

# Business Development Prospect Code policy

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To help our regional Business Development teams better demonstrate the value of HBA to potential prospects, HBA offers a program to encourage individuals from new prospect companies to attend one HBA event at no charge. Currently there is no option available to prospective companies to experience the value of HBA programming and learn all HBA has to offer before entering into a formal sponsorship or Corporate Partnership agreement. This will be reviewed regularly to measure success and adherence to the policy guidelines to avoid code abuse.

Please review the full policy here: [Business Development Prospect Code Usage Policy final.docx](#) 

Codes are sent annually to the region's Corporate Relations leadership upon request.

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