

## Our Sponsorship Policy\*

The Endometriosis Summit event is a 3-day endometriosis extravaganza for patients, surgeons, and practitioners. We intend for all parties in that equation to meet on a level playing field to discuss industry best practices, the future of the disease, and to build community as well as lasting friendships and relationships. That conversation, and the quality of The Endometriosis Summit experience is made possible by our generous sponsors.

At industry conferences, **Suitcasing and Outboarding** are opportunistic business practices in which non-sponsoring businesses use various tactics to reach conference attendees and/or exhibitors without securing the organizers' permission, and without supporting the event from which they are benefiting. They are effectively **leveraging** a sponsorship they aren't willing to buy.

**Suitcasing** specifically refers to those non-sponsoring companies or persons who attend a conference (at an affordable ticket price that is subsidized by paying sponsors) and then aggressively "work the aisles" and hand out promotional materials and/or products.

**Outboarding** refers to non-sponsoring companies who set up events in hotel suites, area restaurants, or other nearby venues and draw conference attendees away from the regular programming and paying sponsor engagements. This includes soliciting faculty and attendees to film in locations near the Endo Summit so that the stipulations for media and digital business can be usurped. Outboarders press their advantage and circumvent the sponsorship process.

**Partial Outboarding** is a more recent phenomenon that refers to sponsoring companies who pay for a minimum level of sponsorship, then hold unofficial, unsanctioned functions or educational activities or meetups for attendees outside of the normal planned calendar of events without being sanctioned by The Endometriosis Summit. This is not a group of friends deciding to go to lunch or a theme park. This is a company, with the sole intent of profiting in some way off of patients or faculty holding anything that can be construed as an event. Like regular outboarding, these unsanctioned events can conflict with existing events, media, or otherwise draw conference attendees away from the regular programming and official sponsor engagements. If you want to hold such event, please discuss with The Endometriosis Summit or it is considered partial outboarding.

This is a very serious industry problem. The International Association for Exhibition Management (IAEM), in its Official Policy, states:

*"IAEM considers Outboarding to be unethical business conduct and should not be condoned nor tolerated.*

*Exhibition and event sponsors invest significant financial and other precious resources in the planning and execution of their events. Their financial resources are at risk, as are the business reputation and good will that are vital elements of a sponsor's business success.*

*IAEM further believes that abundant opportunities exist through sanctioned means for those who wish to conduct their own marketing and/or selling events to do so in cooperation and coordination with the sponsoring organizers of exhibitions and similar events.”*

Meeting someone in the hallway and discussing your product, service, or business, and/or exchanging business cards is completely fine. Joining your friends, new or old to connect is also fine. That’s what a conference is about. Please spend your time bonding with others in the endometriosis community. But, distributing products or propaganda is not allowable nor is attending with the only intent of maximizing our audience for your company’s benefit. Industry showing up to prey upon the collection of experts gathered or the patients at the conference is not acceptable.

**VIRTUAL SUITCASING or OUTBOARDING WILL NOT BE TOLERATED.** Sitting in the comments and preying on attendees and faculty for the sole intent of marketing or garnering referrals erodes the mission of The Endometriosis Summit, takes advantage of what we have created in an effort to deliver unbiased education, undermines the efforts of our organization and its sponsors.

People who participate in these activities erode the quality of the event for paying sponsors and attendees, harm the community, and will not be tolerated.

**If outboarding or suitcasing occurs, the policies and penalties for The Endometriosis Summit event and beyond are as follows:**

- On-site and virtual revocation of credentials and immediate removal from event;
- Prohibition of outboarders from speaking or sponsoring at future Endometriosis Summit events;
- Enhanced vigilance by the Endometriosis Summit social media team, blocking of the offender’s social media across all our platforms; Further action may include explaining to our followers and attendees why you were blocked;
- Known commercial activity conducted from a hotel guest room or hospitality suite, a restaurant or any other public place in proximity to The Endometriosis Summit and either of their locations by non-exhibiting companies, will be shut down;
- Community reporting tools and methods during the event regarding the offending organization/business; and,
- Reserving the option to seek legal remedies and damages as appropriate.

Finally, we urge attendees and faculty: If you are invited to a party, a platform, a film session that is unsanctioned by The Endometriosis Summit, or feel preyed upon in anyway to contact The Endometriosis Summit help desk immediately. You are not attendees and faculty to be fodder for someone else’s profits. Prior to or post the event you may contact Dr Sarrel at [salliesarrel@yahoo.com](mailto:salliesarrel@yahoo.com), during the event please see our event staff. If the brand is not listed as part of our event somewhere, do not engage with the company. Small actions add up to a clear negative effect on the events that support our community. They also place the endometriosis community at risk for manipulation and being taken advantage of.

We appreciate your support for The Endometriosis Summit, and for the sponsors who show up to support the endometriosis community.

**If you have an opportunity for grassroots campaigns, individual projects, or media that you feel will benefit the endometriosis community there is often room at The Endometriosis Summit to embrace these efforts. Please contact Dr Sarrel to discuss the project.**

If you or your company wants to hold an event during The Endometriosis Summit, please contact Dr Sarrel [salliesarrel@yahoo.com](mailto:salliesarrel@yahoo.com) to discuss how this may be accomplished within policy set forth herein.