



### Purpose

The Australian College of Neonatal Nurses Incorporated (ACNN) accepts advertising in many forms, including positions vacant to commercial advertisements and announcements, and exhibitions at educational events. This policy applies to all advertisers and exhibitors.

Advertising is disseminated for the information of neonatal nurses or event registrants not the media or the general public.

### Conditions of advertising and exhibitions

1. ACNN levies charges for these services in AUD\$.
2. ACNN accepts advertising for services, products, career/employment, business opportunities and facilitates promotional activities from businesses, companies, organisations if they comply with this advertising policy.
3. Acceptance of advertising, marketing materials and exhibitors is done so without endorsement of ACNN.
4. ACNN takes no responsibility for the content/accuracy of any advertisement unless expressly stated.
5. Advertisements for therapeutic goods which cannot be sold to the general public and breastmilk substitutes will not be included on areas of the website that can be accessed by the public.
6. Companies that manufacture and distribute breastmilk substitutes, including infant formula, feeding bottles and teats, will be accepted by ACNN as exhibitors only if complying with the WHO *International Code of Marketing of Breast-milk Substitutes* and the Australian MAIF Agreement and must adhere to the ACNN [breastfeeding and breast milk substitutes position statement](#).
7. Advertising is by way of website post, email distribution by ACNN, or exhibition displays/satchel inserts.
8. ACNN does not disclose or on-sell member contact details.
9. Website advertising is restricted to home page highlight with link to advertising main pages, and home page banner space (900px x 111 px size).
10. Exhibitors may sponsor educational sessions within the National Conference program at the discretion of ACNN.
11. Unrestricted educational grants will be considered from companies that manufacture and distribute breast milk substitutes, including infant formula, feeding bottles and teats, who are complying with the WHO *International Code of Marketing of Breast-milk Substitutes* and the Australian MAIF Agreement and must adhere to the ACNN [breastfeeding and breast milk substitutes position statement](#).
12. ACNN reserves the right to refuse any advertisement, exhibitor or sponsor.
13. Exhibitors will be notified of approved media access ahead of time where possible.
14. Access to exhibitions is limited to event registrants and official visitors only and not available to the public.
15. Exhibitor event space will be a restricted area and where possible exhibitors will be contained within a closed area.

16. A list of exhibitors will be provided to event registrants. It will be clearly stated in conference material that the acceptance of an exhibitor does not in any way imply endorsement of the company, products or services displayed.
17. The ACNN name and logo may be used only with the written approval of ACNN.

### **Conditions for advertisers and exhibitors**

1. Statements accompanying advertising should be consistent with business ethics.
2. Statements of product properties, performance, nutrient values, beneficial results, etc. should be such that they can be verified by adequate experimental data, the scientific literature or submitted from a reputable laboratory.
3. There should be no statements that are misleading, exaggerated, open to misinterpretation, or contrary to current scientific knowledge.
4. Advertisements for all foods must include a list of ingredients and the quantitative nutritional analysis of the product or offer to supply this information on request.
5. Advertisements, where applicable, must meet the requirements of the WHO Code for Marketing of Breast Milk Substitutes and other relevant regulatory legislation.
6. Exhibitors cannot use attendance at an ACNN event to promote their company or products to the general public or to engage media attention.
7. The media will not be given access to exhibition areas unless with express permission of the ACNN National Executive.

### **Procedures**

#### ***Advertising***

1. Advertising is purchased via the [website](#) and steps to advertising are to be followed.
2. Advertisers will be asked to complete the declaration, once advertisement is confirmed to comply with this ACNN policy, is deemed relevant to members and is in keeping with ACNN ethos.
3. For enquires or assistance please contact [advertising@acnn.org.au](mailto:advertising@acnn.org.au)

#### ***Exhibitors***

1. For the National Conference, an event prospectus will be available to exhibitors, to complete company details and declaration form then return to the Professional Conference Organiser at [conference@acnn.org.au](mailto:conference@acnn.org.au).
2. The National Conference prospectus outlines exhibit space size, pricing and event details.
3. For smaller events, exhibitors will be invited to participate by the organising committees, who will provide details via email.
4. On receipt of invoice, the exhibitor will pay within 14 days. If the invoice is not paid 14 days before the event, the exhibitor will not be permitted to attend the event.
5. For enquires of assistance please contact [conference@acnn.org.au](mailto:conference@acnn.org.au)

### Advertiser Declaration

ACNN is committed to ensuring accurate and up to date information is available to neonatal nurses and reserves the right to evaluate all statements/information and the right to refuse those that do not comply with the ACNN Policy for Advertising and Exhibition. The declaration should be signed by an employee authorised to do so.

Description/Name of the product/advertisement/marketing material: .....

.....

I, ....., declare that to the best of my knowledge, the abovementioned conforms to the ACNN requirements in the Policy for Advertising and Exhibition.

- a. There are no statements that are misleading, exaggerated, open to misinterpretation, or contrary to accepted scientific evidence.  Yes  No  N/A
- b. Statements are ethical.  Yes  No  N/A
- c. Statements carry no direct or implied disparagement of another product.  Yes  No  N/A
- d. Statements of properties, performance, nutrient values, beneficial results, etc. can be verified by generally accepted scientific evidence available in the literature or submitted from a reputable laboratory.  
 Yes  No  N/A
- e. Advertisement(s) for foods list of ingredients and the nutrition information panel or offer to supply this information on request.  Yes  No  N/A
- f. Meets the requirements of the Trade Practices Act and other relevant regulatory legislation.  
 Yes  No  N/A
- g. Meets the requirements of the ACNN [breastfeeding and breast milk substitutes position statement](#)  
 Yes  No  N/A

Signature: .....Date: .....

Position: .....

Company/Organisation: .....

### Exhibitor Declaration

ACNN is committed to ensuring accurate and up to date information is provided to event registrants. ACNN reserves the right to refuse any exhibitor/sponsor that does not comply with the ACNN Policy for Advertising and Exhibition. This declaration will be required to be completed by an employee authorised to do so as part of the exhibitor/Sponsorship registration process. The acceptance of an exhibitor/sponsor does not in any way imply endorsement of the company, products or services displayed.

Description/Name of the Exhibitor/Sponsor: .....

I, ....., declare that to the best of my knowledge, the abovementioned Exhibit conforms to the ACNN requirements in the Policy for Advertising and Exhibition.

- a. Statements accompanying exhibit products/materials are ethical  Yes  No  N/A
- b. There are no statements that are misleading, exaggerated, open to misinterpretation, or contrary to accepted, scientific evidence.  Yes  No  N/A
- c. Statements accompanying exhibit carry no direct or implied disparagement of another product.  Yes  No  N/A
- d. Statements of properties, performance, nutrient values, beneficial results, etc. of products can be verified by generally accepted scientific evidence available in the literature or submitted from a reputable laboratory.  Yes  No  N/A
- e. All display items meet the requirements of the Trade Practices Act and other relevant regulatory legislation.  Yes  No  N/A
- f. Meets the requirements of the ACNN [breastfeeding and breast milk substitutes position statement](#)  Yes  No  N/A
- g. Attendance at an ACNN event will not be used to promote the company or products to the general public or to engage media attention.  Yes  No
- h. I understand that if any display items are found to not comply with the above statements it can be requested to be removed from the exhibit.

Signature: .....Date: .....

Position: .....

Company/Organisation: .....