

# PHTA Education Partner Program Agreement

Welcome to the PHTA Education Partner Program. This program offers students training options to earn the continuing education credits required for our certification programs. We are excited to share your expertise to raise the level of professionalism in the industry.

PHTA is recognized as an Accredited Provider by the International Association of Continuing Education and Training (IACET), which requires compliance with the IACET/ANSI Standard.

By submitting this application, you pledge to provide training that meets PHTA's educational standard. In addition, approved education partners must maintain the necessary records to support the use of coursework toward certification programs and pay an annual fee.

Upon Educational Partner approval, the EP must submit detailed outline(s) of program content to PHTA for review. PHTA's education department will review the outline and provide any necessary feedback within fifteen business days. If required, the EP must submit a corrected Program Proposal form.

EP shall submit proposed program(s) to the education department and pay an annual fee.

- Manufacturers - \$4000
- Meetings and Events (all classes) - \$1500
- Chapters (all events) - \$500

If you are unsure what tier your educational offerings fall into, please email [epp@phta.org](mailto:epp@phta.org).

PHTA staff reviews the program(s) and provides any suggested edits within fifteen (15) business days of receipt. If edits are required, the EP must return updated program(s) within fifteen (15) business days of receipt.



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ALLIANCE**

**EDUCATION PARTNER**

**The EP must submit rosters to PHTA, electronically (spreadsheet), within ten (10) business days following an event. The roster must include at minimum the contact name, company, phone, and email in the format of the provided spreadsheet.**

PHTA reserves the right to reject any proposed joint program for any reason.

## **PROGRAM GUIDELINES**

Education Partners will be responsible for tracking attendance and identifying missing registered students, late attendees, and attendees leaving early. The EP is also responsible for collecting the evaluations.

Please note:

1. Students may not receive credit for partial attendance of a program.
2. Students may not receive credit until an evaluation is submitted.
3. Any EP that has modified or destroyed evaluations is subject to termination of the partnership.

EP programs shall be free of sales and marketing bias and must not contain promotional material or content.

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## PHTA Education Partner Program

# Agreement

### MARKETING SUPPORT

#### 1. Initial Education Announcement

Upon approval of a partner's educational offering(s) for PHTA continuing education credit, PHTA will share an announcement on its official social media channels. This post will highlight the new CEU-approved course(s) now available to PHTA members, with appropriate attribution to the provider. The primary focus of this communication will be to inform and engage members around continuing education opportunities.

#### 2. Partner Resource Kit

Partners will receive a kit that includes branding guidelines, best practices for presenting approved education, and tips to help maximize visibility and alignment with PHTA's promotional guidelines.

#### 3. Ongoing Education Visibility

PHTA may, at its editorial discretion, reshare relevant content from the partner's platforms that promotes their approved educational offerings. Content will be considered for reshare when it:

- Specifically features a PHTA CEU-approved course or program
- Demonstrates clear value to the PHTA membership
- Aligns with PHTA's editorial calendar and voice.

\*Please note that reshares will highlight the educational content, not general company promotions or unrelated announcements.

### AGREEMENT

The Education Partner ("EP") shall sign this Education Partner Program Agreement ("EP Agreement") which is valid for one (1) year. EP's must maintain an active PHTA Corporate Membership during the duration of the agreement.

The EP Agreement may be terminated without penalty by either party for any reason, including but not limited to, breach of this agreement, or conflict of interest. If the EP Agreement is terminated for any reason or expires, the EP shall cease advertising the EP relationship within thirty (30) days, and destroy printed materials noting the EP relationship within thirty (30) days.

The primary contact listed below should be the person responsible for coordination of details, submittal of presentations and materials, collection of evaluations, and general communication with PHTA staff.

Company \_\_\_\_\_

Contact \_\_\_\_\_

Title \_\_\_\_\_

Phone \_\_\_\_\_ E-Mail \_\_\_\_\_

☐ On behalf of the Company, I agree to the terms outlined in this agreement.

Authorized Signature \_\_\_\_\_ Date Signed \_\_\_\_\_

### PHTA INFORMATION

#### Jeanne Mendelson

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#### Justin Ivey

PHTA, Education Manager  
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