

## ***Sponsorship – Exhibit/Display Guidelines***

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### **What is a Sponsorship – Exhibit/Display?**

Exhibit/display sponsorship is funding for an independent educational event or activity, provided to an organisation in exchange for a commercial benefit. Sponsorships provide Biogen with the ability to receive something of material value in return for support of an event. The opportunity is advertised in writing and is reasonably defined. Sponsorships must be in line with prevailing fair market rates.

### **Who can apply?**

Non-profit organisations or institutions for health related events or programs may apply for sponsorship.

### **Sponsorship Requirements**

- Sponsorships are not provided with the intent of directly or indirectly influencing the recipient to purchase, prescribe or recommend the use of Biogen products or services
- Cost of the sponsorship must be public and transparent
- The recipient retains control for all aspects of the event
- Recipient must sign a formal written agreement prior to travel arrangements being made.

### **What criteria are used to determine funding?**

When evaluating a sponsorship opportunity, Biogen may consider factors such as:

- Alignment with Biogen Idec's therapeutic areas of interest
- Qualifications of requesting organisation
- Sponsored event/activity enhances medical knowledge or improves the quality use of medicines
- Adherence to all relevant regulations, internal guidelines and policies.

### **What information is required?**

For Biogen to consider Sponsorship – Exhibit/Display opportunities the following information is required:

- Sponsorship prospectus or information which details the commercial benefits such as naming rights, advertising opportunities, trade exhibit/display, banner/logo placement; and
- Program objectives, meeting details, detailed budget, expected number of attendees.

### **Application Process**

For sponsorship opportunities, please submit documentation to:

Your Biogen employee contact; or

Fax – (61 2) 9889 1162 to the attention of the Marketing Manager; or

Mail – Biogen Idec Australia Pty Ltd, PO Box 380, North Ryde BC NSW 1670.

Please allow us as much time as possible for Biogen to consider your request. At least 2 months prior to your educational event or activity is generally a good guide for our review process.

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