

## **ACC National Capital Region ACC NCR SPONSOR GUIDELINES**

The ACC NCR Board of Directors has promulgated these guidelines to provide rules and procedures to be followed in connection with a successful relationship with sponsors.

### **Overall Guidelines:**

- ACC NCR selects sponsors who are able to furnish information, services, ideas, opportunities and expertise that will provide value to our members.
  - In developing programs for ACC NCR, sponsors shall note and follow these guidelines.
  - ACC NCR works cooperatively with its sponsors to develop and refine programs, including the topics of CLE programs.
  - All program topics will be reviewed by an ACC NCR volunteer leader and staff member for the subject, content, and expertise demonstrated to ensure it is relevant and of interest to our members.
    - ACC NCR will favorably consider a sponsor's proposed program, panel or speaker, topics, and methods of presentation that demonstrate not only substantive qualifications, but also the sponsor's commitment to diversity.
    - ACC NCR is the premier regional bar association dedicated to serving the practice needs of in-house counsel. Every panel program shall include an in-house counsel either as a panelist, moderator or speaker for the substantive portion of the program, in addition to the sponsor speaker(s), unless the circumstances are highly unusual.
  - ACC NCR will assign a volunteer leader to work on each program to ensure that the program is at an appropriate level and aligns with the vision the sponsor and ACC NCR have for the content, and to help the speakers.
  - Ultimately, ACC NCR makes the final determination as to whether an idea is of interest to its members. ACC NCR reserves the right to not accept program content, speakers or presenters at its sole discretion.
3. Program dates will be jointly decided by the sponsor and ACC NCR.
  4. Sponsor and ACC NCR will work together to choose a venue for live presentation of the program that is beneficial for both sponsor and ACC NCR members. In addition, ACC NCR CLE programs may be provided simultaneously by Web seminar, which will be recorded and available on an archive maintained by ACC NCR.

5. ACC NCR is an approved MCLE provider in Virginia and will handle the processing of all MCLE applications as part of organizing any ACC NCR MCLE program. Sponsor must adhere to the Virginia MCLE Board guidelines regarding written materials (see <http://www.vsb.org/site/members/mcle-opinion-14>) in assembling the program materials.
6. ACC NCR will handle promotion, invitations, registration, and check-in for all events.
7. Sponsors are welcome and are encouraged to invite in-house counsel clients who are not members of ACC NCR to ACC NCR programs sponsored by that sponsor. The sponsor can forward the ACC NCR invitation or ACC NCR will send the invitation to a list provided by the sponsor. All RSVPs for these guests should come to ACC NCR (either from the individual or the sponsor organization) so we can track participation in our events. These clients should register as “Guest of Presenter.”
8. ACC NCR does not guarantee a minimum level of attendance at any program.
9. Sponsors will be provided with an attendance list for their CLEs (registrants’ names, titles and company names).
10. ACC NCR is a non-profit 501(c)(6) trade association and all fees paid through the Sponsorship Program are allocated to chapter operations. Admission prices for events, if any, will be set by ACC NCR, based on several factors. Sponsorship fees and admission fees are used by ACC NCR to subsidize the cost of a broad variety of ACC NCR programs and activities throughout the programming year. All ACC NCR financial activity is subject to and part of an annual accounting process.
11. ACC NCR is exceedingly grateful to its sponsors, whose strong support plays an integral role in the chapter’s successful programs, events, and initiatives. Nonetheless, each year’s sponsorship program stands on its own and is completely open to current and potential new sponsors. As a result, from one year to the next, sponsors are not guaranteed that they will continue in their sponsorship level or as sponsors.

**Programs Logistics:**

1. Scheduling of all programs will take place through ACC NCR staff. Once a program is scheduled, the sponsor will work with ACC NCR staff on all logistics.
2. ACC NCR and sponsors will work together to select specific venues for programs.
  - a. Subject to ACC NCR agreement, sponsors that have adequate space at their offices may host programs at their office location, and will provide appropriate room set-up, catering, audio/visual technology and support, and other requirements.
  - b. If the sponsor’s office is not the best place to hold the program, ACC NCR or the sponsor

- will arrange and/or book another venue, including contracting for the space and arrange appropriate catering, audio/visual technology and support, etc. No sponsor may make booking arrangements, unless previously approved by ACC NCR.
- c. For those programs held outside of the sponsor's offices and for which ACC NCR incurs out-of-pocket costs, the presenting sponsor(s) will be responsible for all food/beverage and venue costs.
  - d. Periodically and for various reasons, ACC NCR will organize a multi-session program around a particular topic(s) (e.g., bootcamp, half or full-day conference). Participation in one session of a multi-session program constitutes a sponsor's allotted CLE or other program. In addition, sponsors will share in the out-of-pocket costs, such as meals/refreshments.
3. ACC NCR will determine whether or not to charge a fee for a CLE and will collect and retain all such fees.
    - a. Non-member in-house counsel will be charged an admission fee to attend or participate by distance-learning in ACC NCR programming (unless a specific membership promotion grants them free admission).
    - b. If a non-member is invited to participate in an ACC NCR program by a sponsoring organization, the admission fee for that attendee will be waived or arrangements will be made to bill the sponsor for the fee, provided that attendee registers as a "Guest of Presenter."
  4. ACC NCR reserves the right to cancel, change times, modify all aspects of the programming, including venue, for reasons of weather or other exigent circumstances. In the event of a venue-driven cancellation or change, ACC NCR reserves the right to reschedule the program. Generally, ACC NCR makes every effort to ensure that the show will go on.
  5. If, after a program is scheduled, a sponsor's speaker is unable to participate in that program, for whatever reason, we expect that another qualified individual from the sponsor will fill in for that person. Otherwise, ACC NCR may be able to find a replacement speaker for that program. Programs will not necessarily be canceled just because a speaker withdraws.

**Program Content and Materials, and Procedures:**

1. Sponsors are expected to prepare and provide all attendees with useful, informative, and practical written educational materials on the topic (which should, at a minimum, include a paper handout of any presentation slides), and to provide electronic versions to ACC NCR for sharing in electronic format on the ACC NCR Web site. Such materials must conform with the Virginia Bar MCLE guidelines (<http://www.vsb.org/site/members/mcle-opinion-14>).
  - a. Visual presentation materials, such as a PowerPoint® presentations, are encouraged for all CLEs and are required if the CLE will be presented by Web seminar. Creative formats to get across seminar subject matter are also encouraged.
  - b. Sponsors are strongly encouraged to provide forms, templates, agreements, checklists, and other practical guidance and resources in addition to presentation materials.
  - c. All program content and materials for the program must be reviewed in advance by the volunteer leader liaison and ACC NCR staff. Sponsors will provide program content and materials to allow adequate time for such review and sponsor speakers will make themselves available for conference calls arranged to discuss the topic, content and materials.
2. Presentation materials will be posted on the ACC NCR Web site (and, if applicable, the ACC NCR Web seminar site) for download by members. By returning the signed Sponsorship Application form, sponsor agrees to this sharing, use and distribution requirement.
3. All hand-out materials and presentation materials must prominently display the ACC NCR logo, in addition to the sponsor(s) logo(s), and must clearly represent that the seminar is an ACC NCR event.
4. Program materials should include biographies for all speakers. They also may include brief promotional information on sponsor's firm, services, etc. Please note, however, that sponsor will not be permitted to make introductory comments about his/her firm and its services during the substantive presentation.
5. At the beginning of all programs, an ACC NCR representative will welcome attendees and introduce the program and speakers.

**Marketing and Publicity:**

1. ACC NCR will advertise and seek publicity for all chapter events at its expense. ACC NCR will share such materials with the presenting sponsor.
2. If a sponsor creates its own promotional materials (i.e. to send to the sponsor's clients and to post on the sponsors' Web site), any such promotional materials shall be submitted to ACC

NCR staff for approval prior to its distribution or posting.

3. ACC NCR staff members handle all mailings and communications to ACC NCR members.

**Rules of Conduct:**

1. Sponsorship of ACC NCR events by outside counsel and vendors is not intended to and will not result in a member's organization (or its in-house attorney) being obligated to purchase the services of any sponsor.
2. Sponsorship fees are not intended as, and should not be considered as, an illegal, improper or unethical gift or gratuity to a specific organization or in-house attorney.
3. Attendance at ACC NCR events is limited to ACC NCR members and their guests, sponsors and their guests, and prospective ACC NCR members.
4. Attendance by sponsor personnel, beyond the allotted number of invitees (if any), is not permitted. With the exception of signature and sponsor ROI programs, sponsors may not attend programs that they are not organizing/presenting, unless their attendance is approved in advance by ACC NCR.
5. ACC NCR reserves the right to refuse any sponsor, as well as the right to restrict or remove any presentation or exhibit that, in the opinion of ACC NCR, detracts from the general character of a program or event. This reservation applies to displays, printed matter, promotional materials, inappropriate conduct, and method of operation. In the event of such restrictions, ACC NCR will not be liable for any refunds or other program expenses.
6. As determined by the Board of Directors, failure to comply with any provision of the Sponsor Guidelines may lead to:
  - a. Warning to the sponsor; and/or
  - b. Sponsorship termination and forfeiture of all fees paid by the sponsor.