



Antitrust Compliance Statement

The Incentive Marketing Association (IMA) is committed to strict compliance with federal and state antitrust laws. The antitrust laws are designed to promote free and open competition and to penalize any activities that unreasonably lessen business rivalry. These activities include agreements among competitors on prices, agreements to boycott third parties, and agreements to divide markets.

Because trade association meetings bring together competitors, any unauthorized discussion of such topics can lead to an inference that an illegal agreement was reached. Accordingly, the following guidelines apply to any meeting or other activity conducted under the auspices of the IMA:

- *There shall be no discussion of prices, discounts, or other terms and conditions of sale without the prior authorization of IMA's President.*
- *There shall be no discussion of the areas in which members will compete or the products and services that they will offer.*
- *There shall be no discussion of any agreement or understanding to boycott a third party or to deal with it only on certain terms.*
- *Without prior authorization, there shall be no discussion of agreements to deal exclusively with certain parties, requirements that purchasers of particular products or services purchase other products or services, standard-setting, certification, statistical reporting, or codes of ethics and other self-regulatory activities.*
- *IMA's staff shall keep minutes of all meetings and immediately terminate any discussion that may violate these guidelines.*

Severe civil and criminal penalties, including fines and imprisonment, can result from violations of these antitrust laws. Whenever in doubt about how to apply these guidelines, the officers, members, and guests of IMA should consult its President.