

List of Approved Forms of Sponsor Recognition for Sponsorship Packages

The financial support offered by sponsors will be acknowledged, commensurate with the amount contributed, through one or more for the following:

1. Industry ads may be placed in programs or in program packages (e.g. CTS Scientific Program has a program package, not a program). The ads must not precede program content, nor can they be placed on the same page as program content or on page facing program content. Ads will not include information on a product such as a drug or a specific medical device.
2. Lists of sponsors with or without logos may be placed in programs or program packages. These lists must not precede program content, nor can they be placed on the same page as program content or on page facing program content.
3. Program Web sites can include a separate page or section recognizing sponsors and include logos and hyperlinks to sponsor Web sites (main pages). Information on sponsors should always appear after information describing the program or on a separate page. Information on sponsors cannot be provided on a page that contains eCPD material. eCPD programs must be free of any promotional displays or infomercials. Whenever an eCPD program provides a link to a sponsor's Web site, participants must be informed that accessing that site will cause them to exit the eCPD site and will also require them to log back into the eCPD site.
4. There can be on-site signage listing sponsors (including their logos) provided the signs are not placed within the room where educational activities are being conducted or right outside those rooms.
5. Industry may sponsor events or services other than educational events and be recognized with onsite signage (Ex: coffee breaks, internet cafés, etc.).
6. Sponsors may include items in delegate kits, provided that those items have been approved by the Pharmaceutical Advertising Advisory Board (PAAB) and/or comply with the Code of Marketing Practices of Canada's Research-Based Pharmaceutical Companies (RX&D). All materials that relate to a product must display the PAAB logo. Items relating to a product will be screened by staff to ensure the PAAB logo is displayed as proof of PAAB approval. Otherwise, sponsors will be informed of their responsibility to comply with the requirements of both the PAAB and the RX&D Code of Marketing Practices. It is expected that they will comply with these requirements voluntarily. The Professional Development Committee (or its successor) will monitor compliance onsite.
7. Email bulletins to members can identify sponsors & include lists of sponsors with or without logos and hyperlinks to their main Web pages (e.g. CTS E-bulletin). Email bulletins cannot include product ads or links to product information.

8. Sponsors may receive complimentary tickets to social events.
9. Sponsors may be listed in Canadian Respiratory Journal announcements, without logos.
10. Sponsorship can be recognized through verbal acknowledgement in opening and closing statements at educational events and social events.
11. Sponsorship can be acknowledgement in social event programs, with or without logos.