

## Guidelines for Sponsorship

### Summary

The College is an independent body committed to the maintenance of quality and high standards of patient care. Sponsoring a conference at The Royal College of Pathologists can provide an excellent opportunity for your company to raise its profile. The College organises an exciting programme of specialty specific one and two-day symposia for its members, fellows and trainees and aims to make a direct contribution to the further education of pathologists.

The College will not accept money or advertising from companies whose principal activities are the manufacture of arms, tobacco or alcohol.

The College defines sponsorship as funding from any external source for all or part of any of the following: maintenance or renovation of buildings, staff salaries, research, training, equipment, meeting rooms, costs associated with meetings, meals, gifts, hospitality, accommodation and transport costs and speakers' expenses.

### Key principles

1. Sponsorship should cover the meeting as a whole and should not benefit any individual invited speakers or participants. If overseas speakers are to be included in the programme, sponsorship must be confirmed before the meeting takes place in order to cover travel expenses, but the sponsorship money should not benefit the individual speaker.
2. The College will not permit sponsors to decide who should be invited to speak at College meetings, but will decide if it is appropriate for a sponsor to sponsor, fund or otherwise support an individual speaker, in order to avoid any risk of perception of commercial bias.
3. The sponsorship must be approved by the Meeting Co-ordinator, conference organiser and/or relevant SAC
4. Sponsorship must be clearly declared in any accompanying literature or web-based material.
5. The sponsorship must be clearly declared on any promotional material which is made available in delegate packs and exhibited at the meeting with or without a representative from the sponsoring company present
6. It must be made clear that sponsorship does not imply College approval or endorsement of the company or any of its products.
7. There must be no inducement to use the services or products of the sponsor.
8. Individual contributors to the meeting (speakers or chairpersons) must declare any relevant links with the sponsors (paid or otherwise) and sponsors will not be able to dictate the names of speakers or the content of the meeting.
9. Speakers must not advertise or endorse the sponsor in the course of their lectures.
10. Sponsors must not use the College logo or any record (photographic or otherwise) of the meeting for promotional purposes. Sponsors may not issue press releases or publications that refer to the College, nor may they use the College logo, without the approval of the Publications Department/Director of Communications.



All symposia attract a high number of participants, the majority of whom are consultants in charge of departmental budgets as well as trainees on the career ladder. The Royal College is a registered charity and relies on sponsorship to keep attendance costs as low as possible and is always extremely grateful to sponsors for their valuable support. The Events Department organises between 10 - 20 conferences a year.

There are four sponsorship packages available and we do accept sole sponsorship;

#### **Bronze**

- the opportunity to include company information in our delegate pack distributed on the day;
- one free place for your representative to attend the conference sessions.

Cost: £1,000

#### **Silver**

- the opportunity to include company information in our delegate pack distributed on the day;
- opportunity to display your stand at the symposium;
- two free places for your representatives to attend the conference sessions.

Cost: £2,000 + VAT

#### **Gold**

- an opportunity to advertise for free in the College's quarterly Bulletin, which is distributed to over 7,500 members worldwide;
- the opportunity to include company information in our delegate pack distributed on the day;
- opportunity to display your stand at the symposium;
- three free places for your representatives to attend the conference sessions;

Cost: £5,000 + VAT

#### **Platinum**

- Guarantee that your company would be the sole sponsor for the whole event.
- an opportunity to advertise for free in the College's quarterly Bulletin, which is distributed to over 7,500 members worldwide;
- the opportunity to include company information in our delegate pack distributed on the day;
- opportunity to display your stand at the symposium;
- four free places for your representatives to attend the conference sessions;
- Support a speaker's dinner, a fantastic opportunity for your company to network with medical professionals in your field.
- No other merchandise or promotion from any other companies associated with the event.

Cost: Negotiable from £10,000 including VAT

Please note: Before sponsorship can be finalised for any event, approval must be confirmed by the Symposia organiser

To discuss all available opportunities, please contact the Events Manager:

**Tel:** 020 7451 6740

**Fax:** 020 7451 6702

**Email:** [meetings@rcpath.org](mailto:meetings@rcpath.org)