



# Content Guidelines for Event Sponsors

As a sponsor for the JIS show, it is important to ensure that your content is appropriate for the intended audience of the event. The following “Content Guidelines” have been developed and implemented by Management in order to avoid any content that may be deemed offensive, discriminatory, or defamatory, as well as to improve the aesthetic of the JIS show floor.

## 1. No Offensive Content

Any content that is offensive, hateful, or discriminatory towards any race, ethnicity, gender, religion, sexual orientation, age, or disability is strictly prohibited from JIS.

Examples of offensive content may include:

- o Slurs or derogatory language
- o Racist or sexist imagery
- o Insensitive depictions of disabilities or mental health conditions

## 2. No Inappropriate Content

Content that is sexually explicit is strictly prohibited from JIS. This includes content that contains nudity, sexualized imagery, or suggestive language.

Examples of inappropriate content may include:

- o Images or graphics that depict sexual acts
- o Language that is explicit
- o Nudity, implied nudity or provocative poses

## 3. No Defamatory Content

Content that is defamatory or disparaging is strictly prohibited from JIS. This includes content that makes false or damaging statements about individuals or organizations.

Examples of defamatory content may include:

- o Accusations of criminal behavior or wrongdoing
- o False statements about the quality or safety of products or services
- o Negative comments about competitors or other organizations

## 4. No Infringement of Third Party Intellectual Property

Only the owner of a brand, or the legal U.S. distributor, may exhibit or promote such brand via promotional signage at the JIS show. Sponsors must also ensure that their content does not violate any intellectual property rights, including the copyrights or trademarks of any third parties. This includes ensuring that any images, logos, or other content used in the sponsorship are either owned by the sponsor or properly licensed for use.



# Content Guidelines for Event Sponsors

## *Continued*

### **5. Avoid Political Content**

Content that is politically charged or partisan is generally discouraged, as it can be divisive and create disruptions at the JIS show. Sponsors should avoid content that promotes any specific political candidate or party, or that takes a strong stance on political issues.

Examples of political content include:

- o Images or language that support a specific political candidate or party
- o Content that promotes specific political causes or beliefs
- o Messaging that is critical of certain political figures or parties

### **6. No Promotion of Any Other Trade Event**

Content that promotes any other trade event besides JIS is strictly prohibited.

### **7. No Cartoon Characters**

Cartoon characters are not allowed on any sponsorship throughout the JIS show.

### **8. No Weapons**

Content that includes weapons of any kind, including guns or knives, is strictly prohibited.

**JIS Branding Guidelines:** Correct usage of JIS show names and JIS logo is required.

[JIS logos can be downloaded here.](#)

- ✓ JIS Spring
- ✓ JIS Fall
- ✗ JIS Miami
- ✗ JIS Miami Beach
- ✗ JIS October
- ✗ JIS March

If you don't submit approved artwork by deadline, you are still under the terms of your agreement.

All submitted sponsorship materials and content are subject to Management's approval prior to use and Management's decision on the suitability of any such materials and content will be final. Any content that violates these guidelines is subject to removal by Management.

**IF YOU HAVE ANY QUESTIONS ABOUT THESE GUIDELINES  
OR ARE UNSURE IF YOUR CONTENT IS APPROPRIATE, PLEASE  
CONTACT YOUR SALES REPRESENTATIVE FOR CLARIFICATION.**