

## Vendor Quoting Policy for IBRS Content

**Purpose:** This policy outlines the guidelines for vendors wishing to quote from IBRS reports. IBRS is committed to protecting its intellectual property while supporting the industry by providing best-practice advice. We believe in fostering vendor partnerships to disseminate valuable information that benefits the broader community. By working collaboratively, we aim to enhance industry standards and promote informed decision-making.

1. **Quote Limit:** Vendors may quote up to **75 words** from IBRS content.
2. **Context Requirements:** Quotes must not imply that IBRS endorses any specific vendor.
3. **Usage Example:** Vendors are required to provide IBRS with an example of how the quote will be used, which can include a screenshot or surrounding text. Requests and examples should be sent to [media@ibrs.com.au](mailto:media@ibrs.com.au). **IBRS reserves the right to reject granting the use of the quote but will work with vendors to amend the context as needed.**
4. **Sourcing:** All quotes must be sourced to IBRS, including the advisor name (if specified), and the year and month published. Appropriate attribution examples include:
  - a. Jaie Obillo, IBRS, [Transformative Workflows – Insights on Adobe’s Firefly Video Model Announcement](#) (October 2024)
  - b. [Transformative Workflows – Insights on Adobe’s Firefly Video Model Announcement](#), IBRS, J. Obillo (Oct 2024)
  - c. [IBRS](#), J. Obillo (Oct 2024)
5. **Fees:** There are no fees for quoting IBRS reports when following the above policy.
6. **Reprint Rights:** IBRS can also provide reprint rights to gated research and reports for nominal fees based on geographic use and period for distribution. For inquiries, please contact [sales@ibrs.com.au](mailto:sales@ibrs.com.au) to discuss.

By adhering to these guidelines, vendors can utilise IBRS content effectively while maintaining the integrity of the original reports.