



## **NYSPHA Criteria for Sponsorship, Advertising, and Exhibiting**

These criteria have been developed in order to protect the NYSPHA brand and to preserve the credibility of NYSPHA in the public health field. Our name and brand is one of our most important assets and leadership must always be vigilant about protecting it while also working to enhance NYSPHA's positive name recognition.

To be accepted for any sponsorship, advertisement to NYSPHA members, co-branding agreement, or any promotion during a NYSPHA event, the organization must:

1. Complete an application for NYSPHA Sponsorship, Advertising, or Exhibiting that is reviewed by the Executive Director.
2. Have a mission that aligns with that of NYSPHA (at least not inconsistent).
3. Promote guidelines, treatments, or prevention practices that are consistent with national public health guidelines and recommendations (e.g., USPTFS, CDC, NCI,)\*

*\*We recognize and welcome the support of companies and organizations outside of the public health field (for example technology companies, HR / job recruitment firms, educational/office supply companies, and others) so as long as their mission, products or services are not incongruent with the mission, vision and values of NYSPHA.*

Any proposed sponsorships, advertising, or exhibiting that the Executive Director does not believe meets the criteria and could potentially be a conflict for NYSPHA should be elevated to the Executive Committee.

Any organization that is denied sponsorship, advertising, or exhibiting will have any submitted fees returned and receive an explanation that the application did not meet the selection criteria created by NYSPHA's leadership.

### **Eligibility**

NYSPHA reserves the right to deny applications of those sponsors whose products and services are not fully consistent with the public health goals of the event or NYSPHA's mission.