

PPOC – Trade co-sponsorship of events.

From time to time, Trade members sponsor speakers on Canadian tours. Issues can arise when the Trade member is looking for sponsorship from PPOC for the event.

If a Trade member were to make plans without liaising with PPOC, serious timing conflicts could occur. The speaker could also be someone who is considered to be at a level below the standards expected by the membership.

The advantage of PPOC sponsorship to the Trade is that the event will be seen by members as a PPOC event and thus a certain level of presentation will be expected. For these reasons, the following Policy has been developed. It is important that we maximize the benefit for both PPOC and the Trade member in any joint ventures.

If a Trade Member wishes to enter into a co-sponsorship agreement with PPOC, the following criteria need to be met:

1. Prior to any arrangements being made re the speaker or dates or locations, an agreement must be reached between PPOC and the Trade member that PPOC will participate in the co-sponsorship arrangement;
2. The Education Chair will liaise with the Trade member and keep the PPOC President informed of any discussion prior to agreeing to co-sponsorship;
3. PPOC members must receive a discount of 25% on the total cost of the seminar;
4. There will be a highly visible link to the PPOC website home page on all of the web based and print promotions for the event;
5. The speaker will promote membership in PPOC;
6. PPOC information will be available at each location;
7. PPOC will provide links to the event on the PPOC website in the Events section and on the home page;
8. PPOC will send e-mails to its membership list promoting the event, and print information will be included in mailers to the membership;
9. PPOC will be responsible for e-mail and hard copy mail to PPOC members and posting information on the PPOC website. PPOC will receive no monetary remuneration from the Trade member for its participation in this event;
10. The Trade member will be responsible for registration and payments, speakers, talent (if needed), advertising, promotion, location, equipment, travel, meals and accommodation.