



1.0 TITLE: RNZCGP Sponsorship and Exhibition Policy

- 1.1 Policy reference: CO-M-002-COM
- 1.2 Category: Organisational
- 1.3 Approval date: March 2024
- 1.4 Revision due date: March 2027
- 1.5 Unit responsible: Membership Services – Communications and Events

2.0 Policy declaration

2.1 Purpose

This policy relates to sponsorship and exhibition arrangements with the College.

For the purposes of this policy:

(a) a sponsorship agreement:

(i) is an agreement between the College and a sponsor, under which:

- (1) the College receives either funds, goods or services from the sponsor; and
- (2) the College provides the sponsor with publicity or other benefits in return for the funds, goods or services received; and

(ii) does not include an ad hoc donation or gift of funds, goods or services by an organisation;

(b) an exhibition agreement is an agreement between the College and an exhibitor, under which the exhibitor has permission to host an exhibition stand at a College event.

3.0 Background

3.1 Scope

Each person/organisation who enters into a sponsorship or exhibition agreement with the College must comply with the College's sponsorship and exhibition policy.

Anyone who is considering applying to the College for a sponsorship or exhibition opportunity should read this policy before submitting an application or material to the College, to ensure that it complies with this policy (including the College's restrictions on entering into sponsorship or exhibition agreements with organisations that promote certain products or services such as pharmaceuticals).

4.0 Eligibility and subject matter restrictions

- 4.1 Any activity or relationship under a sponsorship agreement or exhibition agreement:

- (a) must be consistent with general practice professionalism and the New Zealand Medical Association's Code of Ethics; and
- (b) must not compromise the independence and integrity of speeches, presentations or other information conveyed to members and other stakeholders at College conferences and events. This includes:
 - (i) no speaker, brand collateral or any other material from pharmaceutical companies may be associated with any speech, presentation or other information conveyed to delegates during the formal programme at any conference, event or other activity run by the College;
 - (ii) no logos or other prominent brand collateral (e.g. posters and display stands from pharmaceutical companies) may be displayed or offered to delegates within the areas being used for formal conference sessions.

4.2 The College will not enter into sponsorship or exhibition agreements with organisations that promote the following products or services:

- (a) pharmaceuticals or other products that have a therapeutic purpose, natural health products or dietary supplements;
- (b) private health insurance;
- (c) alcohol;
- (d) firearms/ammunition or other dangerous items;
- (e) fireworks;
- (f) gambling or lotteries;
- (g) pornography;
- (h) tobacco or vaping;
- (i) political advertising; or
- (j) any other product, service, person or entity that the College considers is likely to be, or have interests that are, inconsistent with the principles and values of the College.

5.0 Sponsor/exhibitor obligations

5.1 A sponsor/exhibitor must ensure that any material that it displays at a College event:

- (a) complies with all applicable laws and relevant Advertising Standards Authority Codes (and the Medicines New Zealand Code of Practice, if applicable).
- (b) does not contain content that:
 - (i) may be false, misleading, deceptive, unsubstantiated or fraudulent;

- (ii) is defamatory;
 - (iii) is indecent, exploitative, degrading, or offensive, or likely to cause harm or give rise to hostility, contempt, abuse or ridicule;
 - (iv) misrepresents, ridicules or attacks an individual or group on the basis of age, colour, ethnic or national origin, race, religion, sex, sexual orientation, marital or family status, disability status, ethical belief, political opinion or employment status;
 - (v) relates to contests and sweepstakes, scams, chain letters or pyramid schemes;
 - (vi) is otherwise unlawful or inconsistent with any relevant provisions of the Advertising Standards Authority Codes (or the Medicines New Zealand Code of Practice, if applicable);
- (c) does not contain personal information without the consent of the relevant individual, or otherwise may breach a privacy or confidentiality right;
 - (d) does not infringe any intellectual property right;
 - (e) is not for illegal or objectionable products or activities (including any products that have been declared to be unsafe);
 - (f) is not incompatible with the integrity of the College or contrary to the best interests of the College, including advertising that may injure the good name or reputation of the College;
 - (g) does not suggest that the College endorses a product, service, advertisement or organisation;
 - (h) does not promote any of the subjects set out in section 0 above.

5.2 If an exception to the subject matter restrictions in this policy is provided to allow a sponsorship or exhibition agreement involving a therapeutic product such as a prescription medicine, the sponsor/exhibitor must comply with the following in relation to the activity:

- (a) the Medicines Act 1981 and Medicines Regulations 1984;
- (b) the current version of the Medicines New Zealand Code of Practice (if applicable), including requirements relating to professional trade displays (which are set out in section 4.6 of Edition 17 of the Code, which is current as at February 2021); and
- (c) the Advertising Standards Authority's [Therapeutic and Health Advertising Code](#).

5.3 If a sponsor or exhibitor wishes to publish a media release about its sponsorship agreement, exhibition at a College event or joint activity/initiative with the College, the sponsor/exhibitor must write any such media release in collaboration with the College and must not issue the media release without the prior agreement of the College.

6.0 Use of College intellectual property and name

- 6.1 The College logo or other intellectual property may only be used by a sponsor/exhibitor or advertiser if the College has given express written permission to do so and the sponsor/exhibitor complies with any instructions provided by the College such as instructions for use of the logo.
- 6.2 A sponsor/exhibitor must consult the College if it proposes to use the College name in relation to any activity under a sponsorship agreement or exhibition agreement.

7.0 Joint activities/initiatives

- 7.1 If the College agrees to conduct a joint activity or initiative with a sponsor or exhibitor, the College:
- (a) retains editorial independence over its publications; and
 - (b) has the right to review what is written in sponsors'/exhibitors' publications and to veto any materials produced in connection with a joint activity/initiative.
- 7.2 A sponsor/exhibitor involved in a joint activity or initiative with the College must:
- (a) comply with the College's style and brand guidelines in any articles relating to the activity or initiative; and
 - (b) seek and obtain approval from the College for any material that refers to the joint activity or initiative before it is published or used.

8.0 Requests for sponsorship/exhibition agreement and removal of material

- 8.1 The College reserves the right to decline requests for sponsorship or exhibition agreements.
- 8.2 A sponsor's/exhibitor's support of the College is not exclusive. The College is free to seek support from other organisations at any time.
- 8.3 The College may require a sponsor/exhibitor to remove material from a College event if the College considers that the material does not comply with this policy.

9 Exceptions

Exceptions to this policy may only be made by the College Chief Executive, on a case-by-case basis.

10 Queries

For further information about advertising in College publications or this policy, please contact the Manager Communication and Events at Communications@rnzcgp.org.nz.

11 Related policies, documentation, and legislation

New Zealand Medical Association's Code of Ethics

Advertising Standards Authority Codes

Medicines New Zealand Code of Practice

the Medicines Act 1981 and Medicines Regulations 1984

Therapeutic and Health Advertising Code

12 Administrative Procedures

12.3 Availability of published policy

This policy will be available via College conference website.

12.2 Review of this policy

This policy may be amended at any time by the College, in its absolute discretion.