



## Canadian Society of Palliative Care Physicians

### Policy Pertaining to Donors, Exhibitors, Sponsors, and Advertisers

This policy covers all donor, exhibitor, sponsor and advertising opportunities offered by the CSPPC, including revenue from conference exhibitors and sponsors. It does not apply to funds received from government, government agencies and independent foundations.

This policy is in effect in conjunction with the CSPPC Policy on Relationship with Industry, which is an over-arching policy that encompasses the relationship between CSPPC members, the CSPPC, and industry.

#### 1. Definitions

For the purposes of this policy, the following definitions will be used:

**Donor:** A private entity, not-for-profit entity, individual, organization, or corporation that provides an unconditional contribution, gift or grant

**Exhibitor:** A private entity, not-for-profit entity, individual, organization, or corporation that pays a fee to exhibit its products or services at a CSPPC educational event.

**Sponsor:** A private entity, not-for-profit entity, individual, organization, or corporation that commits funding or in kind resources to support a specific project or activity.

**Advertiser:** A private entity, not for profit entity, individual, organization, or corporation that commits payment for an advertisement in CSPPC printed or electronic media.

#### 2. Tax status

The CSPPC is a not for profit corporation and it does not meet the Canada Revenue Agency requirements to be classified as a charity. Charitable tax receipts will not be provided to donors, sponsors, or exhibitors.

### **3. Criteria for Reviewing Potential Donors, Exhibitors, Sponsors, or Advertisers**

The following criteria will be used for determining the risks and benefits of accepting donations, exhibitor fees, sponsorships, or advertising fees:

- The CSPCP will at all times maintain organizational, editorial and programmatic independence.
- The CSPCP will solicit and accept support only for projects and activities that are consistent with our vision, mission and goals
  - The CSPCP will maintain complete control of all funds provided by commercial supporters of any initiative.
- The CSPCP will be vigilant at all times to avoid any real or perceived conflict of interest in accepting donations, exhibitor fees, sponsorships, or advertising fees.
- Donations, exhibitor fees, or sponsorships from companies that manufacture or promote products or services that the CSPCP Board of Directors determines to be harmful to society will not be accepted, such as tobacco, weapons, gambling or pornography.
- Donations or sponsorships from pharmaceutical companies will be accepted in the form of unrestricted education or research grants only.
- Pharmaceutical companies or their representatives will not be involved in determining the content of any CSPCP materials (print or online), programs (educational or otherwise), or policies.
- The CSPCP will not endorse individual practitioners or companies through sponsorship.
- The CSPCP supports the position that educational events with commercial sponsorship have more than one sponsor.

### **4. Process for evaluating proposed Donors, Exhibitors, Sponsors, or Advertisers**

The Executive Director will evaluate all proposed donations, exhibits, sponsorships or advertisements and has authority to accept those:

- That are consistent with this policy
- That align with The CSPCP's vision, mission and goals
- That are valued at \$15,000 or less

If alignment of values between the donor, exhibitor, sponsor or advertiser and the CSPCP is uncertain, it will be brought forward to the Board of Directors for decision.

Donations and sponsorships over \$15,000 will be brought forward to the Board of Directors for approval.

## **5. CSPCP Recognition of Donors, Exhibitors, and Sponsors**

Public recognition of donors, exhibitors and sponsors is encouraged, both for transparency for the CSPCP and for promotional benefit to the donors, exhibitors and sponsors.

For donors, exhibitors, and sponsors, acknowledgements will be limited to company name, logo, slogans which are an established part of the donor/exhibitor/sponsor's identity. The CSPCP will determine the final wording and placement of acknowledgement.

The CSPCP will not provide product or service references or endorsements of any kind and will state that the inclusion of links to 3rd party sites, clinics, health care providers, or the display or mention of such, does not imply endorsement.

The following apply to recognition of donors, exhibitors and sponsors in print and electronic media:

- The CSPCP's name and/or logo will appear first and be of equal or larger size than the donor, exhibitor or sponsor.
- Donors, exhibitors and sponsors will be listed alphabetically or alphabetically within sponsorship ranges.

## **6. Donor, Exhibitor and Sponsor Reference Acknowledgement of or Reference to Funding Relationship**

Donors, exhibitors, or sponsors may refer to their provision of funding to the CSPCP in their promotional materials but no characterization of the funding relationship may be used as evidence of the CSPCP endorsement of the donor, exhibitor, or sponsor or any of their products or services.

The CSPCP's logo may not be used on any other website, including those of funding organizations, without the express written approval of the CSPCP.

## **7. Advertising**

The CSPCP must approve all advertisements prior to posting or placement. Size and pricing will be determined by mutual agreement between advertiser and the CSPCP.

## **8. Exceptions**

Situations that may be exceptions to this policy will be reviewed by the Executive Director in consultation with the CSPCP President. Together, they shall interpret this policy in good faith.

## **9. Funding Approval and Termination**

The CSPCP reserves the right of final approval of all donor, exhibitor, sponsor or advertiser opportunities, and the right to refuse funding or terminate funding agreements if the CSPCP deems that the funding criteria have been breached.

## **10. Revisions**

The CSPCP may amend this policy by dating and posting a revised policy to the CSPCP website.

This policy is adapted with permission from Pain BC's Funding and Sponsorship Policy.