



NIFLA'S CORPORATE SPONSORSHIP TERMS & CONDITIONS

Please know that all corporate sponsors will be asked to agree to all terms below to receive sponsorship benefits.

1. Upon submitting your corporate sponsorship, **you must provide NIFLA with a primary contact for your organization.** Unless instructed otherwise, the NIFLA team will only contact the primary contact regarding any updates, utilization of benefits, renewing your sponsorship, etc. The sponsor is responsible for alerting the NIFLA team if your organization has a new primary contact or new contact information. NIFLA is NOT responsible for any unused or missed benefits due to a lack of updates from the sponsor regarding contact information.
2. **Each corporate sponsorship agreement is good for one year from receiving your email confirmation that your form and payment have been received and accepted.** Once the one-year mark has passed, you are not entitled to any agreed benefits from your previous sponsorship. NIFLA's team will send you reminders as your sponsorship nears expiration. NIFLA reserves the right to offer sponsorship extensions on a case-by-case basis.
3. **Company Listing on NIFLA's Member Website:** Sponsors may provide the NIFLA team with their logo, a link to their website, and a short paragraph description of their company.
4. **Company Listing on NIFLA's Online Course Website:** Sponsors may provide the NIFLA team with their logo and link to their website.
5. **Company Listing on NIFLA's Emails:** NIFLA does NOT promise or guarantee a certain number of monthly email blasts with your logo. Our email communications calendar fluctuates based on upcoming events. However, we guarantee that your logo and website link will be presented on every email blast that applies to the sponsorship level your company purchased.
6. **Quarterly Social Media Highlight:** All sponsors must submit final copies of graphics or videos already formatted for instagram and/or facebook. The NIFLA office is not obligated to edit or format content for the sponsor organization before publishing it to our social media platforms. Know that sponsor highlights will be scheduled around the NIFLA communications calendar. NIFLA does reserve the right to accept or deny content that the organization feels is irrelevant to its members or misrepresents the organization.
7. **Company Items in Course Manuals or Membership Packets:** All printed sponsor items must be 8.5x11 sheets or smaller. Any branded item must fit in an 8.5x11 plastic sleeve (pen, sticker, keychain, microfiber cloth, etc.). The sponsor is responsible for sending all company items to the NIFLA office (address below) so the production team can put the materials in the course manuals.
8. **Company Supplies/ Equipment Trials at Practicums & Scanning Labs (US Machines, Gel, Wipes, etc.):** Please note that this benefit is primarily intended for ultrasound sponsors who provide resources and equipment for pregnancy clinics (ultrasound machines, transducers, medical grade cleaning supplies, etc.). Other companies not falling in this category are NOT automatically guaranteed supplies and product trials. Sponsors who provide food and beverages, computer software, insurance, marketing services, etc., will only be permitted to do trials at in-person courses if the product(s) apply to our members' needs and operations.
9. **Vendor Tables at In-Person Ultrasound Institutes, Directors Institutes, & Practicums:** Please note that this benefit has limitations! All sponsors who pay for Platinum Sponsorship or higher are NOT guaranteed a vendor table at every course. Vendor tables will be assigned on a "first-come, first-serve" basis and based on the capacity of the facility where the training is being held. The NIFLA conference team will be

reaching out to sponsors with updates on course dates and locations so all sponsors will be aware of opportunities to network with NIFLA members.

10. **Company Presentations During In-Person Ultrasound & Directors Institutes:** Sponsors who take advantage of this benefit will be allowed to present a 10-15 minute presentation on their organization at some point during the course they attend. The NIFLA conference team will coordinate with sponsors about scheduling their presentation time in advance. Please note that the NIFLA conference team may limit the number of presentations allowed at a particular course if sponsor attendance is high.
11. **Monthly Course Attendee Reports:** This benefit is designed to help sponsors directly contact centers' CEOs and medical staff. Each month, all corporate sponsors will be sent a list with names, physical addresses, email addresses, and phone numbers. Sponsors have the opportunity to make connections with potential clients via email blasts, hard copy mail, or personal phone calls.
12. **Video Ad in NIFLA's Online Courses:** All sponsor video ads must be three mins or less to be uploaded to the NIFLA online course platform. All sponsors must submit final copies of their videos already formatted as desired. The NIFLA office is not obligated to edit or format content for the sponsor organization before publishing it to the online course platforms.