

BASO Sponsoring Policy

BASO's mission

It is the goal of BASO to encourage and develop the scientific research in the obesity field and support the healthcare professionals involved in the clinical care of subjects with obesity. These activities might include education (CME, Free communications meetings, Winter Symposium, BASO Academy, etc), development of guidelines or consensus and ethical codes, lobbying and advocacy, and publishing. Additionally, BASO aims to be the reference in the obesity field for health authorities and patients. Finally, BASO wants to defend the interests of health care professionals involved in research or care in relationship with obesity, and be the “voice of the profession”.

BASO's financial support

To meet BASO's operational needs and to conduct research and education, financial support is mandatory. However, the financial support from health authorities and health care professional members is insufficient to perform these missions, and needs to be completed with support coming from the industry.

Furthermore, sponsorship monies are deemed a desirable form of revenue diversification which allows BASO to keep membership dues low and event fees affordable while contributing to the operational funds of the organization. BASO may consider in kind, indirect and monetary sponsorships.

BASO's policy

Only reputable organizations whose image, product or services do not conflict with BASO's mission or values may be considered as sponsors. There is no obligation to accept any sponsorship offer. BASO's long term reputation and credibility always takes precedent over short term monetary needs.

While each potential sponsorship agreement will be considered on its merits, and judgement and discretion will characterize the decision making, the following questions will always be raised:

- Does the sponsorship conflict with our values?
- Does the sponsorship suit our overall strategy?
- Will this sponsorship help us realize our objectives?

The BASO board identified the following guidelines:

- BASO believes in the strength of a multi-sponsored environment and limits the 1-2-1 collaborations with the industry.
- Aiming to be transparent about industry support, BASO will publish the logos of the sponsor on the BASO website per level of sponsoring (Main Sponsor, Sponsor, Event Sponsor, etc)
- In no circumstance will BASO become involved in a situation that requires it to endorse a sponsor's product. A prominent disclaimer will therefore accompany sponsorship recognition,

noting that BASO thanks its sponsors for their support but does not endorse their products or services.

- BASO establishes its scientific programmes of educational meetings without any influence from the sponsors. The only potential exceptions are the industry sponsored satellite symposia, which are worked out by the sponsor. However, the nature of the satellite symposia, including the selection of topics, must be oriented towards a BASO relevant educational goal and may not be exclusively promotional. Furthermore, no commercial names should appear in the title of the presentations and the title of the satellite symposia.
- The board meets in closed session, without industry influencing the agenda. One to two times a year, sponsors may be invited to address the board and/or patient council in the margins of a face-to-face board meeting.
- Visibility of the sponsors is limited to what has been agreed upon in the sponsor packages.
- Contact details of BASO members are not shared with the sponsors. However, depending on the sponsor level, some sponsors might be entitled to reach out to the BASO community by having a mail sent out to the BASO database . Content of the mailing is to be approved by the BASO President, and the mail will be sent out by the BASO Secretariat.

Use of BASO's logo

Sponsors wishing to promote their support of BASO may use the name, logo, URL (live linked where possible), in accordance with contract terms. In the absence of a signed contract, sponsors may not use BASO's name or logo in any public material.

Any unauthorized use makes the existing sponsorship agreement void and disqualifies the organization from further BASO sponsorship until and unless the Board determines that eligibility has been restored.