



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 dedicated to advancing ethical behavior for all program participants and staff.

This Code of Ethics sets expectations for professional integrity and respectful interactions across the CTSM community, including:

- ✓ 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

Participants are accountable for their own decisions and progress. The CTSM program provides guidance and resources, but certification ultimately requires individual commitment and effort.

Professionalism

Maintain professionalism by demonstrating initiative, accountability, and ethical behavior in all interactions. Uphold the highest standards of your profession by fostering trust, providing constructive feedback, and seeking continuous improvement.

Equity

CTSM is committed to promoting equity by creating an environment where everyone can thrive, regardless of race, gender, religion, nationality, disability, or socio-economic status. We ensure fair competition, unbiased decision-making, and accessible opportunities for all participants, fostering trust and inclusivity in the trade show industry.

Honesty

Be truthful in all communications, including verbal and written correspondence. Represent yourself accurately and ensure your portfolio reflects your original work, with proper citations for any quotations or external references. You should not represent yourself as CTSM certified until you have been awarded the certification. [CTSM - Graduates Only!](#)

Integrity

Act ethically and fulfill commitments to colleagues, advisors, mentors, and speakers. Uphold trust placed in you by respecting deadlines, maintaining confidentiality, and collaborating in good faith. CTSM fosters a safe environment for reporting unethical behavior. Individuals who act in good faith will be protected from retaliation.

Questions?

Please reach out to CTSM@exhibitorgroup.com

www.CTSM.com