

Advertising, Marketing & Media Policy

This Advertising, Marketing & Media Policy outlines the guidelines and expectations for individuals, businesses, organizations, and representatives participating in or affiliated with the Southeast Plant Show.

For purposes of this policy, **“Participant”** includes, but is not limited to, vendors, sponsors, educators, speakers, influencers, content creators, volunteers, contractors, partners, exhibitors, and other individuals or organizations formally involved with the Southeast Plant Show.

The purpose of this policy is to ensure consistent, professional, and appropriate representation of the Southeast Plant Show and to establish guidelines regarding promotional materials, branding, social media, photography, video, and media assets associated with the event.

1. Promotion of Participation

Participants are encouraged to promote their involvement with the Southeast Plant Show through appropriate media channels, including:

- Social media
- Email marketing
- Websites
- Newsletters
- Print materials
- Podcasts, videos, and other digital content

When promoting an official appearance, participation, partnership, or involvement with the Southeast Plant Show, Participants should accurately represent their relationship with the event and use the correct event dates, location, and other event information.

Participants may not falsely imply a sponsorship, partnership, endorsement, or other relationship with the Southeast Plant Show beyond the Participant's actual role.

2. Southeast Plant Show Brand Representation

Participants may only use Southeast Plant Show logos, graphics, promotional materials, and other branded assets that have been provided or approved by the Southeast Plant Show.

Southeast Plant Show branding may not be materially altered, distorted, recolored, or otherwise modified without approval.

All promotional content associated with the Southeast Plant Show must:

- Accurately represent the event and the Participant's involvement.
- Be consistent with the Southeast Plant Show's branding and community standards.
- Avoid offensive, discriminatory, defamatory, misleading, or inappropriate content.
- Avoid unauthorized use of copyrighted materials, trademarks, photographs, music, or other intellectual property belonging to another party.

When logo files are requested:

- Sponsor logos should be provided in vector format whenever possible.
- Other Participant logos may be submitted as vector, PNG, or high-resolution JPEG files.

3. Social Media Promotion

Participants may be asked to support promotional efforts for the Southeast Plant Show based on their role, partnership, contract, or participation agreement.

Specific promotional requirements, including the number or type of social media posts, stories, videos, collaborations, or other content, may be communicated separately to Participants when applicable.

When posting about the Southeast Plant Show, Participants are encouraged to:

- Tag or collaborate with **@southeastplantshow** when appropriate.
- Use **#southeastplantshow**.
- Use official graphics and promotional materials provided by the Southeast Plant Show.
- Clearly identify sponsored, compensated, gifted, or other promotional relationships when disclosure is required by applicable law or platform rules.

Participants are expected to communicate professionally and respectfully when representing their association with the Southeast Plant Show.

Personal opinions should not be presented in a manner that reasonably suggests they are official statements, policies, or positions of the Southeast Plant Show.

Nothing in this policy is intended to prevent Participants from providing honest feedback or expressing personal opinions. However, Participants may not knowingly publish false or misleading information regarding the Southeast Plant Show, its organizers, attendees, or other Participants.

4. Collaborative Advertising and Marketing

The Southeast Plant Show may offer Participants opportunities to collaborate on:

- Social media campaigns
- Giveaways

- Interviews
- Videos or podcasts
- Co-branded advertisements
- Promotional graphics
- Email campaigns
- Press or media opportunities
- Other event-related marketing initiatives

Any material presented as an official collaboration with the Southeast Plant Show must be approved by the Southeast Plant Show before publication unless otherwise authorized.

5. Participant-Provided Media and Promotional Assets

Participants may provide the Southeast Plant Show with photographs, videos, logos, biographies, business descriptions, product images, social media handles, headshots, or other promotional materials ("Media Assets") for use in connection with the event.

By submitting Media Assets, the Participant represents that:

- They own the Media Assets or have the appropriate rights and permissions to provide them.
- Use of the Media Assets by the Southeast Plant Show will not knowingly violate another person's copyright, trademark, privacy, publicity, or other rights.
- Any individuals depicted in submitted Media Assets have provided any permissions reasonably necessary for promotional use.

The Participant grants the Southeast Plant Show permission to use, reproduce, edit, crop, resize, publish, display, distribute, and incorporate submitted Media Assets into materials promoting or documenting the Southeast Plant Show.

These materials may be used in formats including, but not limited to:

- The Southeast Plant Show website
- Social media
- Email marketing
- Digital and print advertisements
- Event signage
- Programs and schedules
- Press and media materials
- Promotional videos
- Future event marketing
- Recaps and historical documentation of the Southeast Plant Show

Unless otherwise agreed in writing, the Participant understands that no additional compensation is owed for the Southeast Plant Show's use of Media Assets voluntarily submitted for promotional purposes.

6. Photography, Video, Audio & Likeness Release

The Participant understands that photography, video recording, audio recording, livestreaming, interviews, and other forms of media capture may occur before, during, and after Southeast Plant Show activities.

By agreeing to this Policy, the Participant grants the Southeast Plant Show ("SPS"), together with its authorized employees, representatives, photographers, videographers, contractors, service providers, and media partners, permission to photograph, film, record, interview, and otherwise capture the Participant's name, image, likeness, voice, appearance, statements, interviews, and participation in SPS activities ("Recorded Media").

The Participant grants SPS a non-exclusive, royalty-free, worldwide, continuing license to use, reproduce, edit, crop, resize, adapt, publish, display, distribute, transmit, and incorporate Recorded Media into materials created for SPS-related promotional, advertising, educational, informational, documentary, archival, and public-relations purposes.

Authorized uses may include, but are not limited to, SPS websites, social media accounts, email marketing, digital and print advertising, event signage and programs, press and media materials, promotional videos, event recaps, educational content, historical documentation, and promotion of future Southeast Plant Show events.

The Participant understands and agrees that:

- Recorded Media may be edited, cropped, combined with other content, captioned, reformatted, or otherwise adapted for different media and platforms, provided that SPS does not intentionally use the material in a false, defamatory, or materially misleading manner.
- SPS is not required to obtain the Participant's additional review or approval before using Recorded Media in a manner authorized by this Policy.
- The Participant will not receive compensation, royalties, or other payment for SPS's authorized use of Recorded Media unless otherwise specifically agreed in writing.
- SPS may continue to use materials that have already been captured, created, published, distributed, or incorporated into SPS materials after the Participant's involvement with SPS has ended.
- SPS may permit third-party vendors, contractors, advertising platforms, printers, media outlets, and other service providers to reproduce or distribute Recorded Media solely as necessary to carry out an authorized SPS use.
- The Participant releases SPS and its authorized representatives from claims arising from the authorized use of the Participant's name, image, likeness, voice, or appearance,

including claims based on rights of privacy or publicity, to the extent permitted by applicable law.

This release does not transfer ownership of independently created photographs, videos, artwork, or other content belonging to the Participant. Participant-created materials separately submitted to SPS are governed by the Participant-Provided Media and Promotional Assets section of this Policy.

Nothing in this section overrides specific compensation, content ownership, usage, or licensing terms contained in a separate written agreement between SPS and the Participant.

If a Participant is under the age of 18, this release must be accepted by the Participant's parent or legal guardian.

Participant Photography, Filming & Content Creation

- Participants engaging in photography, video recording, livestreaming, interviews, or other content creation during Southeast Plant Show activities must do so in a manner that does not interfere with event operations, safety, accessibility, or the experience of other Participants and attendees.
- Content creation may not block aisles, entrances, exits, vendor booths, or other event spaces; disrupt classes, demonstrations, presentations, or event operations; or interfere with another Participant's ability to conduct business or perform their role.
- Participants must obtain permission before entering restricted or Participant-only areas for the purpose of filming or recording, and before handling, moving, demonstrating, or otherwise using another Participant's products, displays, equipment, or booth materials for content creation.
- Participants are expected to respect reasonable requests from individuals who do not wish to be directly interviewed, photographed, filmed, or prominently featured in content.
- SPS may require photography, filming, recording, livestreaming, or other content creation to stop or relocate when reasonably necessary for safety, privacy, crowd management, event operations, venue requirements, or contractual restrictions.
- Professional or commercial photography, videography, livestreaming, or media production may be subject to additional SPS or venue requirements.

7. Intellectual Property and Third-Party Rights

Participants are responsible for ensuring that promotional materials they create, submit, or distribute comply with applicable intellectual property laws and do not improperly use another party's trademarks, copyrighted materials, photographs, music, artwork, likeness, or other protected content.

Participants remain responsible for obtaining any licenses, releases, permissions, or approvals required for materials they provide to the Southeast Plant Show.

8. Use of Artificial Intelligence

The Southeast Plant Show values authentic photography, original creative work, and accurate representation of its Participants, products, plants, and event experience.

Participants may not use generative artificial intelligence (“AI”) to create, substantially alter, or fabricate promotional content representing the Southeast Plant Show without prior written approval from SPS.

Prohibited uses include, but are not limited to:

- AI-generated or AI-created photographs, graphics, artwork, video, or other visual content intended to represent SPS, its event, venue, Participants, products, plants, displays, or attendees.
- AI-generated images or video that depict people, products, plants, booths, activities, or event experiences that did not actually occur.
- AI-generated or manipulated content that could reasonably be mistaken for authentic photography, video, statements, testimonials, or event documentation.
- AI-generated recreations or imitations of SPS logos, branding, graphics, promotional materials, or other protected assets.
- Using AI to alter a person’s appearance, statements, voice, likeness, products, artwork, or other content in a misleading or unauthorized manner.
- Submitting AI-generated or substantially AI-modified Media Assets to SPS as original photography, artwork, or other authentic Participant-created content.

Routine editing tools that use automated technology for functions such as cropping, resizing, background removal, lighting correction, color correction, noise reduction, transcription, captioning, or similar technical adjustments are not considered prohibited AI-generated content under this policy, provided they do not materially fabricate or misrepresent the underlying content.

SPS may request original photographs, video, artwork, source files, or other supporting materials when reasonably necessary to verify the authenticity of promotional content.

SPS reserves the right to reject, remove, or require correction of AI-generated, AI-manipulated, or otherwise synthetic content that violates this Policy or that SPS determines does not appropriately or accurately represent the Southeast Plant Show.

9. Indemnification

To the extent permitted by applicable law, the Participant agrees to indemnify and hold harmless the Southeast Plant Show, its organizers, representatives, and affiliates from claims, damages, liabilities, or expenses arising from materials supplied by the Participant, including claims involving copyright, trademark, privacy, publicity, or other intellectual property rights.

10. Policy Violations

The Southeast Plant Show reserves the right to address violations of this policy as reasonably necessary to protect the event, its Participants, attendees, reputation, or intellectual property.

Depending on the nature and severity of the violation, actions may include:

- Requesting that promotional materials be corrected or removed.
- Revoking permission to use Southeast Plant Show branding or promotional assets.
- Removing or declining to distribute Participant-provided promotional materials.
- Limiting promotional or collaborative opportunities.
- Revoking privileges associated with participation in the event.
- Taking other appropriate action consistent with the Participant's applicable agreement with the Southeast Plant Show.

11. Acceptance of Policy

By signing this policy or otherwise agreeing to it as part of their participation in the Southeast Plant Show, the Participant acknowledges that they have read, understood, and agree to comply with this **Advertising, Marketing & Media Policy, including the Photography, Video, Audio & Likeness Release contained herein.**

Specific contracts, participation agreements, sponsorship agreements, educator agreements, influencer agreements, volunteer agreements, or other written agreements may establish additional requirements. If additional requirements apply to a Participant's role, those requirements remain in effect in addition to this policy.

Questions regarding this policy may be directed to **info@southeastplantshow.com**.

We appreciate your cooperation in helping the Southeast Plant Show maintain consistent, professional, and positive communications across our community.

I have read and agree to the Advertising, Marketing & Media Policy, including the Photography, Video, Audio & Likeness Release.