

IOM3 Sponsorship, Co-Sponsorship & Advertiser Verification Policy

1. Sponsorship Verification Policy

The reputation of IOM3 and the events it stages or supports through co-sponsorship is of critical importance as it impacts on the public perception of the Institute.

Factors that can impact on the reputation of an event include the quality of the speaker programme, the event venue and the sponsors who actively decide to brand themselves against an event.

In the case of co-sponsorship, the decision to offer support to an external event via co-sponsorship demonstrates IOM3 support for the event's content and delivers visual alignment and on occasion a physical exhibition presence. The calibre of the external event organisers and the programme are factors that can impact on the reputation of IOM3 as a supporting organisation

All the above factors are monitored and reviewed by the IOM3 Events, Marcomms and Sales Teams during pre-event development of IOM3 events and requests for the support of external events.

Due diligence is undertaken on potential sponsors and co-sponsors prior to agreements being confirmed:

- Potential sponsor's product portfolio, target audience and brand values.
- Scoping event organiser requesting co-sponsorship event and reviewing the event programme to ensure it does not compete with any planned IOM3 events

If, following due diligence, concerns are identified regarding an organisation's suitability for sponsorship, these are raised and discussed with the organisation prior to sponsorship being confirmed. If the concerns cannot be satisfactorily resolved, sponsorship will be declined. If issues are identified once sponsorship has been agreed, these are immediately raised with the sponsor and, if necessary, the sponsorship agreement will be amended or cancelled with notes and supporting documentation added to their CRM record for future reference.

If, following due diligence, concerns are identified regarding a co-sponsorship request, the proposal from the event organiser will be declined. If issues with the event are raised after a co-sponsorship agreement is confirmed, the agreement will be terminated and the IOM3 logo removed from promotional material.

2. Advertiser Verification Policy

Advertisers place paid for print and digital promotion to raise awareness of their products, services and vacancies. The IOM3 Sales Team review potential advertisers at the point of enquiry and if concerns are identified these will be raised and discussed with the organisation prior to booking confirmation. If the concerns cannot be satisfactorily resolved, the advert(s) will be declined. If issues are identified post booking, they will be raised immediately with the advertiser and if necessary, the schedule will be amended or cancelled with notes and supporting email communication added to their CRM record for future reference.

3. Approval

Date Adopted	15 July 2025
Adopted by	Executive Board
Last Review Date	
Reviewed By	
Next Review Date	30 June 2028