



# RNZCGP Sponsorship and Exhibition Policy

**Policy reference:** CO-M-002-COM

**Review date:** December 2026

## Purpose

This policy determines the framework under which The Royal New Zealand College of General Practitioners will accept sponsorship or exhibition from third-party organisations for its annual Conference.

## Scope

This policy applies to all potential sponsors and exhibitors of the annual conference.

Each person/organisation that enters into a sponsorship or exhibition agreement with the College must comply with the College's sponsorship and exhibition terms and this 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).

## Related policies, documents, legislation

The College's Sponsorship and Exhibition Terms and Conditions

[\*\*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\*\*](#)

## Administrative procedures

This policy is available on the College and conference website and may be amended at any time by the College, at its absolute discretion.

## Eligibility and subject matter restrictions

- > Any activity or relationship under a sponsorship agreement or exhibition agreement:
  - Must be consistent with general practice professionalism and the New Zealand Medical Association's Code of Ethics; and
  - must not compromise the independence and integrity of speeches, presentations, or other information conveyed to members and other stakeholders at College conferences and events.
- > 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 **except where they qualify under the pharmaceutical sponsorship and exhibition section** of this policy.
- > The College will not enter into sponsorship or exhibition agreements with organisations that promote the following products or services:
  - pharmaceuticals or other products that have a therapeutic purpose, natural health products, or dietary supplements except where they qualify under section 6;
  - recruitment and employment opportunities outside New Zealand;
  - alcohol;
  - firearms/ammunition or other dangerous items;
  - fireworks;
  - gambling or lotteries;
  - pornography;
  - tobacco or vaping;
  - political advertising; or
  - 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.

## Sponsor/exhibitor obligations

- > A sponsor/exhibitor must ensure that any material that it displays at a College event:
  - Complies with all applicable laws and relevant Advertising Standards Authority Codes (and the Medicines New Zealand Code of Practice, if applicable).
  - Does not contain content that:
    - may be false, misleading, deceptive, unsubstantiated, or fraudulent;
    - is defamatory;
    - is indecent, exploitative, degrading, or offensive, or likely to cause harm or give rise to hostility, contempt, abuse, or ridicule;

- 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;
- relates to contests and sweepstakes, scams, chain letters, or pyramid schemes;
- 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);
- does not contain personal information without the consent of the relevant individual, or otherwise may breach a privacy or confidentiality right;
- does not infringe any intellectual property right;
- is not for illegal or objectionable products or activities (including any products that have been declared to be unsafe);
- 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;
- does not suggest that the College endorses a product, service, advertisement, or organisation;
- does not promote any of the subjects set out in the eligibility and subject matter restrictions above.

> 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.

## Pharmaceutical sponsorship and exhibition

- > To meet the criteria to sponsor or exhibit at the College's conference, pharmaceutical organisations must:
  - Only promote medicines that are funded or have a special authority or with similar criteria;
  - Not promote any incentives for the prescribing or distribution of their products or services;
  - The sponsor/exhibitor must comply with the following in relation to the activity:
    - The [Medicines Act 1981](#) and [Medicines Regulations 1984](#);
    - 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
    - The Advertising Standards Authority's [Therapeutic and Health Advertising Code](#).
- > Pharmaceutical sponsorship will be limited, where available, to five sponsors and 15 exhibition stands, at the College's conference.
- > Participation at the College's conference does not include or imply endorsement of pharmaceutical products and services by the College.

- > Pharmaceutical organisations and products/services will be excluded from conference advertising and social media promotion.
- > The College reserves the right to decline any proposed participation from a pharmaceutical organisation for professional, ethical, moral, legal or logistical reasons.

## **Use of College intellectual property and name**

- > 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.
- > 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.

## **Joint activities/initiatives**

- > If the College agrees to conduct a joint activity or initiative with a sponsor or exhibitor, the College: retains editorial independence over its publications; and
- > 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.
- > A sponsor/exhibitor involved in a joint activity or initiative with the College must: comply with the College's style and brand guidelines in any articles relating to the activity or initiative; and
- > Seek and obtain approval from the College for any material that refers to the joint activity or initiative before it is published or used.

## **Requests for sponsorship/exhibition agreement and removal of material**

- > The College reserves the right to decline requests for sponsorship or exhibition agreements.
- > 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.
- > 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.

## **Exceptions**

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

<b>Role</b>	<b>Authorisation</b>
Head of Membership	Rachael Dippie
Manager - Marketing and Engagement	Lisa Saunders