

Members Promotional Policy

July 2020

Policy for Members Promoting to the buildingSMART Community

This agreement set out a framework of principles and rules which software vendors are expected to follow when promoting their tools and services to the buildingSMART community. This framework outlines the conduct and practice for a fair and transparent engagement expected and is to be used as a guide for software vendors wanting to activate membership benefits.

Why is there a Framework for Vendors?

In the past, there has been sensitivity about the misuse and appropriateness of buildingSMART permitting or assisting software vendors in promoting software applications to the buildingSMART community given its aims to deliver open and neutral data exchanges for solutions and standards. As the uptake of our solutions and the community grow, our need to engage with vendors on behalf of projects and users is increasing. The buildingSMART management office is keen to help end users learn how to better use our solutions and is therefore ready to promote some of the good tools and applications developed by software vendors. This should also be recognised as membership benefits for its software vendor. bSI is still committed to open and interoperable solutions and aims to promote the positive benefits of these services.

About buildingSMART International Limited

buildingSMART International Limited (“buildingSMART”) is a not for profit organisation established to promote the use of open sharable asset information in the creation and operation of civil infrastructure and buildings worldwide. buildingSMART’s membership consists of businesses operating across all areas of the building and infrastructure industry, including owners, contractors, manufacturers, software vendors, operators and consultants.

Engagement Principles

Vendors who are Members of bSI may promote their applications and services (as part of their membership benefit) to the buildingSMART community. Such promotion is limited to events that follow either of either one of the two criteria.

1. **Technical** opportunities can be promoted by software vendors opening source code or developer opportunities to the buildingSMART community. These are typically non-promotional and aim to help technical members of the community build applications and services to benefit the industry.
2. **Promotional** advertising must demonstrate basic IFC import or export functionality within native applications. This can be guides and demonstrations to better use and manage IFC data that contributes to [openBIM principles](#).

The following principles must be adhered to in order to promote vendors to our community.

- Membership of bSI is required
- Understand buildingSMART is an open and neutral and does not favour any vendor

- Promotion of products for revenue generation is prohibited
- Do not contact bSI members unless they have agreed through an opt-in
- Agree to remain neutral on competitors and alternative solutions
- Promote the benefits of openBIM
- Promote the use of buildingSMART standards or solutions
- Endorse the adoption of standards
- Support the ongoing mission of buildingSMART
- Clearly demonstrate exchanging IFC data within applications for the benefit of the community

The following topics are prohibited at all times within and on behalf of buildingSMART.

- Any other matter that involves commercially sensitive information relating to a member being disclosed to another member that is a competitor
- boycotting particular customers or suppliers in the community openly

Please note buildingSMART's [Code of Conduct](#) for more information.

Examples of Promotional Activities

- A vendor can promote their events on our channel and events calendar if the event has sessions aligned to the principles. An annual event can be included in this.
- A vendor can promote developer events that open their source code for the technical community and are not considered promotional. These can include online webinars or physical events.
- A vendor can promote a webinar that directly addresses import or export functions in their applications.

Channels Used

buildingSMART International will not include these on their website. Events can be included in the Events Calendar. The main promotion is done on social channels and newsletter publications.

Termination:

bSI reserves the right to suspend this benefit for an individual vendor or the Framework in its entirety at its sole discretion.