

BLOOMBERG LIVE EXPERIENCES EDITORIAL GUIDELINES

As of November 2024

Bloomberg Live Experiences (BLE) produces a variety of events, including multi-day festivals, forums, summits, conferences, briefings, dinners, roundtables and Q&A sessions. Our goal is to curate compelling, high-quality discussions with newsmakers and influencers from the realms of business, finance, technology, politics, leadership and other areas relevant to our audiences in the room and virtually via the Bloomberg Terminal and our global Bloomberg Media platforms. Every event aims to generate candid conversations and newsworthy content.

Bloomberg Live Experiences:

- Always abide by Bloomberg News' editorial standards; at the core of those standards is editorial independence. BLE editors are members of the Bloomberg News division, and are responsible for ensuring the journalistic integrity of our events. BLE has final say – and veto power – over all content in our events including themes, topics, speaker selection, visuals, as well as formats, setting and venues – unless explicitly defined otherwise.
- Mainstage sessions are always on the record and open to Bloomberg News reporters and outside media. Bloomberg reserves the right to livestream and distribute all content on our global media platforms.
- Can never promote any specific country, third-party business, investment or trade in our editorial content. Multiple viewpoints will be presented on controversial subjects, and the editorial moderators will not avoid raising any issues, challenges or risks if they are germane to the topic.
- Always strive toward diversity across gender, race and ethnicity. Our goal is to maintain gender balance across the program, ensuring that each panel includes at least one (1) woman. This can be fulfilled by having a female Bloomberg journalist serve as the moderator, at Bloomberg's discretion.
- Are centered on conversations and interviews moderated by our journalists (any exception must be approved in advance by the BLE Global Editor). Occasionally, BLE may ask a speaker from an outside company to deliver a talk or presentation on some newsworthy topic or issue. Speakers are not allowed to give marketing or sales presentations; any non-moderated presentation must be editorially relevant in general and integral to the particular event. BLE editorial must approve such presentations in advance.

EDITORS' RIGHTS AND RESPONSIBILITIES: At Bloomberg Live Experiences, the editorial staff of Bloomberg News, which includes BLE editors, is responsible for all aspects of editorial programming. The company's journalists must identify themselves as members of Bloomberg News in all interactions. As moderators and interviewers, they must act first and foremost in the interest of the public—there can be no question of Bloomberg journalists' independence. This includes not agreeing with speakers or sponsors to ask specific questions unless they have editorial merit; not agreeing to avoid certain topics; not providing speakers or sponsors with any editorial content ahead of time, including questions, remarks, polling topics, Bloomberg presentations; and not promoting a speaker or sponsor's products or services.

Finally, a sponsor is not allowed to exclude any individuals or companies from being selected by BLE to participate in the editorial content. All content in a BLE event is editorial content unless explicitly specified as a sponsored content segment or community session. Bloomberg editors have sole authority over editorial content in all Bloomberg Live events.

Bloomberg journalists, in turn, have an obligation to research their subjects and topics in advance of BLE interviews. Any requests by a sponsor to have specific Bloomberg journalists participate in events will be considered by BLE's editorial team, with final assignment being at the discretion of Bloomberg editors and the journalist's availability.

BLE editorial does not pay speakers (occasionally, BLE may commission work from writers, artists or performers for which they will be compensated).

DELEGATE RIGHTS AND RESPONSIBILITIES: Delegates should expect content that is compelling, thought provoking, regionally relevant and rigorously researched. They should expect Bloomberg journalists to identify themselves as such; conversations with members of the working press should be considered on the record unless otherwise specified. Delegates are encouraged to engage in open and interactive dialogue during BLE events, and will be asked to provide candid and honest feedback in post-event surveys.

SPONSORS' RIGHTS AND RESPONSIBILITIES: For these guidelines, 'Sponsors' include Sponsors, Advisors, Partners, and other attributions as defined by the commercial agreements. Sponsors will be clearly identified to all participants onsite and on virtual platforms and in the marketing materials tied to the relevant conference or event indicating their role as providers of financial or material support for the event. They are not to be referred to as "co-hosts" of BLE events.

BLOOMBERG LIVE EXPERIENCES & SPONSOR INVOLVEMENT: BLE understands the importance of sponsorship integration in events and strives to find integration opportunities that enhance a program.

- Sponsors may nominate qualified executives to BLE editors to participate in the editorial program. However, sponsorship of an event does not guarantee a Sponsor an editorial speaking role on the main stage unless approved by the BLE Global Editor.
- Sponsors may participate on panels in an editorial program if BLE editorial concludes that the nominated individual's participation would be considered irrespective of sponsorship.
- Sponsors must understand they may be asked to share the stage with a panelist or speaker from a competitive company, or with contrasting or competitive views. Sponsors also understand that they cannot dictate questions or topics; they will not receive a list of questions ahead of time; and they may be asked difficult questions aimed at breaking news or provoking newsworthy discussion. Speakers will be seated in alphabetical order by last name, starting from stage right. Seating is subject to change by Bloomberg with or without notice to Sponsor(s).
- In single sponsor events, the sponsor will be given an opportunity, within a specified timeframe, to provide input and feedback on the proposed event agenda and target speaker list, which BLE editors are free to accept or reject. The Sponsor does not have veto power over any editorial content including speaker selection or agenda topics.
- Commercial-facing content that the Bloomberg custom content team creates for a sponsor cannot be duplicative of editorial content at a BLE event.
- Bloomberg editorial content cannot be used by a sponsor for explicitly commercial purposes. Sponsors are allowed to license editorial content for use, according to Bloomberg's Post-Event Content Use Guidelines contained in the Content Licensing Agreement.
- Non-editorial sponsored content segments are offered as an integration option subject to certain conditions as decided by the BLE Global Editor (or their designee).
 - Content must be thought leadership or educational in nature. No sales or marketing presentations. Approved formats include one-on-one interviews, panel discussions, workshops, roundtables and presentations. Other formats require approval from BLE.
 - Topic and proposed participants must be approved by BLE editorial.

- No Bloomberg editorial personnel, including News, TV or Radio, will participate in sponsored content segments. BloombergNEF, Bloomberg Intelligence and Bloomberg Economics personnel can participate in sponsored content segments.
- Sponsored content segments, including videos, presentations, and/or breakout sessions, will be properly attributed as “not Bloomberg editorial content” in all promotional materials and agendas, and will appear visually distinct from Bloomberg editorial content.
- Sponsor-led sessions and sponsor breakouts not involving journalists may be conducted under Chatham House Rules or off the record when approved by BLE Global Editor.
- Sponsor’s competitive exclusion lists and brand safety guidelines provided to Bloomberg Media as part of a media relationship are not applicable to BLE events. Competitive exclusions and brand safety parameters for a sponsor’s participation in a BLE event must be specifically defined through the BLE Letter of Agreement, or proposed as an addendum.