

Membership & Advertising Guidelines

Membership Term

Membership is for one (1) full year. Membership begins once Destination DC receives the fully completed application and full payment of annual dues. Unless notified in advance in writing in the manner set forth below, membership will be renewed automatically each year by Destination DC and dues will be billed annually. Cancellations are required in writing a minimum of thirty (30) days before the renewal date. Destination DC may automatically cancel any member with dues more than ninety (90) days past due and may suspend any member as the need becomes apparent, in Destination DC's sole discretion. Dues may be increased once per year. Any dues increase is applicable only after the prior year term has been completed.

Eligibility & Standing

Individuals, businesses or organizations in the travel and tourism industry serving the Washington, DC region are eligible for membership in Destination DC. Destination DC reserves the absolute right to deny membership to any applicant for any reason. It is Destination DC's policy not to discriminate against any person based on race, color, religion, sex (including gender identity, sexual orientation and pregnancy), national origin, age, disability or genetic information and Destination DC expects that its members will not engage in such discriminatory conduct. Destination DC reserves the right to suspend or expel any member if, in Destination DC's sole discretion, that member engages in conduct Destination DC considers discriminatory, sells, distributes or gives to any non-member any of Destination DC's confidential or "members only" materials or engages in any conduct which Destination DC deems, in its sole discretion, to be prejudicial to Destination DC. Additional grounds for membership removal by Destination DC include, but are not limited to, failure to pay membership dues, failure to meet acceptable business standards and practices and/or engagement of conduct in violation of Destination DC policies and guidelines.

Antitrust

It is Destination DC's policy not to play any role in the competitive decisions of its members or their affiliates or business partners, or to restrict competition in any of the product or service sectors it serves. Accordingly, any activity by a member that intentionally or unintentionally reduces competition or restrains trade is contrary to Destination DC policy.

Promotional Content & Advertising by Members

Destination DC's trademarks and logos may only be used by members in good standing. All advertising and promotional content that seeks to incorporate and/or use any of Destination DC's trademarks, logos and/or media assets, including but not limited to Destination DC's print, social media, video and website assets, is subject to Destination DC's prior written approval. Destination DC reserves the right to allow or refuse any materials at its sole discretion for any reason whatsoever, without limitation. Content should be relevant to the travel and tourism industry serving the Washington, DC region.

Promotional Content & Advertising in Destination DC Channels

Destination DC guidelines prohibit any content which, in whole or in part, is false or misleading, promotes or includes unlawful or illegal goods, services or activities, or is otherwise unlawful, obscene or inappropriate as determined by Destination DC in its sole discretion. This includes but is not limited to content which consists of or includes the following:

- a) pornography, adult-oriented content or offensive sexual material;
- b) religious messaging (other than event or cultural attraction marketing);
- c) explicit language, violent images or related content including but not limited to, content that would be considered to fall within the TV-MA rating;
- d) weapons, ammunition or explosives;
- e) illegal, prescription or recreational drugs;
- f) libelous, defamatory or disparaging materials;

- g) e-cigarettes, tobacco or marijuana products;
- h) controversial, offensive or hate symbols;
- i) political content or messaging intended to support or oppose any political party or candidate;
- j) industry positioning or imagery to influence public policy (lobbying is prohibited);
- k) any implied or express endorsement of any product, service or message by Destination DC.

By submitting any content or advertisement(s) to Destination DC for approval, the member represents and warrants that it owns or has all necessary licenses, rights, consents, and/or permissions in and to such content or advertisement(s). The Member also represents and warrants that the content or advertisement(s) is not defamatory, obscene, inappropriate or contrary to applicable local, national, and international laws and regulations.

At its sole discretion, Destination DC reserves the right to refuse listings, events, deals, ads, social media posts, videos and any other content in order to comply with criteria that the Destination DC deems appropriate for its publications and marketing channels.