

EASL GUIDELINES FOR SPONSORING MEETINGS

The European Association for the Study of the Liver (EASL) receives many requests each year from other organisations asking EASL to sponsor their activities. This document details the conditions and policy under which the EASL name and logo can be used and under which EASL will agree to sponsor an event and offer financial support.

Principles

- Consistently with its educational mission, EASL will financially contribute to scientific meetings organized by other subjects.
- By this mean, EASL intends mostly to support events that would be, by subject or circumstances, difficult to be realized.
- The EASL provisional budget will include a specific expense item. The amount devoted to this item varies over the following years, according to the overall financial resources available. Once fixed, this amount should represent the maximal allowance that cannot be exceeded.

Limitations/eligibility criteria

- Only meetings dedicated to Hepatology are entitled to be sponsored.
- The meeting Organizer(s) should be EASL Member(s).
- The meeting venue should be located in Europe.
- The meeting must be conducted in English.
- Meetings receiving financial support from Industry as major sponsorship are not entitled to be co-sponsored by EASL.
- Repeating and consecutive support to the same meeting will not exceed 3 years.
- Priority should be given to requests from small academic groups with limited funding opportunities.
- No remuneration shall be given to invited faculty of the meeting. Any funding should cover solely travel arrangements and/or meal allowances.
- No national association initiative will be sponsored by EASL.
- The proposed meeting must not compete with any other EASL activities, both in terms of topic/scientific programme, location and date.
- The scope of the meeting shall be non-for-profit.

Operational aspects

- All sponsorship request should be addressed to the EASL Office.
- Applications are submitted online throughout the year. All documents are to be submitted exclusively in English.
- EASL sponsorship can be granted once the quality of meeting scientific content will be ascertained and approved by EASL GB Educational Councilors.
- Applications are reviewed by the EASL Governing Board during four review sessions in March, June, September and December.
- Applications should include:
 - a. Preliminary programme and list of speakers
 - b. Event information (title, dates, location)
 - c. Official request of Sponsorship
 - d. List of sponsors/event supporters
 - e. Itemized budget
 - f. Declaration of non-for-profit scope of the meeting, available for download on the EASL website
- EASL sponsorships will be proportional to the overall meeting costs.
- EASL sponsorships will be regulated through a Letter of Agreement covering legal aspects and benefits for EASL.

- Meetings will be sponsored on a first-come, first-served basis while the specific EASL budget item lasts.

Responsibilities of the EASL Office

- Sponsored meetings will be advertised by EASL through its communications channels.
 - Minimum 1 post on the EASL bi-weekly newsletter reaching out to more than 7,000 subscribers
 - 1 or 2 Facebook posts targeting 7,000 followers of the EASL – The Home of Hepatology page
 - 2 or 3 tweets or retweets by the official twitter account @EASLnews
 - Place on the calendar on the EASL website
- EASL Office will provide the meeting organizers with the EASL logo (web and print version).
- EASL Office is unable to provide statistics on social media promotion.
- No digital promotion is available during March, April and August

Responsibilities of meeting organizers

- Organizers will provide the EASL Office with:
 - Sponsorship form, provided by the EASL Office, along with invoice for the awarded amount
 - Full event title, location, dates and venue of the meeting
 - Official website address
 - Scientific programme and upcoming deadlines
 - Social media information i.e. twitter handle, Facebook page, hashtags
 - a high-resolution logo/banner that can be used to illustrate the sponsored event
 - Post-meeting evaluation report provided by the EASL Office
- EASL logo should appear in the meeting materials and meeting website and shall be linked to www.easl.eu
- The meeting should promote EASL activities and membership. This can be achieved by:
 - complimentary on-site exhibition / booth space;
 - Display EASL brochures onsite during the sponsored event.
 - promotional mailers to the delegates
 - Video presentation about EASL, its services and benefits;
 - Others.

Use of EASL name and logo

- a. Incorporate the “EASL Sponsored Event” logo on all communication tools related to the event and will ensure that EASL is mentioned on the webpage of the event.
- b. The association's insignia (logo) and name is a registered trademark and the property of EASL. They cannot be used in any way, for any purpose or at any time (including but not limited to announcements, invitations, emails, Web publications, etc.) without the expressed written permission of EASL.
- c. The “EASL Sponsored Event” logo is granted solely for use in official documents related to the EASL sponsored event
- d. The insignia can only be used as designated and must be approved by EASL. Any use of the EASL brand name should be approved by the EASL Office. A copy or sample of any such material produced by affiliate groups for public relations or public information must be sent to the EASL Office for informational purposes.

Application and review process (for internal use)

Deadline to receive all applications online	Throughout the year	Throughout the year	Throughout the year	Throughout the year
The EASL Office compiles excel summary table, checks that all applications are complete & contacts applicants who have not submitted all documents correctly	Mid- March	Mid-May	Mid-August	Mid-November
Deadline to submit complete excel summary table & application files of all applicants to the EASL Scientific Committee Members	Mid- March	Mid-May	Mid-August	Mid-November
The EASL Scientific Committee Members make their comments and recommendations to the EASL Governing Board who take the decision whether to sponsor the event or not	During March GB	During June GB	During September GB	During November-December GB
Deadline for the EASL Office to notify all applicants (successful & unsuccessful)	End of March	End of June	End of September	End of December
Web team post successful applications on the EASL website	Upon notification to the applicants	Upon notification to the applicants	Upon notification to the applicants	Upon notification to the applicants