



Suppliers of the Direct Selling Association are entitled to certain rights and privileges, as well as responsibilities and obligations as designated under DSA's Articles of Incorporation, approved and adopted by the association (Article I, Section (D)). Accordingly, supplier responsibilities include the obligation to operate at the highest ethical levels. As evidence of such commitment, applicants for supplier affiliation in DSA, and existing Suppliers on an annual basis: (1) pledge that, while pursuing their own interests they shall act in good faith and exert their best efforts to effectively serve the direct selling members of DSA; (2) agree that all confidential information obtained from the DSA regarding its direct selling members or suppliers be kept confidential and not be disclosed to any other person or organization ("confidential information" shall include 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).

DSA Suppliers of the association and Supplier applicants pledge that they will:

- Abide by all rules and regulations prescribing supplier behavior established by the association, including rules of conduct set forth for exhibit activities at all DSA functions;
- Act in the best interests of the direct selling members and the association;
- Conduct themselves at all times and in all dealings with each other and active members with the highest level of integrity and courtesy;
- Use the DSA Supplier logo and references to affiliation with DSA appropriately;
- Support the association and its efforts to ensure the highest level of marketplace ethics and to preserve, protect and defend the ability of its members to do business;
- Ensure that all communications with direct selling members be done in a professional and reasonable manner;
- 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;
- Respect other DSA suppliers' desire to do business within the industry and their right to uninterrupted access to direct selling members at trade show functions;
- Work diligently to follow up on all requests by direct selling members in a timely manner;
- Determine how they can be an additional resource to DSA by sponsoring membership events, publications or scholarships;
- Will not use DSA educational sessions to directly promote their products or services without the express written permission of DSA;
- Ensure that their exhibit booth signage is appropriate for the professional nature of DSA and its members;
- Keep exhibit booths, once assembled in the exhibit area, intact and in place until the tear-down and removal time set by the association;
- Share knowledge and expertise as speakers at association educational events whenever practicable, without soliciting or explicitly promoting their own organization's products or services;
- Will 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.