

4.3.1

Tradeshow Attire

Policy Purpose and Scope

The purpose of this policy is to outline appropriate attire for representing PhotoBiz at a tradeshow.

Roles and Responsibilities

The Marketing Manager is responsible for maintaining and updating this policy and ensuring all information is accurate and the current process is documented.

Policy

When working the booth PhotoBiz employees should wear:

- PhotoBiz shirt
 - Whole team to wear the same shirt for each day of each event. Marketing Manager to inform team prior to the event what shirt to wear such as black I Love PhotoBiz shirt, blue PhotoBiz Loves Me shirt, or gray and black PhotoBiz Web Team shirt.
- Jeans
 - No holes, no tears, not too baggy or too tight
- Belt
 - Generally suggest black
 - Should match/compliment shirt
- Comfortable shoes
 - Suggest sneakers that are primarily black or white
 - Should be clean
 - No sandals, no open toe shoes, no heels
- PhotoBiz name badge

We also ask that everyone has well kept hair, and that male employees are clean-shaven or have well groomed facial hair for the event.

In addition, jewelry should be subtle and not distract from or make it difficult to see the PhotoBiz logo on the shirts.