

Commercial Sponsorship; Compliance with DHP Ethical Standards.

You must ensure that your arrangements with any commercial sponsor comply with the points below to be eligible for DHP CPD. If you need clarification please get in touch with your relevant CPD lead. All this information is within the DHP Ethical Standards.

Corporate Communications have been asked to be very careful, but other conference companies will need particular guidance. That is your responsibility as SPC.

Commercial Sponsors are permitted but **must be disclosed to your audience and** acknowledged with the DHPs approved statement. E.g. with a slide at the start of meeting *using this statement*

“This CPD activity is supported by financial and/or in-kind support from the following sponsors:” **Use company names not logos**

Beyond the standard acknowledgement statement of financial and in-kind support the linking of a sponsor's name (or other branding) to any educational session or section of an educational program within an accredited group learning activity **is prohibited.**

Sponsorship recognition must appear on a page separate from the educational content, activity schedule, learning objectives, and accreditation statement i.e. on a separate (usually back) page of any program or other publicity material - **never on the front page.**

Ideally use a completely separate sponsorship acknowledgment booklet, which ONLY details sponsorship, then you may use logos.

Product-specific advertising, promotional materials or branding strategies cannot be included on/appear within locations where accredited CPD sessions are occurring (e.g. lecture halls, small group discussion rooms) immediately before, during or immediately after an accredited CPD activity

This means any flyers/ roll ups etc. with logos on must be well **outside** the room(s) where the accredited activity takes place - usually we advise in the coffee or eating room. **The rollups should be only about thanking them for the sponsorship - not linking the company logos to the event title or any other activity information.**

Product-specific advertising, promotional materials or branding strategies **cannot be included on, appear within, or adjacent to:**

- Any educational materials, slides, abstracts and handouts used as part of an accredited CPD activity
- Activity agendas, programs or calendars of events (preliminary and final)
- **Any webpages or electronic media containing educational material. - Maybe use a hyperlink to the sponsor's page?**

Commercial exhibits or advertisements must be arranged in a location that is completely separated from the accredited CPD activity.

Sponsors must have no influence (direct or indirect) over meeting content. The SPC cannot be required to accept advice concerning speakers, the activity development, delivery or evaluation as a condition of sponsorship.

The terms, conditions and purposes by which sponsorship is provided must be documented in a written agreement that is signed by the SPC and sponsor (you have been provided with that)

Any incentive provided to participants associated with an accredited CPD activity must be approved by the CPD provider organization. High value gifts not advised as they may be perceived as an attempt to influence. If in doubt please check with us!

If a sponsor wishes to run a satellite sponsored symposium that must be **clearly identified as such**. This cannot earn CPD credit and must occur at a separate time and location that **does not compete with accredited CPD activities**.

These unaccredited activities cannot be listed or included within agenda, programs or calendar of events (preliminary or final) - they must go on a completely different page, although you can indicate to the audience where to look for that information e.g. by tabling 'lunchtime satellite symposium see next page'

All income from commercial sources must be declared as part of your full documentation of conference budget. Companies must not pay any speaker directly, neither honorarium nor expenses.

Please note: All accredited educational events are subject to both HMC and DHP team audit. For sponsored events adherence to these guidelines will be a major emphasis within the audit. Major deviation from these standards could result in your event losing its DHP CPD accreditation