

# CEO Request Form - Purpose & Guidelines

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The **CEO Request Form** is used to formally request the participation of the HBA CEO in an HBA-sanctioned event. Submission of this form does **not** guarantee availability or approval.

## Important guidelines:

- CEO participation requests must be **built into your annual planning process** and treated like any other programmatic event.
- Requests must be submitted **a minimum of 6-8 weeks in advance** of the proposed event date, but the more advanced notice that can be provided, the better. Availability is determined based on the CEO's schedule and organizational priorities. Submission of a form DOES NOT guarantee availability or attendance.
- **Sponsorship funding** must be secured with the express purpose of covering CEO travel and lodging for the event.

**Do not submit an event for approval until you have received written confirmation from the HBA that your CEO request has been approved.**

- Registration fees to be charged for events featuring the HBA CEO are determined in coordination with the HBA Central Finance team and will be communicated upon approval. Events featuring the HBA's CEO typically carry higher registration pricing, reflecting the overall scope and strategic value of the engagement, as well as aiding to offset any associated travel and related costs.
  - All events requesting CEO participation must comply with existing event policies, timelines, and approval processes.
  - While the HBA will do our best to accommodate all inquiries, incomplete requests, late submissions, or events submitted without prior CEO knowledge or approval may be declined.
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