

DSA Supplier Guidelines

DSA expects that suppliers of the Association and direct selling channel will share and embrace the spirit of the DSA's commitment to integrity, ethical business practices, legal and regulatory compliance.

A. Support of the Association Mission and its Members

1. DSA suppliers shall act in the best interest of the Association and its member companies;
2. DSA suppliers shall not act in any manner inconsistent with the Association's mission; interests or Code of Ethics;
3. DSA suppliers shall exert their best efforts to effectively serve the members of DSA;
4. DSA suppliers shall conduct themselves at all times and in all dealings with each other and active members with the highest level of integrity and courtesy: ensure that any products or services offered to DSA or member companies are supported by competent and reliable evidence and that all marketing activities are truthful and non-misleading;
5. DSA suppliers shall ensure truthful, accurate and current contact information is submitted to DSA whether as a supplier or supplier applicant;
6. DSA suppliers shall represent all products and services offered in a clear, honest and complete form so that the direct selling member knows the exact nature of that which is being offered;
7. DSA suppliers shall respond to all requests by Association members in a timely manner;
8. DSA suppliers shall not disparage DSA or its member companies in any way;
- 9.** DSA suppliers shall not disclose information confidential information (including analyses, studies and other documents concerning direct selling members or supplier members, but shall not include such information which has become generally available to the public other than as a result of the disclosure by the supplier) obtained from the DSA regarding its direct selling members to any other person or organization;

B. Identification and Communications

1. DSA suppliers shall ensure that the DSA Supplier logo is used and conspicuously visible with any solicitations, print and electronic marketing communications to DSA member companies;
2. DSA suppliers shall not imply that DSA has given an endorsement of a supplier's products or services;
3. DSA suppliers shall use the DSA Supplier logo and references to affiliation with DSA in accordance with directives from DSA;

4. DSA Suppliers shall ensure that any promotional materials, solicitations and marketing communications directed toward DSA members clearly identifies a company's status as a DSA supplier;
5. DSA suppliers shall ensure that all communications, marketing and promotional materials with direct selling members are conducted in a professional and reasonable manner and that such material and communications are not inconsistent with the Association's mission, interests or Code of Ethics.

C. Exhibits and Meetings

1. DSA suppliers shall abide by all rules, regulations and directives prescribing supplier behavior established by DSA, including rules of conduct set forth for exhibit activities at all DSA functions;
2. Ensure that their exhibit booth signage is appropriate for the professional nature of DSA and its members;
3. DSA suppliers shall submit accurate information (including on any forms and communications) to participate in the exhibit hall activities at DSA events;
4. Maintain exhibit booths, once assembled in the exhibit area, intact and in place until the tear-down and removal time set by the association;
5. DSA suppliers shall not partner with non-suppliers in generating marketing content or featuring marketing materials or booths at DSA events;
6. DSA suppliers shall Respect other DSA suppliers' ability to do business within the industry uninterrupted access to direct selling members at trade show functions;
7. DSA suppliers shall not schedule general attendance meetings, receptions or other events at times which conflict with substantive programming or exhibit hall open hours at DSA meetings without express written permission of DSA;
8. DSA suppliers shall endeavor to sponsor Association activities, meetings, events, publications, and other services for DSA member companies;
9. DSA suppliers shall not use DSA educational sessions to directly promote their products or services without the express written permission of DSA;
10. DSA suppliers shall not host or provide education offerings that conflict with the Association's mission, interests, educational offerings or Code of Ethics;
11. DSA suppliers shall coordinate the scheduling of any allowable independent offerings with the Association and will work to partner before hosting independent educational offerings or events and pursue such these activities only after a partnership opportunity with the Association is unavailable;

12. DSA suppliers shall participate in Association events upon request whenever practicable, without soliciting or explicitly promoting their own organization's products or services;
13. DSA suppliers shall ensure that any branding of supplier events remains distinct from DSA programming and does not hold out the supplier event as a DSA event or a DSA-sanctioned event

Violation of the Supplier Responsibility Code may be grounds for termination as a supplier of the Association.

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