

## Exhibition, fringe events, advertising and sponsorship policy for the Methodist Conference

<b>Contact Name and Details</b>	Karin Farnworth, Events Coordinator farnworthk@methodistchurch.org.uk 020 7467 3521
<b>Status of Paper</b>	Final
<b>Action Required</b>	Decision
<b>Draft Resolutions</b>	112/1. The Council receives the report.  112/2. The Council adopts the exhibitions, fringe events, advertising and sponsorship policy for the Methodist Conference.
<b>Alternative Options to Consider, if Any</b>	None proposed.

### Summary of Content

<b>Subject and Aims</b>	To update the existing policy on exhibitions and advertising which was approved by the Council in February 2010.
<b>Main Points</b>	Although the existing policy also applies to fringe events and sponsorship, the title of the policy does not make this clear.  To incorporate the Advertising Policy of the Methodist Church.  To clarify the rules on the use of the Methodist Orb and Cross.
<b>Background Context and Relevant Documents (with function)</b>	MC/10/17 report presented to the February 2010 meeting of the Methodist Council.
<b>Consultations</b>	Conference Planning Executive

## **Exhibition, fringe events, advertising and sponsorship policy for the Methodist Conference**

### **Background**

- 1.1 In February 2010 the Methodist Council adopted a policy that covered exhibitions, fringe events, advertising and sponsorship relating to the Methodist Conference.
- 1.2 The policy has since formed the basis on which the Conference Planning Executive allocates space to applicants for the exhibition and fringe event programme and approves potential advertisers and sponsors.

### **Issues**

- 2.1 Although the existing policy applies to fringe events and sponsorship as well as to the exhibition and advertising, the title and opening paragraph did not make this clear. As a result enquiries are regularly received from organisations that have found the policy on the Conference website but assume from a cursory reading that it does not cover fringe events.
- 2.2 The existing policy does not make reference to the Advertising Policy of the Methodist Church. Such reference has now been incorporated at paragraph 3.
- 2.3 In 2015, an event organiser was found to have used the Methodist Orb and Cross on its promotional material. The organiser was not a part of the Methodist Church nor a member of the Methodist family and a complaint was received that the presence of the logo implied an endorsement by the Church.

### **Necessity of updating the policy**

- 3.1 It would help exhibitors, fringe event organisers, advertisers and sponsors if the policy were revised to bring clarity on the issues raised above.
- 3.2 The revised policy appears below.

### **\*\*\*RESOLUTIONS**

- 112/1. The Council receives the report.**
- 112/2. The Council adopts the exhibition, fringe events, advertising and sponsorship policy for the Methodist Conference.**

# Exhibition, fringe events, advertising and sponsorship policy for the Methodist Conference

## Policy aims

1. This policy applies to all potential exhibitors, fringe event organisers, advertisers at, and sponsors of, the Methodist Conference. All should reflect Methodist values or statements, and preferably have links to, or be part of, the wider Methodist family. Exhibitors, advertisers and sponsors are also a useful source of income to the Conference, but financial considerations are secondary to the values and mission of the Church. This policy addresses those seeking to buy exhibition space, advertising space in Conference publications, those seeking to organise fringe events and those seeking to be a sponsor of an aspect of the Conference. The policy gives the Conference Planning Executive the final say as to which exhibitors may book places, which organisations may put on fringe events and who may advertise in a Conference publication or sponsor an aspect of the Conference.

## Who it applies to

2. This policy applies to those purchasing space (physical, print and electronic) to promote their group, entity or their organisation's work and includes exhibitions, advertising, sponsorship and fringe events. It also applies to all entities both internal and external to the *Connexional Team* and *Methodist Church of Great Britain* and is intended only to be applied within the context of the Conference as an event. Previous Conference decisions inform this policy, and their interpretation is assumed as part of the selection process.

## Gatekeepers and barriers to entry

3. The Methodist Church reserves the right to exclude marketing, profile and association that might damage the reputation of the Church. Advertising must comply with the Advertising Policy of the Methodist Church.
4. The organisers of the Conference have a duty to exclude entities that either currently hold or historically held stances that are incongruous with the values of the Church. As this policy applies only to the Conference and publications thereof, this judgement remains the sole responsibility of the Conference Planning Executive, but decisions will take into account consultations with relevant members of the Connexional Team.

## The Process

5. Organisations and entities are invited to apply for exhibition, advertising and sponsorship opportunities (please see below for fringe events). All details regarding these opportunities shall be published on the Conference Website and made available through the Conference Arrangements Team.
6. Of those who apply, a list of potential of sponsors, exhibitors and advertisers is assigned in draft form to the available space, whether physical, print or electronic. The list is then presented to the Conference Planning Executive.
7. The Conference Planning Executive will take into account previous resolutions of the Conference, investment guidelines, other appropriate materials available and the advice of

relevant members of the Connexional Team, in assessing the suitability of entities to be part of the Conference.

8. When there is oversubscription, a decision will be made on grounds of balancing the various types of organisation taking part so as to create a high quality experience for those attending and visiting the Conference.
9. The final list of exhibitors, advertisers and sponsors accepted will be signed off by the Conference Planning Executive.
10. No contractual arrangements shall be undertaken until this list has been approved.
11. It is at the discretion of the Conference Planning Executive as to how many “commercial” or “retail” stands to allow in the exhibition.
12. Decisions taken regarding applications shall stand for that year’s Conference only.
13. Potential sponsors, exhibitors and advertisers should be clearly informed that an application does not guarantee presence at the upcoming Methodist Conference.
14. The Conference Planning Executive’s decision is final.
15. The rates for all exhibition, advertising and sponsorship shall be set by the Conference Planning Executive. There shall be no differential between Methodist and non-Methodist organisations.
16. Organisations and entities are invited to apply to hold fringe events during the Conference. An application form and all relevant information shall be published on the Conference Website and made available through the Conference Arrangements Team.
17. Fringe events are unofficial and do not form part of the official business of the Conference. The Conference Planning Executive reserves the right to give space and/or profile to unofficial fringe events.
18. The Conference Planning Executive will act to ensure that a high standard of fringe events are available. The Conference Planning Executive’s judgement may reflect the relevance of the event’s subject to that of major areas of conferring at that year’s Conference. They will also work with the Conference Arrangements Team to arrange a fringe programme that utilises the available meeting spaces and minimises representative travel to such events.
19. The Conference Planning Executive reserves the right to pass on to fringe event organisers any specific costs incurred by the Conference in the staging of fringe events.
20. Unless permission has previously been granted for the use of the Methodist Church logo in their visual identity, exhibitors and organisers of fringe events may not use the Methodist Orb and Cross logo in their promotional material without the permission of the Methodist Church.