



## **Procedures for Public Outreach**

This procedure provides guidance regarding proper marketing practices and sets forth the responsibilities of those engaged in the public outreach of company products or services. This procedure applies to all employees of HGACBuy Cooperative Purchasing Program and Contractors/Vendors.

1. Proper public outreach practices emphasize the quality, service, and competitive features of HGACBuy/HGACEnergy/H-GALDC/Enterprise Solutions products and services. Public outreach efforts focus on providing our customers accurate information so they can make informed decisions.

Public outreach practices or activities that could harm HGACBuy/HGACEnergy/H-GALDC/Enterprise Solutions, its employees, its customers, or government agencies are prohibited regardless of the justification for such activities. Prohibited activities include the following:

- A. Using deceptive or misleading statements.
- B. Attempting to induce individuals to place their personal interests above those of the companies or organizations they represent.
- C. Attempting to restrict competition by
  1. Inducing a competitor or customer to breach a contract with a third party.
  2. Obtaining unauthorized access to classified or proprietary information or documents.
  3. Securing an unfair competitive advantage.
- D. Violating any law or regulation
- E. Engaging in any activity that could damage the company's reputation.

HGACBuy Program Promotions will only use legal, ethical, and proper methods to maintain markets for HGACBuy/HGACEnergy/H-GALDC/Enterprise Solutions products and services to secure additional business.

All Contractors/Vendors releasing brochures, publications, article submissions to press or journals relating to HGACBuy/HGACEnergy will need to be reviewed by HGACBuy Marketing Team (*before submission*) this also includes Press Release. Give us you date of release and we will return with approval within 24hours. HGACBuy will also promote your releases on our social media sites.

For any HGACBuy brochures please visit our Resource Page. For placers and digital logos request is within the Public Relation Contact.

The link below will take you to our Public Relations contact form located on the Calendar page of the HGACBuy webpage. For those representing more than one contract category please do not fill out multiple forms.

There are (2) slots for the Contract/Product Category (*include the Contractor Company Name*). Make sure to attach the most recent logo for each contract you represent (*High Res., TIF, JPG and PNG*).

If you don't see your product category/service, please email us at [hgacbuy@h-gac.com](mailto:hgacbuy@h-gac.com). This information will be requested every two years.

### **Public Relations Contact**

We look forward to working with you.

#### **Contact Information:**

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