

Sponsoring Regulations

Swiss League Against Epilepsy

1. Definition

The term "sponsoring" is used to describe any form of substantial support, financial or otherwise, which is governed by a contract that sets out the resources provided by the sponsor and the benefits they receive from the sponsored party in return.

This principle of reciprocity is what sets sponsoring apart from other forms of support such as patronage and donations.

2. Basic sponsoring rules

At all times and in all its activities and publications, the Swiss League Against Epilepsy (shortened to the Epilepsy League or the League) will remain independent of its sponsors with regard to content and editorial control. In its relationships with sponsors, the League will follow the basic rules set out below.

2.1 Independence

The Epilepsy League will maintain its financial independence: it will ensure that if a sponsor pulls out, it is in a position to continue providing its services without any significant limitations.

Representatives of sponsors will not be eligible to sit on the Epilepsy League board or its committees.

The League will ensure that when it provides advice and patient information, it draws attention to the fact that there are a variety of different treatment options available. It will not recommend specific products supplied by its sponsors (e.g. medical treatment, medications). It will ensure that its publications and conferences are not subject to any one-sided influence.

The impetus for all Epilepsy League activities is to ensure that the interests of both patients and professionals are served in full. In the political sphere in particular, the activities of the League will not be influenced by its sponsors. The League will ensure that it does not focus only on activities that are suitable for sponsoring.

No company will be given preference above other sponsors.

2.2 Transparency

The annual financial statements will show clearly how the Epilepsy League is financed and where its financial means originate from. The League will publish on its website an annual statement disclosing what proportion of its total income is income from sponsoring. On request it will provide its sponsors or other professional associations with budget and accounts information for events or projects financed via sponsoring.

On the Epilepsy League website www.epi.ch, the members of the Board will disclose information on their professional roles, their employers and other vested interests and advisory roles (available in German).

The aims of the Epilepsy League are stated clearly in its [statutes](#) (available in German, French and Italian).

2.3 Sponsoring limits

The Epilepsy League will not enter into any collaborations with sponsors that are directly based on sales activities. When attending events jointly with the Epilepsy League, the sponsor is not permitted to sell products.

Monosponsoring is not permitted. Where possible, all sponsors (companies that are independent from one another) should be named in all relevant publications. Differentiation between the main sponsor (with logo) and further sponsors is possible, as are different sponsoring levels such as Gold, Silver and Bronze.

Officials of the League are permitted to accept personal gifts or invitations up to a maximum value of CHF 40 from employees of sponsor companies.

2.4 Data protection

The Epilepsy League will not pass on without consent any data from people with epilepsy, family members, professionals or interested parties who contact the Epilepsy League for any reason by telephone,

fax, email, letter or in person (see guideline from the Federal Data Protection Commissioner regarding addresses of association members). An exception to the above is that general membership data will be passed on to the umbrella organisation, the International League Against Epilepsy (ILAE), so that members can benefit from discounts on international conferences and journal subscriptions.

2.4 Rights, obligations and sponsoring agreement

The Epilepsy League will conclude a written agreement with each individual sponsor, which will be signed by two people (usually the Director and the President). This agreement will set out the rights and obligations of the parties; it will specify in particular where, when, how often and how prominently the sponsor is permitted to/must appear.

3. Communication

In communication, the provisions of the Therapeutic Products Act will apply, in particular Art. 32 on Unlawful advertising. All information on diagnosis and therapy options will follow the principles of evidence-based medicine. Medicinal products will always be referred to using the internationally recognized name for the active ingredient; brand names may be used in addition to aid understanding by lay persons.

3.1 Communication by the Epilepsy League

The League will publish the names of its sponsors. The following basic rules apply to the naming sponsors:

- When sponsors are named, no commercial statements about the sponsor or its products are permitted.
- An overview of sponsors will be published on the Epilepsy League website and they will be listed in its annual report.
- Sponsors can be named on www.epi.ch and their logos linked, provided the provisions set out under point 2 and point 3 of these Sponsoring Rules are adhered to. The Epilepsy League will decide on the form of this inclusion.

- The Epilepsy League will decide independently whether and in what form any third-party commercial logo is to be included on printed matter for people with epilepsy and their relatives.
- In individual cases, sponsors may pre-check publications to ensure that their products or logo are presented accurately; the Epilepsy League will remain responsible for content at all times.
- The League will only prominently feature offers from private companies in its media if they are new and relevant. In connection with specific individual topics, e.g. overnight monitoring, it will provide a link to the relevant offers and clearly state its financial connection with these. As always, the League will remain responsible for content.

3.2 Communication by sponsors

- The Pharma Cooperation Code obliges participating companies to disclose their sponsoring contributions on their corporate website in Switzerland, which must be accessible to the public. The Epilepsy League agrees to this disclosure.
- Sponsors are permitted to refer to content on www.epi.ch and to provide a link to this content if the Epilepsy League has given its explicit consent.
- Sponsors can offer League publications for download from their websites as long as the Epilepsy League has given its consent and it can be clearly seen that the League is the author of the publication. Employees of sponsors are permitted to give out League publications (e.g. information flyers) to professionals or to refer them to League events or calls for applications.
- In the case of joint projects with the League, sponsors are permitted to use the formulation "in cooperation with the Swiss League Against Epilepsy". They must obtain prior written consent from the Epilepsy League.
- The Epilepsy League logo must only be used in consultation with the Epilepsy League and with its written consent (incl. OK to Print). The Epilepsy League will decide as it sees fit.

4. Events for people with epilepsy, family members and professionals

Epilepsy League events for people with epilepsy, family members and professionals can be financially supported by sponsors; the following rules apply:

- The Epilepsy League will be responsible, at all times, for the event content, the selection of speakers and the hosting/moderation of the event, the invitations to participants, and the creation of the event programme, as well as for the organizational and financial implementation of the event (potentially in cooperation with other non-profit organizations such as hospitals or Epi-Suisse).
- In deciding on the event content and selecting the speakers, the Epilepsy League will ensure that facts are represented and dealt with objectively. It will accept suggestions from sponsors for topics and speakers.
- Information material from sponsors can be laid out at events for professionals and presented at a stand with a rollup banner, if the League has agreed to this in the sponsoring contract.
- Information that is suitable only for professionals should not be made available to people with epilepsy.

- If an application is to be made for an event to be recognized as a training event (with credits), the Epilepsy League or the hospital with which it is cooperating with will be responsible for doing this, not the sponsor.
- Any accompanying social events (e.g. drinks receptions) should be separate from the professional event; expenditure should be appropriate.
- For larger professional events (longer than a half-day), a participation fee will be charged.
- At larger professional events, satellite symposia organized by sponsors are permissible. They should be labelled as sponsor events, timetabled so as not to clash with the main programme, and will not be recognized as training.
- Speakers will disclose their vested interests in a suitable manner to the event organizer, the professional association and, prior to commencing their presentation, to the participants.

In its media (website, newsletter) the League will only advertise events which also follow these rules.

In selecting content for its "Industry Training" event, the Epilepsy League will take into account the requests of participants. The same rules will apply to the presentation of facts as apply at other events. Employees of sponsor companies are able to attend the Industry Training at cost price; a market price will be charged for employees of other companies to attend the training.

Only League representatives and employees of sponsor companies are entitled to attend the "Sponsors' Meeting". It is designed to promote feedback and exchange.

5. Entry into force

These regulations have been approved by the Board of the Swiss Epilepsy League and enter into force immediately.

Olten, 10 November 2021

Prof. Dr. med. Barbara Tettenborn, President

Dr. Julia Franke, Director

The English version of these regulations (October 2023) is a translation of the original [German version](#) and is provided for information purposes only. In case of any discrepancies between the German and the English versions, the German version applies.