



## Code of Ethics

The Exhibitor Group Certified Trade Show Marketer program (CTSM) in partnership with Northern Illinois University's Division of Outreach, Engagement and Regional Development is committed to advancing ethical behavior for all program participants and staff.

This Code of Ethics applies to all associated persons, including (but not limited to):

- ✓ CTSM Candidates
- ✓ CTSM Certified Professionals
- ✓ CTSM Program Staff

At CTSM we believe in quality education. Part of the responsibility for fostering this environment includes the expectation that CTSM community members act with integrity, reflecting the vision and values of our organization by treating all within, and outside the program community with dignity and respect. Our community reputation is upheld by prioritizing behavior that is responsible, professional, equitable, and honest. We desire to cultivate a safe environment, and individuals who in good faith report unethical conduct will be protected.

### Responsibility

Your actions are your own. It is up to you to make the best use of opportunities as you come across them. When you choose to enter the CTSM program, you will have help along the way, but ultimately your own decisions and drive will take you through to certification.

### Professionalism

All individuals are to act following accepted behavior in a business setting. As a professional in your field, you should take initiative, maintain effective work habits, and provide excellence. Members should act with integrity, honesty, and transparency in dealing with others. Exemplify yourself as a reputable professional in the industry.

### Equity

The Certified Trade Show Marketing organization highly regards the concept of fairness as one of its fundamental principles. We are committed to creating an environment where opportunities are accessible to all without discrimination based on race, gender, religion, nationality, or socio-economic status. We strive to ensure fair competition, transparent process, and unbiased decision-making, fostering trust and promoting a level playing field for all participants in the trade show industry.

### Honesty

Represent the truth in what you say both verbally and in writing. Your portfolio should be your own words with any quotations cited appropriately. Your email correspondence and discussions with colleagues should not contain falsehoods that misrepresent yourself or others. You should not represent yourself as CTSM certified until you have been awarded the certification. [CTSM - Graduates Only! \(exhibitoronline.com\)](http://exhibitoronline.com)

### Integrity

Do the right thing, whether it benefits you or not. Comport yourself so that others know they can trust you and your work. Follow through on your commitments, whether to your colleagues, your CTSM advisors, your CTSM instructors, or candidates for whom you are serving as an advisor.

### Questions?

Please reach out to the CTSM Executive Director

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