

# Exhibitor & Guest Code of Conduct

Applies to all The Arc Agency events and associated functions

Effective June 2026

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The Arc Agency events are professional, inclusive environments built on genuine human connection. We are committed to ensuring every person at our events — including our team, exhibiting clients, and attendees — feels safe, respected, and comfortable.

By confirming a booking or accepting an invitation to a The Arc Agency event, exhibiting companies and their representatives agree to this Code of Conduct. It applies across all The Arc Agency services and events, including The-Arc Events, CPD Presentations, Brand Awareness Campaigns, Showroom Tours, and associated functions.

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## 1. Who This Applies To

This Code applies to:

- All individuals representing an exhibiting company, including principals, sales representatives, and any other personnel attending on the company's behalf.
  - All guests and specifier attendees invited to or attending any The Arc Agency event.
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## 2. Expected Behaviour

All Exhibitors and Guests are expected to:

- Treat The Arc Agency staff, fellow exhibitors, and attendees with respect and professionalism at all times.
  - Maintain appropriate physical boundaries — unwanted physical contact of any kind is not acceptable.
  - Engage in conversations and interactions that are inclusive and free from discrimination, harassment, or intimidation.
  - Respect the purpose and environment of the event.
  - Comply with venue rules and any reasonable direction from The Arc Agency staff.
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## 3. Unacceptable Conduct

The following behaviours are not acceptable at any The Arc Agency event:

- Any form of physical contact without clear, explicit consent.
  - Sexual harassment, including unwanted advances, comments, or behaviour of a sexual nature.
  - Harassment, bullying, or intimidation of any person.
  - Discriminatory conduct on the basis of gender, race, age, religion, disability, sexual orientation, or any other attribute.
  - Behaviour that causes distress, fear, or discomfort to any The Arc Agency staff member or event participant.
  - Conduct that brings the professionalism or reputation of The Arc Agency events into disrepute.
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## 4. Exhibiting Company Responsibility

Exhibiting companies are responsible for the conduct of all individuals attending on their behalf. Companies are expected to ensure their representatives are aware of and comply with this Code, and to take appropriate internal action where a breach occurs.

The Arc Agency reserves the right to address any breach directly with the exhibiting company's senior management.

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## 5. Consequences of a Breach

The Arc Agency reserves the right to take one or more of the following actions in response to a breach:

- Issue a verbal or written warning to the individual and/or exhibiting company.
- Remove the individual from the event immediately.
- Restrict the individual's attendance at future The Arc Agency events.
- Restrict the exhibiting company's participation in future The Arc Agency events.
- Terminate the commercial agreement with the exhibiting company, subject to applicable notice and cancellation terms.

The response will be determined based on the nature and severity of the conduct.

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## 6. Reporting a Concern

Anyone who experiences or witnesses conduct that breaches this Code is encouraged to report it to a The Arc Agency staff member at the event, or to contact The Arc Agency directly after the event.

All reports will be treated seriously and handled with care and confidentiality.

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## 7. Our Commitment

The Arc Agency is committed to:

- Maintaining a safe and professional environment at all events.
  - Responding promptly and fairly to any conduct concern raised.
  - Supporting any staff member or event participant affected by a breach of this Code.
  - Reviewing and updating this Code as needed to reflect best practice.
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