

ASGE CORPORATE RELATIONS GUIDELINES

ROLES AND RESPONSIBILITIES OF THE CORPORATE RELATIONS DEPARTMENT

To proactively leverage ASGE collective assets with its corporate supporters to generate the maximum revenue while protecting the association's commercial interests. This is especially important as there are multiple entities within and outside ASGE that communicate with existing prospective sponsors.

The Department will host internal quarterly meetings with all ASGE stakeholders to leverage our assets and provide a forum for the various departments of ASGE to provide input on ways to improve the sponsorship program and add value for all parties involved. The meeting will also give us an opportunity to build stronger, more integrated working relationships among all departments that interface with sponsorships and corporate support, thereby streamlining ASGE serving efforts.

Identify ways in which to educate our members (consider recognition ads in DDW publications and ASGE publications thanking our supporters, web site, etc.). Continue to educate ASGE stakeholders (governing board, foundation board, committee members and staff) on the value of sponsorship and corporate support.

ASGE SPONSORSHIP GUIDELINES

Corporate sponsorships must be in keeping with ASGE's mission and preserve constituent trust.

ASGE Mission

To be the leader in advancing patient care and digestive health by promoting excellence in endoscopy.

ASGE Foundation Mission

The ASGE Foundation is the philanthropic arm of the American Society for Gastrointestinal Endoscopy (ASGE). Its mission is to provide long-term financial support for ASGE by raising funds and building endowments through charitable gifts and contributions. Through this support, the ASGE Foundation helps the Society pursue its mission to advance patient care and digestive health by promoting excellence in gastrointestinal endoscopy.

All sponsorships must: Preserve ASGE control over editorial and programming content

The company must have a high degree of integrity, a strong corporate reputation and a track record of maintaining a high level of product/service quality

The company must demonstrate ethical business practices and a positive image

ASGE will not directly endorse a sponsor's products or services

ASGE must have editorial control over and final approval on all content and/or programming (All materials in print, broadcast or electronic media prepared by the sponsor, including promotional pieces, ad copy and artwork, must be submitted to ASGE for pre-approval prior to release).

ASGE must retain total control of its marks/logos and their use by corporate sponsors.

ASGE must retain ownership and total control of all ASGE-themed promotions and materials. The policies, properties and integrity of ASGE must remain entirely unaffected by any partnership. All materials produced by ASGE for a corporate sponsorship program are under the sole ownership of ASGE. Any use of these materials by the corporate sponsor outside of the expressed terms of the partnership agreement requires written permission by ASGE. Corporate sponsors are not allowed to assign rights or conduct third-party promotions without ASGE's approval.

ASGE has the option to terminate the relationship if the following situations occur: the business practices of the sponsor in any way reflects negatively upon ASGE; the sponsor's reputation or integrity is called into questions by ASGE and/or the public; or if through changes in business practices the company become ineligible for sponsorship of ASGE. *For example:*

If a company is charged with or accused of the commission of any act which is an offense involving moral turpitude under any Federal, Stat

Commercial supporters must be recognized in printed announcements, brochures, etc. and must be acknowledged for support by company name, never by brand/product name.

Additional disclosures may include off-label/unapproved uses of products and company relationships with ASGE or its presenters or moderators. No educational materials (slides, handouts, etc.) used in the course of an educational event (CME) may contain advertising, trade names or promotional messaging.

