European Society of Thoracic Surgeons (ESTS)

Policy for Advertising and Endorsement of Educational Events

1. Purpose

The purpose of this policy is to provide clear guidelines for the advertising and endorsement of educational events by the European Society of Thoracic Surgeons (ESTS). This policy ensures that all requests are processed efficiently and in alignment with the Society's mission to advance thoracic surgery.

2. Scope

This policy applies to all requests for advertising and endorsement of educational events, including conferences, symposia, workshops, webinars, courses, and other educational activities related to thoracic surgery.

3. General Principles

ESTS strives to maintain high standards in the educational content it endorses or promotes. Any event that the Society advertises or endorses must:

- Align with ESTS's mission to support evidence-based advancements in thoracic surgery.
- Provide educational value to thoracic surgeons.
- Adhere to ethical standards, including transparency around conflicts of interest and avoiding commercial bias.

4. Process for Handling Advertising and Endorsement Requests

a. **Initial Request Review**: All requests for advertising or endorsement are received by the ESTS Executive Director (ED). The ED will conduct an initial review to filter out requests that are clearly irrelevant to thoracic surgery. Irrelevant requests will be rejected at this stage. Relevant requests must include the **event program** and **confirmed speakers** for proper evaluation.

b. **Review by CLA Chair and Secretary General**: Requests that pass the initial review will be forwarded to the Chair of the Learning Affairs Committee (CLA Chair) and the Secretary

General for further evaluation. The CLA Chair and Secretary General have the authority to approve, query, or deny the request. If needed, the CLA Chair and Secretary General may consult with the ESTS Board of Directors , to ensure thorough review.

If the event is relevant but the organizer has not explicitly requested endorsement, ESTS will only offer advertising options unless endorsement is specifically sought.

c. **Approval and Communication**: Once the CLA Chair/Secretary General approves the program for advertising they will inform the ED, who will then communicate the decision to the event organizer. The decision-making process is streamlined to avoid unnecessary delays, ensuring an efficient workflow for handling requests.

5. Advertising Options and Fees

The ESTS offers the following options for advertising approved educational events:

a. **Basic Entry (€500)**: Entry into the ESTS Event Calendar with the event title, short description, and dates. No hyperlinks or additional promotional materials are included.

b. **Enhanced Entry (€1,000)**: - Entry into the ESTS Event Calendar with the event title, short description, single image, dates, and active hyperlinks to the event website or registration page.

c. **Endorsement and Calendar Listing (€2,000)**: For events that request and are approved for ESTS Endorsement, the following will be provided:

- Permission to use the ESTS logo on event materials (subject to guidelines outlined below).
- An entry in the ESTS Event Calendar with active links and a note indicating the event is "Endorsed by ESTS".
- Organizers will be instructed not to place the ESTS logo near industry names or branding, ensuring that the Society's endorsement remains independent of commercial interests.

d. **Optional Mail Blast and Social Media Promotion (€3,000)**: As well as the content shown at 'c', an email blast promoting the event can be sent to ESTS's mailing list (over 40,000 contacts) and posted on ESTS's social media channels (over 17,200 contacts): Four single social media posts, reaching 5,700 X (formerly Twitter) followers, 2,300 Facebook followers, 6,000 LinkedIn, and 3,200 Instagram. This service is not included in the standard advertising or endorsement package and must be purchased separately.

6. Endorsement Criteria

ESTS endorsement of an event is a formal recognition that the event meets the Society's educational standards. The following criteria must be met for endorsement:

- The event must be directly relevant to thoracic surgery.
- The scientific program and speakers must be of high quality and align with evidence-based practices.
- Event organizers must fully disclose any potential conflicts of interest.
- Commercial sponsorship must not influence the educational content.

7. Process for Endorsement

- Event organizers requesting endorsement must submit a formal request, including the event program, speakers, and details on any sponsorship or industry involvement.
- Endorsement requests will be reviewed by the CLA Chair/Secretary General, with input from relevant experts if necessary.
- If approved, the event will be marked as "Endorsed by ESTS" in the Event Calendar, and organizers will receive the ESTS logo for promotional use.

8. Use of the ESTS Logo

The use of the ESTS logo is a privilege reserved for events that have been formally endorsed by the Society. The following guidelines apply:

- The ESTS logo must not be placed next to any **industry names or commercial branding**.
- Any industry name, logo or branding should be placed separately and in an different area than any other logo related to the course, ESTS or any other surgical Society involved in the event.
- The logo should only be used in relation to the endorsed event and for the specified duration of the event's promotion.
- The Society has the right to review and/or modify any promotional content involving the ESTS logo.
- Unauthorized use of the ESTS logo may result in legal or professional action.

9. Financial Arrangements

- Fees for advertising and endorsement are are payable upon approval of the request and prior to the event's inclusion in ESTS materials.
- Review of fees:
    - Basic Event Calendar Entry: **€500**
    - Event Calendar Entry with links: **€1,000**
    - Endorsement (including Calendar Entry with links and use of ESTS logo): **€2,000**
    - Optional Mail Blast and Social Media Promotion: **€3,000**

10. Withdrawal of Endorsement

ESTS reserves the right to withdraw its endorsement or remove an event from the calendar if:

- The event deviates from the original approved program.
- New information arises that undermines the quality or ethical nature of the event.
- The event organizer violates the terms of this policy, including improper use of the ESTS logo.

11. Reporting and Accountability

The CLA Chair and Executive Director will maintain records of all endorsed and advertised events. Periodic reviews will be conducted to ensure that events continue to meet ESTS's standards and contribute to the Society's educational mission.

12. Review and Amendment

This policy will be reviewed every two years or as needed. Amendments to this policy must be approved by the ESTS Executive Board.

Contact Information

For further information or to submit a request for event endorsement or advertising, please contact:

European Society of Thoracic Surgeons

Email: dsnowdon@ests.org.uk
Website: www.ESTS.org