

EXPO RULES AND REGULATIONS FOR SAPIK

The following document includes information and guidelines to follow during marketing days for SAPIK at expos. All SAPIK members should follow these rules and regulations if you are attending an expo on behalf of SAPIK. This is not applicable to follow if you are attending an expo for your own practice; however, these are good guidelines to follow in any expo setting.

AIM OF AN EXPO FOR SAPIK:

The aim of attending expos are to provide exposure with regard to Kinderkinetics as a profession. These rules and regulations document are set to ensure that marketing during an expo falls within the Scope of Practice of Kinderkinetics, as well as SAPIK's Code of Conduct. The name Kinderkinetics will go out to parents, children and other professionals. All products will be of an educational nature, and correct and valid information will be provided throughout the expo. The date and time of the expo will be made public and sent out to all the members. It is important to identify expos, which will be of benefit to Kinderkinetics and fall within the overall objective of the expo.

It is important to follow the following guidelines and regulations:

1. MARKETING MATERIAL:

SAPIK will advertise the Expo event on all SAPIK social media platforms as well as by email to each registered member. The SAPIK and Kinderkinetics logo and/or 'K' should be displayed on marketing material. Examples may include pens, stress balls, T-shirts, flyers, stickers and business cards that may be provided. The branded SAPIK gazebo's, banners, chairs and tablecloths will be used for this purpose.

2. APPARATUS:

Apparatus may be used as marketing material at expos as long as no lessons are provided in return for money. Clean apparatus and good quality apparatus should be on display and must be relative to all the programs Kinderkinetics present.

3. DRESS CODE:

The recommended clothes are a navy jean, navy golf t-shirt and the SAPIK name tag. The T-shirt does not need to have the SAPIK logo on. Please look professional at all times. Private practice uniforms are not allowed to be worn.

4. CLIENT INFO:

May take contact details of possible clients to contact for Kinderkinetics sessions. An updated list of Kinderkineticists should be available should a client require more information on a Kinderkineticist / Kinderkinetics practice near them. The client's information should be provided to practices in the location where the client lives, in order for a Kinderkineticist to follow up. A professional list should be available at the expo where the following information should be taken: Name, Surname, Contact number, Email address and Physical address.

5. PROFESSIONALISM:

Always conduct yourself in a professional manner and maintain a professional appearance and demeanor. The name of Kinderkinetics is at stake here. Respect the rules of the expo itself.

6. HYGIENE:

Make sure that the expo area of the stall is always clean and neat. This includes apparatus and marketing material. Make sure that everything is in a good working condition.

7. PUNCTUALITY:

Always be on time for the expo and make sure that you have enough time to set up before the expo starts.

8. AVAILABILITY:

During the day, there should always be someone at the stall for any questions and information needed. Demonstrations and all other activities must be confined to the limits of the exhibitors booth. Have enough hands at the table and make sure there is a strict shifts roster if applicable.

9. TIPS/GRATUITIES:

You are not allowed to accept tips/gratuities from any one and also not allowed to give these out.

10. SOUND/MUSIC:

Depending on Expo rules and regulations, the use of sound/music may be implemented as long as it is not disruptive towards the other exhibitors. The choice of music should also be suited for Kinderkinetics. Focus on drawing attention to your stall and make your stall attractive.

11. INSURANCE:

SAPIK will be held responsible to purchase commercial general liability insurance for the duration of the expo. Be aware of the buildings' emergency plan and escape route.

12. INTELLECTUAL PROPERTY:

Respect all exhibitor's intellectual property as well as the products that are being exhibited.

13. PHOTOS:

Photos are only allowed to be taken of the stall, marketing material and information regarding this. No photos will be allowed of potential clients, children or other exhibitors without written consent.

14. BIAS MARKETING:

You may not market yourself or other practices through the marketing material. Only Kinderkinetics as a profession may be advertised.

15. NAME AND SHAME:

May not talk badly about other professions if a potential client perhaps asks what the difference between Kinderkinetics and the other profession is. Have clear information with regard to the differences between professions and market Kinderkinetics in a respectable, professional manner.

16. FALSE INFORMATION:

You may not provide information that is not included in the Scope of Practice for Kinderkinetics. You are not allowed to provide false information about any other Kinderkinetics practice.

17. COPYRIGHT:

Marketing material may not look the same as other professions or exhibitors. May not display any product or distribute advertisements for any product or service that infringes any patent, copyright, trade secret or another proprietary right of any person or entity.

18. INCENTIVES:

You may not provide incentives that can be bought at the stall. Examples include cupcakes, stickers, sweets, etc. Focus on marketing Kinderkinetics.

19. INFORMATION CENSUS:

Do not put other professions in a negative light with questionnaires asking potential clients to choose between Kinderkinetics and another profession.