



Promotional Blackout 30 Days +/- AMIA Conference Policy

Purpose

This policy establishes a promotional blackout period before and after AMIA Conferences. This strategy allows AMIA to prioritize key non-dues revenue generation essential to achieving its annual budget.

Scope

This policy restricts and suspends the promotion of any live and virtual events not sponsored or produced by AMIA during the blackout period. This policy applies to both paid and free events. Restricted marketing activities may include but are not limited to:

- Email campaigns via official AMIA channels
- Social media posts via official AMIA channels
- Advertisements via official AMIA channels
- Connect posts by AMIA staff and members.

Policy

1. **Blackout Period Definition** – A promotional blackout period is defined as a specific timeframe during which no competitive marketing activities will be conducted.
2. **Promotion Definition** – Promotion for the purposes of this policy is defined as marketing tactics that encourage registration or purchase.
3. **Duration** – The blackout period will begin 30 days before and end 30 days after the meeting dates of an official AMIA conference
4. **Eligibility Criteria** – The blackout period applies to external organizations hosting in person and digital events that may be of interest to AMIA members.
 - a. This policy does not apply to paid sponsors of AMIA Conferences.
 - b. This policy is not intended to alter member communications supporting AMIA Public Policy Principles and Initiatives.
5. **Responsibility** – AMIA Leadership Team is responsible for ensuring compliance with this policy. Any exception to this policy must be approved by the CEO.

Review and Revision Process

This policy will be subject to periodic review to assess its effectiveness and relevance. Any necessary revisions will be made to adapt to changing circumstances, industry standards, or company needs. Suggestions for improvements or modifications to this policy are welcome and should be directed to the appropriate department for consideration.

Approval

This policy has been approved by the Board of Directors on May 19, 2025.