



## MEMBERSHIP TERMS & CONDITIONS

### **Membership Term and Dues:**

Membership is for one (1) full year and runs from January 1st – December 31st. Membership begins once Los Angeles Tourism receives the fully completed application and full payment of annual dues. If a Member signs on after January 1st, Member will be billed pro-rated dues based on the date of activation and will be billed the full amount for the following calendar year. Unless notified in advance in writing in the manner set forth below, membership will be billed automatically each year in December by Los Angeles Tourism.

Los Angeles Tourism 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 Los Angeles Tourism's sole discretion. Dues may be increased periodically. Any dues increase is applicable only after the prior year term has been completed. Membership dues are NON-REFUNDABLE and NON-TRANSFERABLE. Dues are not deductible as a charitable contribution for tax purposes but may be a deductible business expense in accordance with current IRS guidelines (consult your tax advisor).

### **Member Information:**

It is the Member's responsibility to notify L.A. Tourism of any changes to their Member record, content and contacts. Members are responsible for updating their contacts and business information through the Member Portal, which is accessible online. It is the Member's responsibility to educate Member's new team members about Membership status & benefits with L.A. Tourism. Membership with Los Angeles Tourism & Convention Board (Los Angeles Tourism) is held in the name of the Member's business entity name (not an individual).

### **Eligibility & Standing:**

Businesses or organizations in the travel and tourism industry serving the Los Angeles region are eligible for membership in Los Angeles Tourism. L.A. Tourism is pleased to accept Membership applications from businesses or organizations in the travel and tourism industry serving the Greater Los Angeles Area (i.e. – Los Angeles, Orange, San Bernardino, Riverside and Ventura Counties) as well as hotels located in Los Angeles County. Destination Marketing Organizations, Convention & Visitors Bureaus and similar organizations must be located within Los Angeles County to be considered for Membership.

Los Angeles Tourism reserves the absolute right, in its sole discretion, to deny or rescind Membership in the event that the business, operations or activities of a proposed or current Member are deemed to be contrary to L.A. Tourism's mission and corporate purpose, and/or if the proposed or current Member is found in violation of regulatory requirements by a governmental agency. It is Los Angeles Tourism'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 Los Angeles Tourism expects that its Members will not engage in such discriminatory conduct. Los Angeles Tourism reserves the right to suspend or expel any member if, in Los Angeles Tourism's sole discretion, that member engages in conduct Los Angeles Tourism considers discriminatory, sells, distributes or gives to any non-member any of Los Angeles Tourism's confidential or "Members only" materials or engages in any conduct which Los Angeles Tourism deems, in its sole discretion, to be prejudicial to Los Angeles Tourism. Additional grounds for Membership removal by Los Angeles Tourism 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 Los Angeles Tourism policies and guidelines.

**Promotional Content & Advertising:**

L.A. Tourism'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 L.A. Tourism's trademarks, logos and/or media assets, including but not limited to L.A. Tourism's print, social media, video and website assets, is subject to L.A. Tourism's prior written approval. L.A. Tourism 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 Los Angeles region. L.A. Tourism 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 or obscene as determined by L.A. Tourism in its sole discretion. L.A. Tourism maintains the right, in its sole discretion, to edit content based on space constraints, misleading statements or any copy or photos that L.A. Tourism deems offensive, provocative and/or inappropriate. All corporate communications, press releases and advertorials that mention L.A. Tourism must be pre-approved in writing by the L.A. Tourism Communications team.

Separate Terms & Conditions apply to paid advertising opportunities.

Please contact [membercommunications@latourism.org](mailto:membercommunications@latourism.org) for new Member information or questions regarding your existing Membership, benefits, listings, etc.

L.A. Tourism's ability to effectively market and promote Los Angeles as a world-class tourism destination is based on the continued partnership and support of our valued Members. We sincerely thank you for your interest in becoming an L.A. Tourism Member.