

## Conference Sponsorship Policy

One of the success factors of G-I-N is the annual worldwide conference. In order to allow continuity in these conferences, it is crucial to minimise the financial risks attached to them. This means increasing income and decreasing costs while ensuring that funding to support the conference comes from acceptable sources. As an approximate target, we should aim to cover 25 – 30% of the conference expenditure with sponsorship funding, including grants and/or subventions. The purpose of this policy is to provide guidance to the local host of the conference and the professional conference organiser (PCO) on acceptable sources of conference sponsorship, ensuring transparency on income sources and clarity about the types of organisation that may be approached in order to protect the reputation of G-I-N.

1. G-I-N's priority is to provide sponsorship opportunities for the main conference rather than sponsorship of social events, individual sessions or individual speakers or prizes. Any approaches to provide sponsorship for specific areas will be referred to the Conference Committee. Travel support for members from low and lower-middle income countries will also fall outside the scope of this policy and will be managed through the finance committee, in line with G-I-N's policy to support conference participation.
  
2. To avoid real or perceived conflicts of interest and possible negative reputational risks for G-I-N, types of sponsors are grouped below and elements of sponsorship will only be available to certain groups. Sponsors should mainly be sought from groups A or B:

### Group A - Not-for-profit organisations

- healthcare/welfare/state hospitals
- government
- local regional authorities
- universities and research funding organisations
- scientific and professional organisations/societies
- trusts/funds (Rockerfeller, Ikea Foundation, Wellcome Trust)

### Group B - Commercial companies not primarily/directly involved in the health sector

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- Publishers in health care
- IT-companies/software suppliers
- Large (international) organisations with interest in health for their employees (eg banks)
- Large (international) organisations with interest in supporting an international conference (eg airlines)

To be discussed **and** approved by the G-I-N Board are interested sponsors from Group C:

Group C - Commercial organisations involved in the health sector

- Umbrella organisations of pharmaceutical institutions
- Umbrella organisations of health insurance companies
- Individual health care insurance companies
- IT Companies/software or app suppliers

G-I-N does not accept sponsorship from the following categories of organisation:

- Tobacco companies
- Weapons manufacturers
- Betting companies
- Individual pharmaceutical or medical device\* companies

\*with the exception of suppliers of Health Apps, which fall under Group C

It should be acknowledged that certain sponsors may be acceptable in some regions, but not in others.

3. Some of the sponsors are interested in sponsoring the G-I-N conferences for multiple years. It could be beneficial for both G-I-N and the sponsor to investigate signing a multi-year contract, possibly in the form of a partnership/collaboration agreement. This would need to be discussed with subsequent local hosts, where already selected.
4. G-I-N offers several levels of sponsorship opportunities. The costs for each level as well as the selection of the top level sponsors is agreed each year by the G-I-N Conference Committee, after receiving recommendations from the local host and professional conference organiser (PCO). This information is included in the

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conference budget which is subject to approval by the G-I-N Board. Benefits will be differentiated at each level and will be recommended by the PCO.

5. Every year, the PCO will develop a conference specific sponsorship and exhibition prospectus in consultation with the local host. This brochure includes information about G-I-N, results and facts from previous conferences, benefits for the sponsors, some of the previous sponsors. The brochure also includes sponsorship rules and exhibition opportunities. The brochure must be approved by the Conference Committee.
6. Sponsors accept and declare that they don't influence conference content.
7. Sponsors will not gain access to the delegate list. They will have the same access to conference app data as other delegates (where an App is used), as the personal content is managed by each individual delegate.
8. Other sponsorship options may be acceptable, but only with agreement of the Conference Committee, including:
  - Conference lunches, as long as other options are available for delegates who do not wish to participate
  - Support for development of conference app
  - Support for use of technology at the conference (eg e-poster boards)
  - Logo in the program and/or conference website
  - Welcome Reception (only Group A or B sponsors. The local host has the first option on this element of sponsorship)
  - Logo on the relevant evening function invitation if sponsorship of the event has been approved
9. G-I-N allows sponsorship (at the expense of the sponsor) of
  - Logo advertisement in e-zines
  - Branded coffee mugs (subject to approval conference committee and venue)
  - Notepad and pen
  - Poster boards

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10. G-I-N does **NOT** allow sponsorship of the following

- Lanyards
- Name tags
- Conference bags
- Signage within the conference venue

11. Sponsorship through exhibition space

- Exhibition space will be sold according to the following categories:  
G-I-N organisational member, non G-I-N member (not for profit) and Commercial
- Benefits to include one discounted conference registration

**Note:** exhibition space does not entitle access to the conference sessions and social events unless registered as an attendee at the conference.

12. The G-I-N secretariat has developed a contact list of potential and previous international sponsors and will update it at the end of each annual conference. This is shared with the local hosts and the PCO to follow up leads.

Approvals and escalation

The majority of discussions will take place at the Local Organising Committee (LOC), where proposals will be written and presented to the appropriate G-I-N sub-committee or Board. In instances where there is disagreement, or approval cannot be reached, the issue will be escalated. In cases of escalation, the Board's decision (based on a simple majority) will be final.

Approval of:	Discussed & proposed	Approval route	Escalation
Policy	Conference Cttee	Board	N/A
Conference budget	Conference Cttee/Finance Cttee	Board	N/A
Sponsorship budget & packages	LOC	Conference Committee	Finance Committee
Sponsorship brochure	LOC	Conference Committee	Board
Individual commercial sponsors	LOC	Conference Committee	Board

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Group C sponsors	Conference Cttee	Board	N/A
Non-standard sponsorship	LOC	Conference Committee	Board
LMIC member sponsorship	LOC	Finance Committee	Board

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