

AGES Code of Ethics and Professional Conduct

Updated October 2025

Purpose and Values

As members and representatives of the Association of Global Event Suppliers (AGES), we are committed to upholding the highest standards of ethics and professional conduct.

This Code defines our shared principles and the expectations that guide how we work - with one another, with our partners, and with the wider industry. It exists to strengthen confidence in AGES and its activities, recognising that the credibility and reputation of our Association rest upon the collective integrity of its members and leadership.

Our core values are responsibility, respect, fairness, honesty, lawfulness, and compliance.

These principles form the foundation of AGES and shape how we act, decide, and represent our industry.

Standards of Conduct

Responsibility

We take ownership of the decisions we make - and those we choose not to make.

We honour our commitments and deliver on what we promise.

We inform ourselves and act in accordance with AGES policies, rules, and the laws governing our work, whether professional or voluntary.

We report unethical, unlawful, or improper conduct through the appropriate channels and, when necessary, to those affected.

Respect

We show respect for others, for ourselves, and for the resources entrusted to us.

Respect fosters trust, cooperation, and excellence, creating an environment where diverse perspectives are valued and collaboration thrives.

We engage in open, fair negotiation and do not use our position, influence, or expertise to secure personal advantage at the expense of others.

Fairness

We act impartially and objectively, making decisions free from prejudice, bias, or self-interest.

AGES depends on the commitment of its members, who contribute equally through participation, expertise, and the sharing of relevant corporate information for the benefit of the association.

Honesty

We seek the truth and act truthfully in all our communications and conduct.

We do not mislead, conceal, or distort information.

We are transparent, avoiding false statements, half-truths, or omissions that could render information incomplete or deceptive.

Lawfulness

We comply fully with all relevant laws, regulations, and obligations when engaging with governmental bodies, ministries, organising committees, sports federations, and other stakeholders. Members are expected to adhere to all applicable employment, social insurance, and health and safety regulations.

AGES maintains a zero-tolerance policy towards corruption in any form and aligns itself with the *ICC Rules of Conduct to Combat Extortion and Bribery*.

Compliance

We are committed to fair competition, anti-corruption, and the accurate disclosure of financial information.

We safeguard AGES' intellectual property and that of its members, ensuring all information is used appropriately and protected from misuse.

We handle confidential, personal, and proprietary information in full compliance with applicable data protection laws and mutual agreements.

Conclusion

Through this Code, AGES reaffirms its collective responsibility to act with integrity, professionalism, and respect for all.

By following these principles, we strengthen not only our Association but also the global reputation of the event supply industry.

AGES - promoting integrity, collaboration, and excellence in every aspect of our work.