, sexual orientation, disability, national origin, ethnicity, political affiliation, religion, marital status, veteran status, or any other characteristic protected by applicable law;
- Harassment, meaning unwelcome or offensive verbal comments, visual displays (such as derogatory posters, photography, cartoons, drawings or gestures) or physical contact (such as assault, unwanted touching, blocking normal movement patterns or interfering with work or the performance of the duties of another because of his or her sex or race or any other protected characteristic) directed at any Participant, including conduct, comments or images that a person would reasonably find offensive;
- Sexual harassment, meaning unwelcome, unsolicited and unreciprocated sexual advances, requests for sexual favors, and other physical conduct, comments or gestures of a sexual nature that has or that might reasonably be expected to be perceived to offend, humiliate or intimidate another person;
- Deliberate intimidation, threatening, stalking or following;
- Conducting oneself in a manner that is unruly, disruptive or unprofessional, or that endangers the health or safety of yourself or others, including alcohol over-intoxication or over-indulgence;
- Actual or threatened pushing, shoving, or use of any physical force or weapon of any kind against any person;
- Possession of prohibited items, including, but not limited to, weapons of any kind (including knives, firearms or other items that may cause harm to others), illegal drugs, or alcohol not served by venue personnel, Cooperative/IRU staff or officially designated IRU suppliers;
- Destruction, theft, dismantlement, defacement, abuse or intentional misuse of Cooperative/IRU or Cooperative/IRU-contracted venues, property, equipment, signage or supplies;
- Failure to comply with directions of IRU leaders, IRU venue personnel or Cooperative/IRU staff regarding IRU operations;
- Retaliation or threat of retaliation against Participants for reporting activity that they reasonably believed to be in violation of this Code;

- Knowingly and falsely reporting violations of this Code in bad faith;
- Verbal conduct such as epithets, derogatory comments, slurs or unwanted sexual comments, advances or invitations; and
- Retaliation, revenge or retribution for having reported or threatening to report harassment.

This Code is not intended to be all-inclusive, and it is likely there will be conduct issues that it does not specifically address. In that event, as in all others, Participants are expected to follow the direction of Cooperative and RMI staff who will take appropriate action to ensure the safety, security and well-being of Participants.

CONSEQUENCES OF ENGAGING IN INAPPROPRIATE CONDUCT

The Cooperative and RMI have a zero-tolerance policy regarding prohibited conduct. Participants asked to stop any inappropriate conduct are expected to comply immediately. The Cooperative and/or RMI representatives, in their sole discretion, will determine the nature of the Participant's conduct that warrants corrective action as well as the corrective action to be taken. Corrective action may take any of the following forms: verbal warning; expulsion from the IRU without a refund or credit of conference fees; bar from future IRU conferences and events; and/or notifying appropriate authorities including the Participant's employer. Corrective and/or local law enforcement actions taken by the Cooperative and/or RMI representatives are not considered nor intended to be progressive but are discretionary. The decision(s) of the Cooperative and/or RMI representatives are final and not subject to appeal or review.

REPORTING UNACCEPTABLE BEHAVIOR

Violations of this Code are taken seriously by the Cooperative. Participants are encouraged to promptly report any concerns about inappropriate conduct to RMI staff present at the event. If an RMI staff member is the subject of a complaint or if a Participant is not comfortable reporting a complaint to an RMI representative onsite, the Participant is encouraged to bring his or her complaint to Mathias Jung, Owner & CEO of RMI. Once RMI is notified, RMI representatives will discuss the details first with the Participant filing the Complaint, then with any witnesses who have been identified and then the alleged offender before determining an appropriate course of action. Confidentiality will be maintained to the extent that it does not compromise the rights of others. RMI, for and on behalf of the Cooperative, shall document all reports of inappropriate conduct for which it receives a report from a Participant.

If you or someone else is in immediate danger, or if you see something suspicious or would like to report a security issue or emergency, please contact Event venue security or local law enforcement.

Thank you for keeping IRU professional, welcoming and respectful to all.