



Sponsorship policy for Uppsala Health Summit

The purpose of Uppsala Health Summit is to provide an international arena for dialogue between decision makers, opinion leaders and experts from i.a. politics, academia, industry, NGOs and healthcare, on how to make better use of progress in research and of innovations to improve health and healthcare globally.

Uppsala Health Summit is operated as a collaboration project initiated by the Swedish University of Agriculture, Uppsala County Council, the City of Uppsala, the network Worldclass Uppsala and Uppsala University, which hosts the project.

This sponsorship policy is intended to complement existing industry regulations, and is based on the ICC sponsor International Code of Sponsorship and international codes of conduct for industry.

All sponsorship should be legal, decent, honest and truthful. It should be conceived with a due sense of social responsibility and should conform to the principles of fair competition as generally accepted in business.

Several partners behind Uppsala Health Summit are public bodies and are thus subjects to the Principle of public access to official records, which means that all sponsorship must be transparent and withstand any review from public and media.

The sponsorship should be based on contractual obligations between the sponsor and the sponsored party.

Sponsorship should be recognizable as such, which means that sponsor messages and content are clearly identified in relation to other communication regarding the conference.

Sponsorship should respect the autonomy and self-determination of Uppsala Health Summit in the management of its own activities, budget and properties. Uppsala Health Summit shall control the planning, determination of objectives, selection of presentation content, selection of all persons and organizations that will be in a position to control the content of the event, scientific integrity, evaluation of the event, and implementation of the event, including the selection of speakers, moderators and authors.

Sponsors' information presented about commercial products and services shall follow applicable industry rules and regulations and be clearly separated from Uppsala Health Summit's programme.

Uppsala Health Summit can request that all speakers, moderators or authors have disclosed any potential conflicts of interest in writing.

The sponsorship must not take into account the volume or value of past referrals or business between the sponsor and the partners behind Uppsala Health Summit, nor is the sponsorship fee an inducement for future referrals or business.

Uppsala, Sweden June 19th 2013