

Sponsor Guidelines

Approvals Required for All Materials

For every sponsor and every event, eClinicalWorks (Alliance Manager and Compliance) must review and approve all materials the sponsor wishes to use at the event. This includes ads, presentation abstracts, final presentations, videos, images, and all in-booth marketing collateral.*

Marketing Materials Prohibitions and Guidelines

- Do not use the eClinicalWorks or healow logos on any sponsor documents. We do not authorize or endorse vendor partner products, activities, or giveaways.
- Do not include unrealistic expectations, such as “no work will be required.”
- Sponsors should not state that they are the “best,” “biggest,” “largest,” or “#1.”
- Do not include the phrases “special pricing,” “special offers,” “discounts,” or similar language on any printed marketing materials. It is OK to discuss pricing, offers, and discounts with attendees at your booth, but these phrases may not be put in writing. Printed materials should be educational in nature.
- Marketing materials should focus on improving processes and workflows, patient care, and adding value, not on generating income.
- Do not include giveaway or prize information in the details of your breakout session abstract (Elite and Platinum sponsors).

Sponsor Giveaways*:

Allowed	Not Allowed
Giveaways less than \$99**	Cash giveaways, cash booths, cash wheels
Targeted gift cards less than \$99** (Target, Starbucks, etc.)	Cash value — gift cards of any value (Amazon/Visa/MC/AMEX/Discover)
“See a demo to get a gift card” if card value is no more than \$15	One-time winners-only gifts that are too flashy, irrelevant to healthcare, or related to alcohol in any way

These are eClinicalWorks compliance policies that must be followed. We hold exhibitors and sponsors to the same standard as eClinicalWorks employees.

** The Compliance Team will ask an exhibitor or sponsor to cease or remove activities with which they are not comfortable.*

*** If a giveaway is worth more than \$15, the winner must be selected by lottery or random drawing. No preferential treatment should be given to any attendee. All attendees must be given the same opportunities.*