

### **10.1.2 - SPONSORSHIP**

Sponsorship relates to the responsibilities and accountabilities of an organizational unit with respect to financial, technical, publicity, and administrative aspects of a conference. For a conference to be considered an IEEE conference, it must be sponsored by at least one IEEE organizational unit. If multiple organizational units are sponsoring a conference, at least one of the organizations must be an IEEE organizational unit.

An IEEE Organizational Unit is defined in IEEE Bylaw I-107 as a subset of the entire IEEE membership that has been formed to carry out particular educational, geographic, professional, technical, or other appropriate activities of interest and service to those who are members of that organizational unit as permitted by law. Each IEEE organizational unit shall be an integral part of the IEEE and not a separate organization. Therefore, IEEE organizational units include all Boards, Societies, Regions, Sections, Chapters, Councils and committees.

IEEE organizational units engaged in conference sponsorship may not enter into any type of sponsorship arrangement with a "For Profit" organization. Noncompliance with the provisions of this approval policy may result in denial of approvals for subsequent events. "For Profit" organizations can, however, provide donations, as indicated in Policy 10.1.23.

The three types of conference sponsorship available to IEEE organizational units are described below:

- **SOLE SPONSORSHIP**

Sole sponsorship indicates full and sole organizational unit involvement in a conference. If an IEEE organizational unit agrees to sponsor a conference, they accept complete responsibility for the technical, financial, publicity and administrative aspects of the conference. As a result of sole sponsorship, the organizational unit

- will approve the conference as indicated in Policy 10.1.4.
- will receive the surplus or be liable for any deficit resulting from a conference, (Policy 10.1.9).
- will be responsible for assuring the timely resolution of any legal issues.
- will be responsible for issuing any loans that the conference might need and assuring subsequent repayment, (Policy 10.1.7).
- will be responsible for proper usage of the IEEE name (Policy 10.1.16) and the IEEE logo, (Policy 10.1.17).
- Conferences where the IEEE has sole sponsorship, the rights to the conference name, slogan, copyright for publications, and/or logo are owned by IEEE and not conference committees.

- **CO-SPONSORSHIP**

Co-Sponsorship indicates a shared involvement among several organizations, one of which is an IEEE organizational unit. Other co-sponsoring organizations could be IEEE organizational units or other "Not-for-Profit" non-IEEE organizations.

Co-Sponsorship indicates a shared and significant involvement in the technical, financial, publicity and administrative areas of the conference. The relationship between sponsoring organizations should be explicitly defined in terms of a Memorandum of Understanding/Agreement, see Policy 10.1.5.

As a result of co-sponsorship, the organizational unit

- will approve the conference as indicated in Policy 10.1.4.
- will receive a portion of the surplus or be liable for a portion of the deficit resulting from a conference, (Policy 10.1.9).
- will be responsible for assuring the timely resolution of any legal issues.
- can be responsible for issuing any loans that the conference might need and assuring subsequent repayment, (Policy 10.1.7)
- will be responsible for proper usage of the IEEE name (Policy 10.1.16) and the IEEE logo (Policy 10.1.17)

- **TECHNICAL CO-SPONSORSHIP/ TECHNICAL COOPERATION**

Technical Co-Sponsorship/Technical Cooperation indicates direct and substantial involvement by the IEEE organizational unit solely in the organization of the technical program. The IEEE organizational unit has no financial involvement in the conference. The organization that has financial sponsorship of the conference must be explicitly identified in the supporting documentation and promotional material for technical co-sponsorship/technical cooperation to be granted. The IEEE organizational unit should encourage members to submit papers and attend the conference. The IEEE organizational unit may assist in publicity through the availability of the appropriate IEEE organizational unit mailing lists. It is recommended that the relationship between sponsoring organizations should also be explicitly defined in terms of a Memorandum of Understanding/ Agreement (MoU), (Policy 10.1.5). Technical co-sponsorship/technical cooperation does not guarantee that the papers accepted for presentation at the conference will be eligible for inclusion in the IEEE Conference Publications Program (CPP), which handles post-conference distribution of conference papers in all media. Inclusion in the CPP should be specifically addressed in the MoU regulating the technical co-sponsorship/technical cooperation, with the concurrence of the CPP staff. The IEEE name may not be used in the conference title, (Policy 10.1.16), but, the IEEE brand/logo and/or IEEE organizational unit brand/logo may be used in conference publications and promotional materials, (Policy 10.1.17).