

ASGE CORPORATE RELATIONS GUIDELINES

ROLES AND RESPONSIBILITIES OF THE CORPORATE RELATIONS DEPARTMENT

To proactively leverage ASGE collective assets with its corporate supporters to generate the maximum revenue while protecting the association's commercial interests. This is especially important as there are multiple entities within and outside ASGE that communicate with existing prospective sponsors.

The Department will host internal quarterly meetings with all ASGE stakeholders to leverage our assets and provide a forum for the various departments of ASGE to provide input on ways to improve the sponsorship program and add value for all parties involved. The meeting will also give us an opportunity to build stronger, more integrated working relationships among all departments that interface with sponsorships and corporate support, thereby streamlining ASGE serving efforts.

Identify ways in which to educate our members (consider recognition ads in DDW publications and ASGE publications thanking our supporters, web site, etc.). Continue to educate ASGE stakeholders (governing board, foundation board, committee members and staff) on the value of sponsorship and corporate support.

ASGE SPONSORSHIP GUIDELINES

Corporate sponsorships must be in keeping with ASGE's mission and preserve constituent trust.

ASGE Mission

To be the leader in advancing patient care and digestive health by promoting excellence in endoscopy.

ASGE Foundation Mission

The ASGE Foundation is the philanthropic arm of the American Society for Gastrointestinal Endoscopy (ASGE). Its mission is to provide long-term financial support for ASGE by raising funds and building endowments through charitable gifts and contributions. Through this support, the ASGE Foundation helps the Society pursue its mission to advance patient care and digestive health by promoting excellence in gastrointestinal endoscopy.

All sponsorships must:

- Substantially benefit ASGE audiences (members, GI community or general public), events, programs and initiatives (whether through cash, budget-relieving in-kind, awareness campaign, etc.)
- Maintain/enhance the ASGE brand
- Preserve ASGE control over editorial and programming content
- Be communicated with transparency to ASGE audiences

ASGE will refrain from associating with companies that have the potential to damage ASGE's image because of the nature of the companies' products, services or reputation. *For example:*

- The company's products or services must be compatible with and complement ASGE's mission and values.
- The company must have a high degree of integrity, a strong corporate reputation and a track record of maintaining a high level of product/service quality
- The company must demonstrate ethical business practices and a positive image

ASGE will not directly endorse a sponsor's products or services

ASGE must have editorial control over and final approval on all content and/or programming (All materials in print, broadcast or electronic media prepared by the sponsor, including promotional pieces, ad copy and artwork, must be submitted to ASGE for pre-approval prior to release).

ASGE must retain total control of its marks/logos and their use by corporate sponsors.

ASGE must retain ownership and total control of all ASGE-themed promotions and materials. The policies, properties and integrity of ASGE must remain entirely unaffected by any partnership. All materials produced by ASGE for a corporate sponsorship program are under the sole ownership of ASGE. Any use of these materials by the corporate sponsor outside of the expressed terms of the partnership agreement requires written permission by ASGE. Corporate sponsors are not allowed to assign rights or conduct third-party promotions without ASGE's approval.

ASGE has the option to terminate the relationship if the following situations occur: the business practices of the sponsor in any way reflects negatively upon ASGE; the sponsor's reputation or integrity is called into questions by ASGE and/or the public; or if through changes in business practices the company become ineligible for sponsorship of ASGE. *For example:*

- If a company is charged with or accused of the commission of any act which is an offense involving moral turpitude under any Federal, State, or local law, or any act which cast an unfavorable light upon the other party or such party's association with ASGE, or the company performs or commits, or is accused of performing or committing any act which would unreasonably and objectively bring ASGE or its programs, events and/or initiatives into disrepute, contempt, scandal, or ridicule at any time before, during or after the term of this Agreement, ASGE should be entitled to terminate this agreement upon ten days of written notice to the other specifying the reason, within which period the company may cure such offense, if curable. The determination of whether and to what extent the offense is cured or curable shall be made by ASGE at its sole and absolute discretion.

ASGE will fulfill and document all corporate relationships in accordance with all applicable laws, statutes, voluntary codes of conduct and policies set by government and regulatory, accreditation and standard-setting organizations as they apply to ASGE's corporate relationships. The prevailing entities may include, but are not limited to:

- Accreditation Council for Continuing Medical Education (ACCME)
- Accreditation Council for Graduate Medical Education (ACGME)
- Advanced Medical Technology Association (AdvaMed)
- Internal Revenue Services (IRS)
- National Electronic Manufacturers Association (NEMA)
- Pharmaceutical Research and Manufacturers of American (PhrMA)
- US Department of Health & Human Services (HHS) Specifically, the Food and Drug Administration (FDA) and Office of Inspector General (OIG)

Guidelines regarding ASGE Scientific, Educational and Research Activities

- All educational and research activities must be free of commercial bias for or against any product
- Commercial supporters may not control the planning, content, or execution of an educational activity or research study
- No commercial promotional materials may be displayed or distributed in the same room immediately before, during or immediately after an education activity certified for CME credit.

- Commercial supporters must be recognized in printed announcements, brochures, etc. and must be acknowledged for support by company name, never by brand/product name.
- Additional disclosures may include off-label/unapproved uses of products and company relationships with ASGE or its presenters or moderators. No educational materials (slides, handouts, etc.) used in the course of an educational event (CME) may contain advertising, trade names or promotional messaging.

POLICY ON ACCEPTANCE AND DISCLOSURE OF EXTERNAL FUNDS

SUPPORT AND SPONSORSHIP

Policy: Contributions (grants, gifts and sponsorship) received from foundations, individuals, and corporations are to be classified as temporarily restricted, permanently restricted and unrestricted.

Summary: Contributions (grants, gifts and sponsorship) received from foundations, individuals, and corporations are to be classified as temporarily restricted, permanently restricted and unrestricted. The Society will account for contributions support and sponsorship in accordance with the donors' written limitations as defined below.

- *Unrestricted:* If the donor imposes no restrictions, then the Society shall account for the gift as an increase in unrestricted net assets.
- *Temporarily Restricted:* If the donor restricts the gift by the passage of time or for, a specific purpose, then the Society shall account for the gift as Temporarily Restricted. When the restriction(s) that gave rise to the temporary restriction has (have) been met, then the Society shall transfer the funds from Temporarily Restricted net assets to unrestricted net assets.
- *Permanently Restricted:* If the donor indicates that only the income arising from the gift can be spent, the Society shall account for this gift as Permanently Restricted.

Procedures:

1. Revenue Recognition

- Unconditional contributions are recognized as revenue when the promise to give is received in writing, even if the funds will be paid in future years.
- Conditional contributions depend on an uncertain future event before the contribution must be fulfilled. Conditional contributions will not be recorded as revenue until the condition is met.

2. Donor Restrictions

When the Society receives restricted grants or sponsorships that require reporting to the funder the actual expenditures, separate tracking of the grant or sponsorship income and expenditures shall be maintained. Account will:

- Establish account numbers that specifically identify a restricted funding source to track necessary financial details.
- Maintain the records necessary to support direct and indirect expenses.

3. In-kind/Contributed Services and Non-Cash Contributions

- The Corporate Relations Department will maintain a log of donated services/equipment including the date of the service, name, value of service and address of service provider and a description of the service provided
- Maintain a log of non-cash contributions including the date of the contribution name and address of donor and a description of the donated equipment
- In-kind contributions that are material shall be recognized as revenue and a corresponding expenditure if the services would typically need to be purchased if not provided by donation.

4. Required Reporting

- The Accounting Department will ensure that all required reporting for grants and sponsorships is completed in an accurate and timely manner.