

Guidelines for Sponsorship

For sponsors

1. The demand for sponsorship is generated by CME Department, with a properly laid-out budget which is shared with interested parties.
2. Interested entities reach out to CME Department and present their educational grant(s).
3. If CME Department accepts a grant, it would give receipt of acknowledgement in verbal or written document before the commencement of an activity.
4. A Letter of Agreement (LOA) would be signed with the sponsor(s).
5. CME Department would exercise her authority over all the affairs of an event.
6. A sponsor could attend the activity without bringing in or displaying their products inside the hall or area of an academic activity.
7. All the promotional activities would be confined to an area outside the academic activity.
8. If a sponsor wants to attend an academic activity, it would be in the capacity of an observer.
9. Commercial support could be of two types:
 - a. Financial and
 - b. in-kind (use of space, donation of equipment or other services).
10. An educational grant for an event does not exempt a sponsor from exhibit fee.
11. Financial transactions would take place through bank transfers in Shifa Foundation's CME Fund Accounts.
12. No cash would be accepted.
13. We have two levels of review to determine and approve content of an activity is free from any influence of a commercial supporter.
14. Contributing funds for CME activities DOES NOT give any right to a sponsor to give instructions/ suggestions to CME Department regarding faculty/speaker(s), invitees, content, initiating, planning, monitoring, controlling and closing of an activity. These are the sole domains of CME Department and should be respected in word and action. A Letter of Agreement has to be signed in this regard.
15. No additional funds or in-kind support should be paid to CME Planning Committee or any other official concerned with the activity.
16. A sponsor could be asked to pay reasonable honoraria and reimbursement for faculty/ speaker(s)/planners/ employees/& or volunteers of CME Program Office, for travel and out-of-pocket expenses through Shifa Accounts/ Finance Department.
17. All expenses and payments would be documented, which could be accessed from CME Program Office upon request.
18. Further, the attendance of an academic activity by a sponsor does not give them the right of credit. If they want credit, they should firstly submit the registration fee for the event.
19. CME activities will not be allowed to be marketed on commercial interest's websites or by commercial interest's personnel.
20. A commercial supporter is not allowed to take part in the development of our activity's website which is solely maintained by Shifa Foundation.
21. Advertisements and promotional materials would not be allowed to be displayed in academic area immediately before, during or after a CME activity.
22. Commercial supporter is not allowed to participate in academic area during a Q&A session.

23. The representatives of commercial interest would have to take off their company badges while they are in the space of educational activity.

For Exhibit Booths

1. An exhibit fee would be charged from all the participating entities.
2. All the exhibit booths and their staff would be allowed with the approval of CME Department.
3. Financial transactions would take place through bank transfers in Shifa Foundation's CME Fund Accounts.
4. No cash would be accepted.
5. No additional funds or in-kind support should be paid to CME Planning Committee or any other official concerned with the activity.
6. Exhibitors should sign Exhibit Booth Agreement with the CME Program Office, SCOPE, Shifa Foundation, agreeing to all terms and conditions before the start of an activity.
7. Exhibition fee could vary for exhibitors from different industries and foundations.
8. Exhibition prospectus would be shared with exhibitors.
9. All the promotional activities would be confined to an area outside the academic activity.
10. The purpose of an exhibition should be the education of attendees through product and service displays and demonstrations.
11. CME Program Office would have all the powers to interpret, amend and enforce rules and regulations during the exhibitions.
12. There will be a planned map for booths. No addition or editing would be accepted.
13. Assigning space for booths will be at the discretion of CME Program Office.
14. Exhibits should be kept separate from the academic area. Interference in learning experience before, during or immediately after an activity, would NOT be tolerated.
15. Only approved exhibitors with official badges would be allowed into an exhibition area.
16. Exhibitors would be given a dedicated time to install and dismantle their booths.
17. An exhibition staff involved in the setting-up of booths should timely send their names and CNIC numbers to CME Program Office to avoid inconvenience. Night calls would not be entertained in this regard.
18. Any material or discussion of products/ services would be kept in the exhibit booth ONLY.
19. If an exhibition is found to be irrelevant to a CME activity, it would be terminated.
20. Amplifiers, lighting devices and inappropriate presentation devices are prohibited.
21. Sales activities are restricted during presentations/ activity hours.
22. Exhibitor(s) could attend an academic activity; however, they would not be allowed to engage in sales/ marketing activities inside academic area.
23. In case of any misconduct, exhibitor would be removed from the educational site.
24. Advertisements and promotional materials would not be allowed to be displayed in academic area immediately before, during or after a CME activity.
25. Commercial supporter is not allowed to participate in academic area during a Q&A session.
26. The representatives of commercial interest would have to take off their company badges while they are in the space of educational activity.