

ISFAA Business Partnership Policy

ISFAA values the significant and valuable impact our Associate Members have on the organization and want to ensure Associate Members have a distinct and viable method of ensuring their visibility to the ISFAA membership. However, ISFAA will not sanction nor facilitate the direct solicitation of its general membership by means that will be contrary to the spirit of the NASFAA Code of Conduct and Conflict of Interest statements. As such, ISFAA will allow for sponsorships to various ISFAA activities in accordance with the policies outlined below.

- 1) Exhibitors' gifts or giveaways can only be of nominal value less than \$15 fair market value.
- 2) No prize or scholarship drawings are allowed at exhibitor tables.
- 3) ISFAA activities and events may be sponsored by business partners. All sponsored events must be approved by the Executive Board.

Activities available for sponsorship will be identified by the Executive Board in conjunction with the Sponsorship Committee. These activities will consist of items like: Conference meals, keynote speakers and conference snacks. These conference activities should be considered as additional sponsorship opportunities to those business partners and associate members' participating in the vendor market.

It is appropriate that the sponsor of a function like a conference breakfast is properly acknowledged, but at no time shall any sponsorship of the above noted nature result in the direct marketing of an organizations product/services.

Sponsorship opportunities will be posted as part of the Business Partner Sponsorship Agreement process. When associate member organizations wish to sponsor an activity they will submit a written proposal by the stated deadline. The activity may be tied to a conference, another ISFAA event, or perhaps a unique opportunity that arises for the benefit of the ISFAA membership. Please note: Paid exhibiting fees for at least one conference are required in addition to any approved event sponsorship! The proposals will be reviewed by the Executive Board in-conjunction with the Chair(s) of the Sponsorship Committee. The Executive Board will approve or deny the proposal by a simple majority vote.

(Revised November 13, 2015)

- 4) Business Partners are prohibited from utilizing ISFAA membership list for advertising or direct promotional solicitations.
- 5) Business Partners may conduct interest sessions at ISFAA Conferences under the following restraints:

- a. All interest sessions must be directly related to higher education operations or personal development topics.
- b. No sessions can be sales pitches or direct solicitation for the sole purpose of generating business unless Business Solutions Sessions are offered as part of the conference program, designated as such to attendees and the additional sponsorship fee is paid. (Revised November 11, 2015)