



INTERNATIONAL SOCIETY OF BIOMECHANICS IN SPORTS

POLICY MANUAL FOR THE VICE PRESIDENT OF

PUBLIC RELATIONS

APPROVED BY THE BOARD OF DIRECTORS

14 JUNE 2017

POLICY MANUAL FOR PUBLIC RELATIONS

Purpose

This document aims to assist the Vice President of Public Relations (VP PR) of the International Society of Biomechanics in Sports (ISBS) to optimize the visibility of the ISBS sponsors and to fulfill the contractual requirements towards the ISBS sponsors.

ISBS Sponsorship

The VP PR is responsible for negotiating sponsorship contracts primarily with companies that provide equipment, software, and other services to members of the Society but also other business which might be related to sports or sport sciences. There is only one principle type of sponsoring. The obligations of the ISBS towards the sponsor are listed below. There are two terms for agreements: for a one year contract (running from October 1st of the year XXXX until September 30st of the year XXXX+1) the costs are 1500 €/year. For a three year contract (running from October 1st of the year XXXX until September 30st of the year XXXX+3) the costs are 1200 €/year. The VP PR sends an invoice to the sponsor every year (irrespectively if a one year or three year contract).

Obligations of the International Society of Biomechanics in Sports (ISBS)

- Presentation of the company logo on the ISBS start website with link to the company
- Presentation of the company logo on the ISBS sponsor webpage with link to the company
- Presentation of the company logo in the ISBS newsletter
- Presentation of the company logo on the ISBS sponsor banner (presented at the Annual ISBS conferences)
- Presentation of the company logo on the website of the Annual ISBS Conference
- Presentation of the company logo in the printed program of the Annual ISBS Conference
- Presentation of the company logo on the introducing presentation of the Geoffrey Dyson Lecture

- Presentation of the company logo on the guidelines for the New Investigator Award both on the ISBS website and on the website of the local organizer Company logo on the certificates of the NIA winners (3 oral, 3 poster)

Public Relations and the Annual Conference

The conference host and the VP PR have to be in close contact and start communicating early (principal facts can be discussed e.g. at the preceding Annual ISBS conference). It has to be secured, that all obligations of the ISBS towards the sponsor (see list of obligations above) are fulfilled. Regarding the point “Presentation of the company logo on the website of the Annual ISBS Conference” it has to be considered that

- o It must to be assured, that the sponsor logos are visible on the website. This is important related to the size of the logos and to the location of the logos of the ISBS sponsors on the conference website (e.g. only a few number of clicks necessary to find the logos).
- o All sponsor logos should be present and visible on the conference website **with the first launch** of the conference website.
- o It is necessary to connect the logos of the ISBS sponsors on the conference website with a link to the company website of the particular ISBS sponsor.
- o It is recommended that the conference host communicates with the VP PR as to the location and size of the logos of the ISBS sponsors on the conference website **before** the launch of the conference website.
- o It is recommended, that the ISBS sponsors (sponsors of the society) are differentiated on the website from the sponsors of the conference.

Before the conference website is launched worldwide, the VP PR should see a draft to judge if the ISBS sponsors are well presented. He should give feedback to the host and eventually suggest changes.

The VP PR should discuss with the host the location of the promotion booths of the exhibitors. It has to be ensured, that delegates and attendees are passing the promotion booths frequently during the conference in such a way, that exhibitors can get in contact with the delegates and attendees. If possible coffee breaks and lunch are located in the exhibition hall.

Relations with other Biomechanics Societies

The VP PR serves as contact person for other societies to eventually promote the societies, conferences or related activities mutually. It is possible to promote e.g. conferences of other societies as ISBS, ESB etc. at the annual conference of the ISBS. In turn the partner society promotes the next ISBS conference.