**FMF Exhibitor | Sponsor Code of Conduct**

* Exhibitors and sponsors agree to abide by all the conditions set forth here, and as published in the FMF Policies & Guidelines Manual and by all conditions specified by FMF and the CFPC.
* Your organization and all representatives agree to strictly follow [CMA Policy](https://policybase.cma.ca/link/policy14454#_ga=2.248113859.530334085.1649259537-1868065492.1635546158), [National Standard](http://www.cfpc.ca/uploadedFiles/CPD/National%20Standard%20for%20Support%20of%20Accredited%20CPD%20Activities%20FINAL%20ver%2023-1.pdf), FMF Policies & Guidelines, [Innovative Medicines](http://innovativemedicines.ca/ethics/code-of-ethics/) (where applicable) and all amendments as required.
* All policies and guidelines will be monitored and strictly enforced in a live or virtual setting.
* The College of Family Physicians of Canada retains full authority in the interpretation and enforcement of all rules and regulations and these regulations may be amended at any time by the CFPC.
* The CFPC reserves the right, even after an application to exhibit or sponsor has been approved, to restrict and/or to cancel any booked exhibit or sponsor which it deems to be undesirable or objectionable.
* The CFPC and FMFC continue to monitor the ongoing situation. The CFPC may be required to alter many aspects of the Exhibit Hall, booth or sponsor inclusions.
* In certain instances, it may be necessary for the CFPC to request additional information from the exhibitor or sponsor regarding their corporate affiliations and practices.
* Exhibitors and sponsors may be required to supply some of the following materials upon request: a listing of all products being promoted at FMF, copies of all print materials, signage and/or displays, details of any contests, incentives or samples, key messaging and all disclosure statements.
* From time to time the CFPC may restrict certain categories of exhibitors and sponsors.
* During the event exhibitors and sponsors are expected to conduct themselves in a professional manner.
* Lead retrieval systems / virtual lead follow up to be utilized in a polite and professional manner.
* Exhibitors and sponsors accept full responsibility for informing all employees, contractors, and onsite staff of all conditions and agree that their employees, suppliers or agents will also abide by these conditions.
* The expected code of conduct as outlined will be observed and enforced. Any infractions or inappropriate conduct may result in immediate removal, without remuneration, and exclusion from future opportunities.
* New Email Guidelines - Exhibitors, sponsors and all representatives may only send 1-2 direct messages to:
	+ Attendees who connect via talk now, leave a voicemail, chat message or visit your booth
	+ Attendees who reach out or ask questions in your Exhibitor Main Stage presentation
	+ Exhibitors, sponsors and all representatives may freely send direct messages to:
	+ Attendees with whom they have an existing relationship (ie. Existing clients)
	+ Attendees who specifically request info and/or leave their card and direct contact info
	+ Attendees who reach out you and / or send you a direct message
	+ Other messaging and / or push notifications requires express consent of FMF management

Agreed to and accepted by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 Company Name

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 Signature Date

Complete and email to fmfexhibits@cfpc.ca

Thank you for reviewing and adhering to all guidelines.

We appreciate your support and dedication to family medicine!