

CEP Sponsorship Policy and Procedures

Background and Need

Due to an increase in requests received from Private companies for sponsoring our conferences and workshops as well as the joined organisation of conferences with affiliate partners that have a different approach to sponsorship, the CEP Board requested that a sponsoring policy should be drafted as guideline towards sponsors as well as affiliate partners.

The aim of having sponsorship is to obtain funding to help organize specific events. With this funding conference fees for CEP members can be kept low, translation can be provided as well as speaker's travel costs can be covered which may otherwise not be possible. These specific events play an essential role in the mission of CEP and sponsorship revenue should only be used to fund specific events.

Guiding Principles

The following principles will guide CEP in the solicitation and acceptance of sponsorship to enhance the organization of specific events:

- Relevance—the company's products or services must be relevant to the theme of the conference or workshop;
- Branding Fit—there must be a good fit with the overall company brand;
- Mission Alignment—the partnership must align with CEP's vision and mission;
- Business Result—CEP must have a need to benefit financially from the partnership so the event can achieve a positive business result;
- Independance—the sponsoring company must not drive CEP's agenda or priorities. It may not direct the selection of speakers or influence the programme;
- Transparency—All sponsorship agreements must leave the opportunity open for other organisations to have similar opportunities to provide support to CEP taking the limited amount of sponsoring opportunities into account.

Recognition and Acknowledgement

CEP will ensure that each sponsor receives acknowledgement. The following guidelines will be used in providing acknowledgement to and recognition of sponsors:

- A letter of acknowledgement for sponsorship will be sent to all sponsors and a copy will be placed on file.
- Any special recognition agreements will be stipulated in the letter.
- Public acknowledgement of sponsorship in CEP's promotional materials will be restricted to a statement of the sponsor's name and a display of logo. Standards controlling the size format and location of such acknowledgment will be developed by CEP's Communications Officer to ensure both consistency and quality of appearance. Such acknowledgement will not take precedence or have prominence over CEP's own logo or promotional material.
- CEP will not provide access to attendant's records unless the attendant has indicated that they would like to be approached by the sponsoring organisations.
- Acknowledgement of sponsorship may also take the following forms at CEP's discretion:
 - Providing a premium location in the conference venue
 - A specific number of complimentary registrations to be decided by CEP
 - Maximum exposure prior to and during the event by means of:
 - Plenary screen signage during the entire event
 - Logo displayed on conference registration website
 - Logo displayed on pre-conference publicity
 - Logo on event conference pack
 - Logo on event name badges
 - Half page editorial in programme book
 - Publicity item in conference pack
 - Recognition as event sponsor at the welcome reception

Restrictions

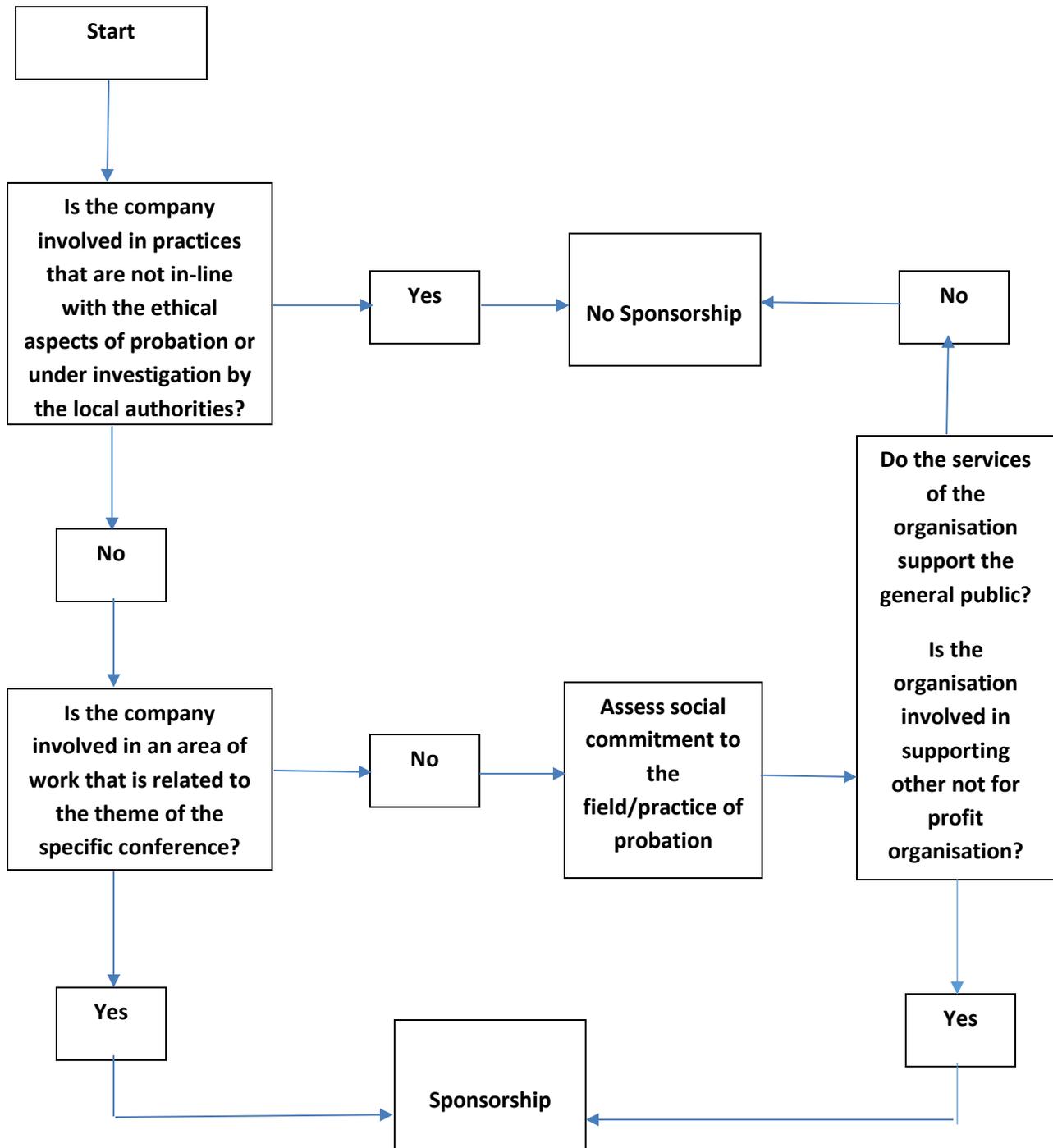
All sponsorship agreements are subject to the following restrictions:

- During the conference it is not permitted for sponsoring organisations to organise meetings with delegates in separate meeting rooms;
- It is not permitted for sponsoring organisations to rent other meeting rooms in the venue to display their equipment ;
- It is not permitted to deviate from the assigned booth places and booth sizes

Approval

All sponsorship requests must be approved by the Secretary General if needed in consultation with the preparatory group of the specific event.

Decision Chart for evaluating sponsorship



Authority for Implementation

CEP reserves the right to make decisions regarding the implementation of sponsorship requests.

Any budget surplus derived from the organization of the sponsored event will be added to the overall budget of the CEP in order to support the activities resulting from CEP's mission.

All details as to the design of programs and allocation of resources will reside with CEP.

CEP reserves the right to deny sponsorships for any reason and to end these arrangements at any time if, in the opinion of the Secretary General, the services or image of CEP warrant such action.