



4.03 Conference Sponsorship, Trade Show and Advertising

Approved: 2017-11-21

Latest Revision Date: yyyy-mm-dd

Review required: 2022

Intent

To set guidelines for soliciting and accepting conference sponsors and trade show participants.

Policy and Procedures

Sponsorships are marketing deals. Sponsor contributions allow SBOA to advance its mission and enhance services to members and communities it serves, while offering recognition for the sponsor's connection to SBOA. Sponsor contributions can include financial assistance, in-kind services and/or product donations.

Solicitation of sponsors will clearly outline the use of their contributions (Sample Conference Sponsor and Trade Show Letter ([form 10.11](#))).

For details on long-term or ongoing sponsorships, see [1.05 Corporate Sponsorship](#).

When a trade show is included as part of a conference, the Host Committee will set the trade show fees to offset at least the additional costs for the trade show, and may use trade show fees to cover other costs of the conference.

Sponsors and trade show participants receive one conference registration (includes sessions, breaks and meals) at no charge. Travel and accommodation expenses are not paid to sponsors and trade show participants.

SBOA limitations include, as appropriate: SBOA will not endorse products or provide exclusivity, sell sponsor's products to its members, ask members to sell sponsor's products, provide direct access to individual members or members contact information, and similar provisions.

Application

SBOA Conference Host Committee Chair and members, conference sponsors, and trade show participants.

Notes

Based on information from ABOA Conference Information.