




**GOVERNMENT RELATIONS –
FORMULATING AN AGENDA**


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MISSION

Identify Issues that Need Monitoring and Outreach


- Review InfoComm's new policy resolutions and decide where there is synergy
- Set the stage for development of PAMA policy statements, to be presented to the PAMA Board of Directors for consideration and adoption



E-CYCLING

Objectives:


- Ensure there is one comprehensive set of laws pertaining to e-cycling, rather than a complex web of rules that vary state-to-state.
- Solutions should be rooted in science and market-based.



ENERGY MANAGEMENT

Objectives:


- Position InfoComm as a thought-leader in the sustainability movement.
- Support sustainability to create a positive relationship with those who might regulate us in the future.
- Pave the way for voluntary, versus mandatory, concessions.
- Gain traction and attention for our Energy Management Standard, upon ratification.



SPECTRUM AND WHITE SPACES

Objectives:

- Assist AV manufacturers with a troubling rulemaking.
- Prevent live event professionals from having productions interrupted.
- Support end-users, who may be prevented from using equipment they purchased, and who may be excluded from the government's event database.



INTELLECTUAL PROPERTY

Objectives:

- Preserve industry innovation through protection of intellectual property.
- Protect the R&D investments made by industry leaders.



FREE TRADE

Objectives:

- Ensure open markets for our industry's goods and services around the world.
- Promote regulations that are transparent and reciprocal.
- Gain better understanding of our industry, and what our products and services have to offer amongst trade officials and government decision makers.



TECHNOLOGY TRAINING FOR FEDERAL WORKFORCE

Objectives:

- Promotes training of the federal government's AV personnel.
- Advocates market for InfoComm training and certification.
- Creates awareness of InfoComm's training and certification programs.



MEETINGS MEAN BUSINESS

Objectives:

- Protect the meetings industry from undue government restrictions.
- Preserve jobs in our industry, which are tied to the meeting industry.
- Oppose rhetoric that can injure our tradeshow and events through mandated or recommended limits on participation.
- Retain InfoComm's reputation as a thought leader on issues relating to meetings and conventions.



STANDARDS

Objectives:

- Protect the investment made in creating the InfoComm Standards program by promoting government agencies that advocate for standards.
- Positions InfoComm as a quality-oriented organization representing a quality-oriented industry.
- Allows InfoComm as a leader in the standards movement.



SUSTAINABLE, INTELLIGENT BUILDINGS

Objectives:

- Position InfoComm as a thought-leader in the sustainability movement.
- Make in-roads with the building community by creating a shared objective.
- Support sustainability to create a positive relationship with those who might regulate us in the future.



ECONOMIC ISSUES

Objectives:

- Create incentive for government investment in technology.
- Build awareness of our industry and the benefits it provides.



SMALL BUSINESS ISSUES

Objectives:

- Protect InfoComm members against onerous regulations.
- Provides InfoComm members with a benefit that protects their bottom line in a clear way.
- Gain attention for InfoComm with allied groups in Washington.



WHERE DO YOU WANT TO GO?
OTHER ISSUES?

