



The OpenTravel™ Alliance

Guidelines to OTA References in Marketing Materials

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

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

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

As stated in the OTA 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 the OTA and it means statements about a company's products being "compliant" with the OTA specification should not be made.

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

OTA Members may also choose to participate in public statements made by, or on behalf of, the OTA. These statements should provide certain information about the members' use of the OTA specification to be included in public presentations made by the OTA Board of Directors. Companies are then free to quote OTA 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 OTA 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 OTA specification

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

OTA Member Press Releases

The company may make references to its membership within the OTA, and its participation within the OTA (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*.
- The OTA appreciates the participation of all its members, including *Member Company*.
- Many OTA members, including The *Member Company*, have supported the development of the OTA Specification.

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

OTA 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.

OTA's Enforcement of these Guidelines

The OTA will enforce these guidelines per the OTA 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 OTA 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 the OTA 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 the OTA, the company's membership may be terminated and a public statement may be made by the OTA in response to the company's original statement.

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