



LAKE COUNTY, ILLINOIS CONVENTION & VISITORS BUREAU  
(DBA VISIT LAKE COUNTY)

## PARTNER PROFESSIONAL BUSINESS STANDARDS

As a partner of VISIT LAKE COUNTY, I recognize that the membership is a privilege and agree to abide by the following professional business standards:

1. Understand, support and promote the VISIT LAKE COUNTY along with its mission and goals.
2. Make an effort to attend meetings and activities of the VISIT LAKE COUNTY and lend my professional expertise as needed.
3. Respect the reputation, profile and status of VISIT LAKE COUNTY.
4. Conduct business and professional activities in a reputable manner and with integrity so as to reflect honorably upon VISIT LAKE COUNTY and its partners.
5. Treat each partner of VISIT LAKE COUNTY with respect at all times, regardless of an individual's opinion, ethnicity, race, sex, sexual orientation, age, disability or religion, and commit to good faith efforts to resolve any grievances.
6. Provide honest, skilled, and conscientious services to my customers.
7. Present a true and accurate representation of my business or organization in all advertising.

Accepting these standards as the partner's own, every partner pledges to observe the spirit of the VISIT LAKE COUNTY's Professional Business Standards in all dealings and to conduct business in a professional manner. Failure to do so may result in the termination of partnership.