2012 **NAPH** Sponsorship Policy and Guidelines

National Association of Public Hospitals and Health Systems

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The National Association of Public Hospitals and Health Systems (NAPH) is a membership organization of public and non-profit hospitals and health systems that share a common mission to serve vulnerable populations. NAPH was founded in 1980 for the purpose of educating members of Congress, government officials, the media, and the public about the special role and needs of safety net hospitals and health systems. NAPH provides a range of services to members including advocacy, research, educational programs, and networking opportunities. NAPH's research arm, the National Public Health and Hospital Institute ("NPHHI"), supports NAPH's agenda by providing research devoted to the needs of NAPH's membership. For purposes of this Policy, NAPH and NPHHI will be collectively referred to as NAPH.

I. Statement of Policy

In order to carry out its mission, NAPH values support from organizations that support the mission of NAPH and are willing to sponsor NAPH conferences, events, educational programs, and special projects. NAPH will always disclose when a sponsor is providing support for any activity. Sponsorship will not be a condition of contracting with NAPH. It is the express intention of NAPH that all interactions among and between NAPH, its members and sponsors, will comply with all federal, state and local laws, regulations, and ordinance, including but not limited to the policies of individual NAPH members and other applicable privacy, security and industry ethics policies.

For purpose of this policy, a sponsor is an organization that provides financial support for an NAPH conference, event, educational program, or project. Most sponsoring organizations either conduct business with NAPH or an NAPH member. If an organization conducts business with an NAPH member, the organization must provide the name of a reference at an NAPH member organization. These guidelines may also apply to non-member organizations or individuals who propose to attend NAPH conferences.

II. Sponsor Guidelines

NAPH reserves the right to decline sponsorship (or participation in an NAPH meeting of conference) from any non-member organization. The following guidelines are applicable to any sponsors and the representatives that they may choose to send to an NAPH Conference.

- NAPH shall not allow sponsorships that might be perceived to unfairly influence a business relationship, or create a conflict of interest situation, including even the appearance of impropriety, or otherwise compromise the business judgment of attendees at the meeting.

- Vendor support of any NAPH activity or giveaways (e.g. coffee mugs, pens, as long as the total value per individual does not exceed $20) shall not be provided in exchange for an agreement or promise to purchase supplier products, or to award a contract to a vendor.

- NAPH shall not allow any sponsorship activity which may damage or compromise NAPH's or a member's reputation. Similarly, no illegal, unethical or immoral sponsorship activities will be allowed.

- At the sole election of NAPH, a sponsor may be prohibited from attending any NAPH breakout session at the NAPH Annual Conference, in which sensitive, confidential or proprietary information pertaining to NAPH, its members or their patients and/or providers, may be shared.

- Sponsors shall be sensitive to the fact that NAPH and NAPH members are all governed by strict codes of conduct, compliance policies, and ethical and governance rules through their employers, which

may restrict certain meeting attendee's interaction with sponsors even further than is called for in this Policy.

- Before NAPH shall accept any organization as a sponsor, all sponsors shall make a written acknowledgment that they have read and understand, and agree to comply with this Policy.

- Any sponsors with questions about this Policy should contact the NAPH Vice President for Member Services, at 202-585-0117 and membership@naph.org.

III. Criteria for Engaging a Sponsor

1. Compliance with applicable law: NAPH requires that sponsors comply with applicable local, state, and federal laws. Ethical standards may exceed legal compliance and preservation of NAPH's nonprofit status shall take precedence.

2. Avoidance of conflict of interest: Where conflicts of interest arise – actual, potential, or perceived – the duty of loyalty is to NAPH and its members and mission. NAPH's governing authorities and staff must ensure that no staff member, other individual or business benefits at the expense of the associations' mission, members, reputation or the communities they serve.

3. Exclusion of tobacco, alcohol and firearms: NAPH shall not engage in corporate relations directly with producers of tobacco, alcohol or firearm products. This does not necessarily exclude subsidiaries of such companies that produce products or services that are unrelated to tobacco, alcohol or firearms.

4. No implied endorsement: Receiving a sponsorship does not imply NAPH approval of that corporation's general policies, nor does it imply that NAPH will exert any influence to advance the corporation's interests outside the substance of the arrangement itself. NAPH's name and logo shall not be used in a manner that would express or imply a NAPH endorsement of the organization or its policies.

5. No direct legislative advocacy: NAPH shall not advocate for a particular issue solely because it has received funding from an interested corporation.

6. Transparency and full disclosure: NAPH shall take reasonable steps to make its actions transparent and understandable to its membership and the general public, especially where lack of transparency may reasonably lead to an appearance of conflict of interest.

7. Implementation: NAPH's CEO, and outside legal counsel as necessary, shall investigate any alleged violation of these Sponsorship Guidelines. In the event of breach of this Policy, NAPH retains the right, **at its sole discretion**, to: cancel a sponsor's participation in the meeting, and refund all sponsorship funding. NAPH may also bar a sponsor from future NAPH meetings where there is a reasonable likelihood that such sponsor will conduct itself out of compliance with this policy.

Sponsor	**NAPH**
Accepted by:_____	**Accepted by:** _____
Sponsor Name and Position (printed)	**NAPH VP for Member Services**
Signature: _____	**Signature:** _____
Date: _____	**Date:** _____

Please sign above and email form to the attention of Nneka St. Gerard, Meeting Manager nstgerard@naph.org