



Guidelines to OTA References in Marketing Materials

The following guideline should be applied when making references to the OpenTravel™ Alliance (OpenTravel) within a company's marketing materials, including, but not limited to, press releases, product brochures and statements to the press.

OpenTravel requests that any company making reference to it within the company's marketing materials receive OpenTravel's approval prior to this usage.

As a neutral industry organization and per OpenTravel's charter, by-laws and Membership Agreement, OpenTravel cannot endorse any particular product or service. The OpenTravel Membership Agreement specifically restricts any stated or implied endorsement or compliance for a particular company or product by OpenTravel.

As stated in the OpenTravel Membership Agreement:

“No Member Company shall state or imply in any advertisement or other public communication that the Corporation endorses, recommends or supports the use of its product, or state or imply that the Corporation has determined that its product or service meets the Corporation's recommended specifications.”

In this statement, the Corporation is OpenTravel and it means statements about a company's products being "compliant" with OpenTravel specification should not be made.

However, a Company may refer to its products that utilize OpenTravel specification as long as there is no stated or implied endorsement by OpenTravel. For example, “*Member Company* is in the process of implementing *Product ACME* utilizing the OpenTravel 2001B Specification.”

OpenTravel Members may also choose to participate in public statements made by, or on behalf of, OpenTravel. These statements should provide certain information about the member's use of OpenTravel specification to be included in public presentations made by the OpenTravel Board of Directors.

Companies are then free to quote OpenTravel Board Members' public statements that are made about their products and services; however, requests for individual quotes to be made or generated for the purpose of PR will not be honored.

In order for a member to have his/her company referenced in these public statements the member needs to provide to OpenTravel the following information:

- Company name and logo
- Name and title of person for the quote
- Specific, brief statement of what the company is doing with the OpenTravel specification

Send your information to: information@opentravel.org and your request will be forwarded to the appropriate person. At the next available presentation, OpenTravel will try to include the implementation information offered by your company.

OpenTravel Member Press Releases

The company may make references to its membership within OpenTravel, and its participation within OpenTravel (the reference to Member Companies presumes the member is in good standing). The following are a few examples of such acceptable statements:

- The *Member Company* is a member of the OpenTravel Alliance and has been since *date*
- OpenTravel appreciates the participation of all its members, including *Member Company*
- Many OpenTravel members, including The *Member Company*, have supported the development of the OpenTravel Specification

The OpenTravel will post links to members' press releases upon request as long as they follow these guidelines.

OpenTravel Style Guide

OpenTravel™ Alliance

When using the name OpenTravel™ Alliance, OpenTravel must appear as a unitary word, with the trademark noted just after Travel, using the capital letters: "O" and "T". Alliance is the second word and should be capitalized, as well.

The use of "OTA" is also an acceptable format.

OpenTravel 's Enforcement of these Guidelines

OpenTravel will enforce these guidelines per the OpenTravel Membership Agreement:

"A Member Company's membership in the Corporation may be involuntarily terminated by the vote of seven members of the Board of Directors, for cause, including action by the terminated Member Company materially harmful to the collective interests of the Corporation and its Member Companies in developing, maintaining and promoting electronic commerce communication protocols for the travel industry."

These guidelines are not intended to replace the statements made within the OpenTravel charter, bylaws or Membership Agreement. They are intended to further support that information. In the event of any inconsistency between these guidelines and the Membership Agreement or the bylaws, the latter shall govern.

The process by which OpenTravel will address concerns may entail written notification to the company identifying the statement(s) that do not follow the guidelines, requesting future adherence to them. If additional statements are made by this company, or if statements are made that are considered to be harmful to OpenTravel, the company's membership may be terminated and a public statement may be made by OpenTravel in response to the company's original statement.

The OpenTravel Board of Directors will have sole determination if a membership is to be terminated, or if a public response is required.