



Policy #11

Subject: Corporate Relationships Guiding Principles

Effective Date: July, 2011

Approved by: APIC SNJ Board of Directors

Revision Dates:

POLICY

The National APIC Office will determine guiding principles for corporate relationships

PURPOSE

To provide guiding principles for corporate relationships no matter what type of business or corporate funding relationship APIC SNJ enters, all relationships must adhere strictly to certain core principles.

PROCEDURE

1. Endorsement: APIC SNJ will not endorse any commercial product or service.
2. Mission-related Purpose: APIC SNJ's relationships with corporations and other entities must have a meaningful mission related purpose or benefit.
3. Independence: APIC SNJ staff and members will exercise independent judgment in all decisions related to corporate partnerships. For all educational and product offerings, APIC SNJ will retain control over the selection of topics, educational content, speakers and related materials.
4. Disclosure: APIC SNJ will disclose all sponsored activities that are partially or completely financed by external funds, including, but not limited to, presentations, educational offerings, publications, and research grants. Speakers should disclose whether any part of their presentation resulted from external funding and whether they have any personal financial interest in the subject matter of the presentation.

5. Confidentiality: APIC SNJ representatives will not disclose proprietary or confidential information of corporate partners that may be provided in the course of a relationship.

6. Exclusivity: APIC SNJ may grant exclusivity to a corporation or other party for a particular activity for a specified time on the basis that there is sufficient benefit to APIC. In general there will be no prohibition against APIC engaging in similar types of activities involving competing corporations or products.

7. Consistency: APIC SNJ will not enter into a relationship with a corporation or other party that is inconsistent with APIC's principles, public positions, policies or standards.

8. Intellectual Property: Where possible and appropriate, APIC SNJ will reserve the right to the intellectual property deriving from projects that it sponsors and/or manages.

9. Acknowledgments: Acknowledgment is an important aspect of delivering value to corporate supporters. Acknowledgment may be accomplished via a variety of vehicles including APIC SNJ publications, meeting materials and signage, reports and other materials, as appropriate. These acknowledgments will not advertise any products or services of the supporting organization. Ultimate decisions regarding acknowledgment rests with APIC SNJ.

10. Branding: APIC SNJ will not allow the use of its name, logo or other identifying marks to promote any commercial product or service. Any usage of the APIC SNJ name, logo or related identifying marks in a corporate relationship shall be reviewed and approved by APIC SNJ, in writing, in advance of their use.

ATTACHMENTS & RELATED FORMS