

**Definitions:** The **Bleeding Disorders Foundation of North Carolina (BDFNC)** is a non-profit 501c(3) organization serving the community of persons in North Carolina who are affected by bleeding disorders.

**Industry** refers to any corporation that provides goods and services to the BDFNC membership on a for-profit basis. These corporations may include, *but are not limited to*, **specialty pharmacy, home care, pharmaceutical** companies, and **340B** organizations.

A BDFNC **Event** may include, but is not limited to, a meeting, educational program, outing, social gathering, retreat, or fund-raising activity. Tele-video conferences (“virtual” events) as well as live in-person events are included in this definition.

An Industry **Agent** is a person who is employed by or otherwise compensated by Industry either on a full-time, part-time or contract basis. An Industry **Representative** is an Industry Agent who is representing Industry at a BDFNC Event. Any individual who attends a BDFNC Event and wears an Industry name tag or item of Industry logo apparel will be assumed to be an Industry Representative.

An **Exhibit** is a table or other mechanism for displaying Industry marketing materials at an Event. Exhibits may be restricted to designated areas and time frames.

**Consumers** are persons who may, at some point in time, use the goods and/or services provided by Industry. In the context of a BDFNC Event this includes accompanying friends and family in attendance.

The Bleeding Disorders Foundation of North Carolina (BDFNC) welcomes everyone in its efforts to support the community of persons affected by bleeding disorders. BDFNC is a non-profit organization; we do not endorse any pharmaceutical product, specialty pharmacy, or home care service. We recognize that our membership includes many who are employed by or otherwise associated with Industry. We are also aware that Industry employs some persons who are themselves affected by a bleeding disorder and who are a direct part of the community supported by BDFNC.

BDFNC makes every effort to ensure that the members of the bleeding disorders community are always able to make a clear distinction between its own activities and those of Industry. Further, it is essential that we create beneficial and pressure-free experiences for our community members, and to protect participants in BDFNC events and programs from inappropriate solicitation. Accordingly, BDFNC has developed the following standards.

### **Use of BDFNC Materials in Industry Publications**

The use of BDFNC materials – including but not limited to the BDFNC logo, articles from its newsletter(s) and event fliers, and its website – are expressly prohibited without advance written approval (electronic mail and faxes are acceptable) from BDFNC.

### **Industry Representatives at BDFNC-hosted Events**

1. All Industry Representatives must identify themselves as such prior to the start (*i.e.*: at sign-in or registration) of an Event, and by wearing name tags or apparel with their company name or logo at all times during the Event.

2.
  - a) Only BDFNC-approved Industry Representatives of duly registered Event sponsors may distribute marketing materials or any other materials during the Event; such distribution will be limited to the Exhibit area.
  - b) At non-fund-raising Events (such as the BDFNC Annual Meeting, retreats, and other such Events as designated by BDFNC) the number of Industry Representatives permitted at an Event is limited according to the given Industry's Exhibit sponsorship level for that Event. This limitation does not apply to BDFNC-designated fund-raising Events (such as the Family Festival & Walk for Bleeding Disorders).
3. Industry Representatives may not conduct raffles, sweepstakes or similar activities (regardless of whether participants may enter without charge) at Events.
4. The only allowable method for collecting names and addresses of consumers is by using a BDFNC-approved sign-up form, which clearly states that the consumer is voluntarily giving their contact information with the understanding that the company may follow up by phone or by mail. No other method of collecting contact information from Event participants will be permitted without the express written permission of BDFNC.
5. No Industry Representative may distribute any type of medication to consumers; this includes over-the-counter medications such as anti-inflammatory drugs and antacids. External-use products such as wraps, cold/hot packs, and hand sanitizers are permitted.
6. No organization may conduct any official meeting, presentation or other activity during the Event nor in the meeting facility without the express written permission of BDFNC.
7. BDFNC retains the right to reject any proposed presentation that is contrary to the goals of BDFNC.
8. Exhibits must be staffed during the specified exhibit hours. At all other times for the duration of the Event at least one member of the Exhibit staff must be available on the Event premises.
9. All Industry Representatives must abide by the BDFNC Confidentiality policy as follows:
  - a) Protect the confidentiality of any and all personal information shared by any participant at any Event in accordance with law and as reflected in the participant's consent.
  - b) Obtain the Event participant's consent to confirm that he/she is comfortable and is voluntarily sharing personal information.
10. Industry Representatives may attend general education sessions only, not small group sessions such as breakouts or support groups, without express approval of BDFNC.
11. BDFNC will not be responsible for transporting, shipping, setting up or displaying any materials for Industry use at Events.
12. No photos or videos may be taken during any Event without consent of the participant and prior consent of BDFNC.
13. BDFNC may impose additional standards that pertain to specific Events; BDFNC will provide those standards to Industry Representatives sufficiently in advance of the Event to allow Industry Representatives to acknowledge the standards or decline to sponsor and attend the Event.

**Bleeding Disorders Foundation of North Carolina**  
**Standards for Industry and Industry Agents**



14. An Industry Agent who is also a Consumer will be considered to be an Industry Representative at BDFNC events.

Any **exemption** from or **waiver** of these standards must be approved on an individual and case-by-case basis in advance by BDFNC.

**Violation** of these standards may result in penalties to the individual in violation or to his or her entire Industry organization. Penalties may include additional restrictions, the assessment of additional fees if applicable (e.g., if more Industry Representatives attend an Exhibit than permitted at the paid sponsorship level), or forfeiture of the privilege of attending future programs with BDFNC.

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