



AMIR Subcommittee SSR Development Committee

Standard Operating Procedure for Solicitation of Financial Support

I. Conditions of Support

- 1) In accordance with CME Guidelines, no program of the SSR Annual Meetings can be “sponsored.” Any financial support from an outside party (e.g. industry) must be considered an unrestricted grant given directly to the Society in support of its annual meeting program and ancillary activities.
- 2) All supporters are welcomed to support any component of the scientific or social program on a “first-come—first-assigned” basis and exclusivity will be considered on the basis of the minimal level support stipulated.
- 3) The scientific program is the exclusive responsibility of the SSR Program Committee and input from an industry supporter is strictly prohibited. In selecting a specific part of the scientific program for support, the AMIR Subcommittee will work with the potential supporter so as to find a possible match between a programmed event and its corporate priorities and interests. Ideally, the content of the scientific and social programs of the annual meeting will have been decided when external support is sought.

II. “Benefits” for external parties offering financial support to SSR

To increase financial support from external sources, it is important to recognize the needs of these supporters and attempts are made to meet these needs, often related to effective promotion and marketing, without a major cost to the Society. The Society has provided incentives to increase participation of these supporters.

The “benefits” to be offered to an external party supporting the Society will be determined by the nature and level of support (see **Appendices A & B**). These could include advertising space associated with *Biology of Reproduction*, the SSR website, and the program of the Annual Meeting; complimentary exhibit space at the annual meeting; certificates of appreciation, complimentary annual meeting registration, complimentary admissions to social functions (including the opening reception and barbeque/dance); appropriate recognition in the program, signage at entrance to event supported, etc.

In addition, if the cost of an event is too high for one external party alone to support (sole supporter), opportunities for shared support with shared recognition/benefits are available (see **Appendix A**).

III. Exhibits at the Annual Meeting

Another source of income could be the sale of exhibit space during the annual meetings. Since this level of support is relative lower in value than those supporting the scientific and social program, the first “ask” should be for the latter level. If the higher level is not successful, the solicitor should try to “close the deal” with the sale of an exhibit booth. The fee schedule for an exhibit booth and its associated benefits is shown in **Appendix E**.

It should be noted that, in addition to the exhibitor fee, the cost borne by an exhibitor who presents at an annual meeting includes personnel cost, hotel accommodation, meals, and shipping of hardware (e.g., equipment, etc.), which could be quite significant, but could be reduced somewhat if local sale representatives are involved, since no additional accommodation would be incurred. If, however, the exhibitors’ needs are not met (i.e., not enough people stop at their booths to look at their products), it would not be worth their investments, no matter how modest. This has been a problem for SSR in previous years.

To increase the participation of annual meeting delegates at the exhibit booths, the Society has initiated a “Signature Card” (to be included in the registration package) with which delegates are encouraged to visit the exhibit booths. The card has all the exhibitors listed on it and delegates are encouraged to stop at each booth and have the card stamped. Cards stamped by all exhibitors will be collected and thrown into prize draw at an appropriate time of the meeting (e.g., dance). Exhibitors will be invited not only to donate “special” prizes for the draw but also to present them. Their donations will be identified and acknowledged at the exhibit area.

IV. The Appeal by AMIR Members

1) Guiding principles:

- (a) A request for support is more likely to be successful if one has already developed a personal or professional relationship with a contact person of the company/institution;
- (b) Consider the corporate priority and interest and what benefits the company/institution would receive;
- (c) A coordinated approach is more effective and avoids duplication in requests to the same sources;
- (d) Expand your network of contacts with the assistance of your colleagues who have leads to potential outside supporters;
- (e) Potential sources of support include pharmaceutical, laboratory equipment, supply, and reagent companies; animal-related industries; regional service clubs and special

interest groups; and local institutions (universities, colleges, research institutes, schools, etc.).

2) **The Process:**

(a) When approaching a potential sources of support for a scientific or social program, you should have the following documents available:

- A personalized invitation letter to support the annual meeting (form letter as template)
- Introductory information on SSR
- Support opportunities (sole or shared support) – Appendix A
- Benefits to supporters – Appendix B
- Scientific Program Outline – Appendix C
- Social Program Outline – Appendix D
- Information of sales of exhibit booth – Appendix E

It is often more successful if you first make your request in person or by phone so as to gauge the level of enthusiasm and support, then follow-up with an email with the above attachments. If the information is in the individual's email system, it is less likely that he/she will forget it. Follow-up two weeks later.

- (b) A tracking form will be used to follow the solicitation process over time. The information on the form will be updated monthly by the Chair of AMIR Subcommittee and the updated form will be presented at the meetings of the Development Committee and sent to the Business Office.
- (c) Any commitment of financial support must be confirmed in writing either by the supporting company or institution or by the solicitor (to the supporter), with copies to the Chair of the AMIR Subcommittee and the Business Office. Email will be sufficient. Financial support is not considered firm unless it is put in writing.
- (d) Upon receipt of confirmation of financial support, the SSR Business Office will contact the supporting organization to work out details concerning payment and information related to SSR's meeting its benefit obligations.

*Directors can serve as ex officio members on committees, but should not be members of committees. While they are members of the Board of Directors, they cannot be chairs of committees. Ex officio members and Board Liaisons can participate in all committee communications and discussions, but they cannot vote on committees. Trainee members can serve on committees when invited and participate in all committee communications and discussions. The trainees on the committee can vote.**

**As approved by the SSR Board of Directors at the 2012 Summer Board Meeting.*