



## Guidelines and Standards for Industry Agents and Exhibiting Policies

### Definitions:

**HSC** refers to Hemophilia of South Carolina.

**Industry** refers to any corporation that provides goods and services on a for-profit basis to the bleeding disorder community to include members of Hemophilia of South Carolina (HSC). This includes but is not limited to, Specialty Pharmacies, home care and pharmaceutical companies.

**Industry Agent** refers to a person who is employed by or otherwise compensated by Industry either on a full-time, part-time or contract basis. An **Industry Representative** is an Industry Agent who is representing Industry at an HSC event / display booth or other. An individual who attends an event and wears an Industry name tag, logo shirt and apparel will be considered an Industry Representative. All **Industry Agents** at HSC events **MUST at all times** wear a name tag that clearly identifies the company they represent.

**Our HSC Consumers** are members of our chapter or community who may, at some point, use goods and/or services which may be provided by an Industry.

**Industry Partnership Relationships:** HSC's commitment to our membership is to assure that companies the chapter partners with; through speakerships, marketing, exhibiting opportunities, invitations to sponsored events, participation in fundraisers, or by grant awarding, (within and outside our bleeding disorders community) align with HSC's mission and member commitment to educate, advocate, provide support services, and support research for a cure. To support our member's needs, the Chapter must also support itself in overhead and operations. However, not all services we provide can be financially supported by a sponsorship, grant or other non-fundraiser component. These additional, important needs, can only be supported by our necessary fundraisers. Therefore, the Chapter will provide high valued corporate opportunities (Annual Meetings, Family Camps, State Meetings) to those companies engaged in total partnership alignment when limited opportunities may only be available. Total Industry Partnership Alignment includes companies that support the Chapter in areas of education, advocacy, support services, and supports at least one of the necessary Chapter fundraisers with a partner sponsorship, in-kind donation, or company involvement which raises funds.

**HSC Events** can be a meeting, fundraiser, educational program, support group, social gathering, retreat, workshop and other activities in which members of the chapter have been called in attendance.

**An Exhibit** is a table used to display Industry marketing materials at an event in which they have the right to display per HSC approval. Exhibits will be restricted to designated areas. Times for displaying and individual companies will be assigned a table according to display sponsorships and HSC policies. Agents may not change their assigned exhibit placement without the permission of the HSC agent/other in charge of the event. *All exhibiting hours must be adhered to for displaying if written in the schedule of events. An agent must receive **prior** to the event from the Executive Director permission to tear down a display prior to the exhibit hour closing if a conflict in their schedule has been identified. If the exhibit*

*area has received low attendance during the last exhibit hour in an event, the agents may tear down their displays 30 minutes prior to the closing hour.*

**Securing names and contact information during exhibiting hours:** As an exhibitor, you will be given a Chapter provided document for contact names, emails and phone numbers in the event a member / consumer has an interest in talking to you further outside of the Chapter sponsored event. This document is your's to keep at the conclusion of said event for further assisting individuals AFTER our event is concluded. All Chapter members will be provided guidance about providing their PPI information to anyone at said event and it will be written on the head of the contact list chapter sponsored document. By using this Chapter provided document, HSC and the Industry will be covered in the event that the securing of PPI information is called into question. You are not allowed to ask for contact information on any other forms or medium, however you are encouraged to provide your business card for the Chapter member to contact you at a later time. In addition, you are not allowed to use chapter sponsored events times to conduct additional business with consumers, IE: taking them out to lunch or dinner during the event hours, having exclusive private meetings, etc. Chapter event are attended for members to communicate, learn, empower one another and socialize with Chapter members and the community in whole. If you have questions, please contact the Chapter ED for further explanations.

HSC welcomes all supportive members of the bleeding disorder community who support those affected by bleeding disorders in South Carolina. We cannot endorse any Industry, product or service agency of support. We make every effort to ensure our members have access to all providers, products and services and are free to make their own choices. We strongly suggest they always check with their health care provider for all medical and treatment advice.

We recognize that our members and or their families may also be employed by or associated with the Industry. Therefore, we ask that they make a clear distinction when attending events if they are attending as a consumer or as an Industry agent. If they are attending as an Industry Representative they must clearly be identified as such, to include clearly identified apparel like a **Logo Shirt, Company Name tag, etc.** If they are attending as a consumer or member of HSC, they will abide with respects to not represent themselves as an Industry Representative. This includes to not conduct any marketing activity, materials, business cards, etc. *They must also ensure that all other attendee's personal information acquired during the event is kept in confidence and will not be used for any Industry-related marketing, sales, or personal or company financial gain of any kind.* It is our goal when HSC members attend event that we create pressure-free experiences and we protect our participants from inappropriate solicitation from any Industry Agent.

- When an Industry Agent/Representative attends a HSC event as an agent and is/or has family members that are affected by a bleeding disorder and they are current members of their **HOME Chapter (HSC)**, and they would like to attend an educational session for personal bleeding disorders educational knowledge with their family members in attendance;

In these **special situations**, the Industry Agent/Representative must first be granted permission to attend the desired education session by the Chapter ED/HSC Coordinator upon their family registering for the event. They must abide by all the above, (consumer attendance) and clearly disclose at this time, they are in special session as an Industry Representative to all attendees and that they are at said session to attend with their family to **gain personal bleeding disorders education only**. The Industry Representative may not conduct any marketing activity, provide materials, business cards, etc. *They must also ensure that all other attendee's personal information acquired during the event is kept in confidence and will not be used for any Industry-related marketing, sales, or individual or company financial gain of any kind.* An Industry Agent whose family has registered to attend an HSC event and

who will attend a special session with their family must have his company pick up all Industry Agents costs; i.e., hotel, travel, etc. as would be the case if the family was not at said event.

Violation of Policies:

***In the event that HSC is made aware of the aforementioned non-compliance, violation of any of the above, company and member attendance will be forfeited in the future for a period of no less than (1) year.***

**Additional Guidelines:**

1. Industry Representatives may not conduct raffles, sweepstakes or similar activities.
2. Exhibits will be limited to two staff members unless a sponsorship level includes an additional representative.
3. All representatives must be registered with the Chapter as attendees prior to the event and must be on the guest list as Industry Representatives in attendance- **no substitutions will be allowed without the Chapters prior approval.** Non-registered attendees will be required to leave the event upon the chapter's request.
4. If a company's corporate policy differs and/or has exclusions to HSC's event planning and structure, this must be made known to the Chapter prior to said event that the representative is planning to support. This way, in advance of said event, all means possible can be addressed to meet the needs of the Chapter and to try and comply with the company policy in question.
5. All funding for events/ sponsorships must be received to the chapter 2 weeks in advance of the event to attend. It is also the responsibility of the representative to see that his/her funding has been received to the Chapter prior to the cutoff date. If funding has not been received, said company will unfortunately be unable to attend/sponsor event unless a company contract has been signed in advance by both parties. HSC will make every effort to have all opportunities for exhibiting/sponsoring several months in advance of said event to ensure ample time for company consideration.
6. Industry Representatives may attend general education sessions at events. We ask that you receive permission from HSC first to attend any small breakout group sessions. This may or may not be granted, depending on the session and its content.

**The Industry Advisory Committee: AKA HSC's (BDAC) Bleeding Disorder Advisory Committee**

The purpose of the Industry Advisory Committee is to make recommendations, give helpful advice, guidance and/or present concerns, and provide input and communication to assist HSC to provide valued programs, services and assist in advocacy to the bleeding disorder community of South Carolina.

1. Advisory Committee members may consist of any representative from a Pharmaceutical Company, Home Care Company, or Hemophilia Treatment Center/ Medical Center whom assist patients with bleeding disorders and the HSC Board of Directors. HSC currently does not offer positions on the Advisory Board to HSC non-board members consumers.
2. The Board of Directors for HSC will select an Advisory Chairperson to serve a term of one year, coinciding with HSC's fiscal year. Interested Advisory Committee members will be called upon each year by the Executive Director of HSC. All interested applicants will send upon the call of the HSC Executive Director, a request for consideration with their desire and attributes to Chair the committee.
3. The Advisory Committee will meet regularly on a quarterly basis and/or as needed.
4. Any information used or actions taken by an Advisory Committee member that the HSC Board of Directors or Executive Director deems unethical or unprofessional, will be addressed to such member by letter.

5. HSC will share information with the Industry simultaneously via the Advisory Committee Chairperson. The information will be passed to the Advisory Committee via the chairperson. The chairperson will arrange the quarterly meetings to include date, time and location and will advise all committee members of such. This date will be at the call of Hemophilia of South Carolina.

**General Information:**

***Our Mission*** is to promote awareness of bleeding disorders to the general public; provide education and support to persons with bleeding disorders, as well as their families, and to support the ongoing research of The National Hemophilia Foundation.

***Our Vision*** is to be recognized as a leading organization providing valued services; As ambassadors of public outreach to enlighten and foster an understanding of what matters most to those affected by bleeding disorders, and to be our community's first choice in partnership to achieve their highest potentials through empowerment, connection to their community and being part of the solutions that affects them the most, until a cure is achieved.

Adopted by the Board of Directors  
Revised, January 2018