Association of Dentists in Aesthetic Practice

Strategic Partnership Agreement – ADAP

1. Purpose

This Sponsorship and Strategic Partnership Framework establishes the principles, standards and commercial arrangements under which ADAP (Association of Dentists in Aesthetic Practice) may work with pharmaceutical companies, medical device manufacturers, healthcare organisations, aesthetics companies, skincare companies and other commercial partners ("Partners").

The purpose of the framework is to:

- support ADAP's professional, educational and development activities;
- provide Partners with appropriate opportunities to engage with healthcare professionals;
- promote education, research, innovation and professional development;
- establish transparent and ethical sponsorship arrangements;
- protect the independence, reputation and professional integrity of ADAP; and
- ensure that all partnerships comply with applicable UK legislation, professional requirements, regulatory standards and industry codes.

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2. Principles of Partnership

All sponsorships and partnerships must be based on the following principles:

2.1 Professional Independence

ADAP must remain professionally, clinically and academically independent.

No Partner may influence:

- ADAP's governance;
- membership decisions;
- professional standards;
- clinical guidance;
- disciplinary or complaints processes;
- assessment of members;
- educational accreditation;
- speaker selection where independence is required; or
- ADAP's policy positions.

2.2 Transparency

Commercial relationships must be transparent.

ADAP may maintain and publish a **Register of Sponsors and Partners**, identifying the nature of the relationship and, where appropriate, the financial or in-kind support received.

2.3 Patient and Public Interest

Partnerships must support ADAP's overarching commitment to patient safety, professional standards and public confidence.

Commercial benefit must never take precedence over patient welfare or professional integrity.

2.4 No Endorsement Unless Explicitly Agreed

Sponsorship does not automatically constitute endorsement by ADAP of a company's products, services or claims.

Any use of ADAP's name, logo or brand must be specifically authorised.

2.5 Evidence-Based Information

Any clinical, educational or scientific information associated with a partnership should be accurate, evidence-based and appropriately referenced.

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3. Eligible Partners

ADAP may consider partnerships with organisations including:

- pharmaceutical companies;
- medical device manufacturers;
- medical technology companies;
- aesthetic product manufacturers;
- skincare and cosmeceutical companies;
- dental and medical suppliers;
- diagnostic companies;
- healthcare technology companies;
- professional indemnity and insurance providers;
- education and training organisations;
- research organisations;
- laboratories;
- healthcare service providers; and
- other organisations whose activities are compatible with ADAP's objectives.

ADAP reserves the right to decline or terminate a partnership where it considers that the relationship could adversely affect its reputation, independence or objectives.

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4. Partnership Categories

ADAP may offer a number of partnership levels.

4.1 Strategic Partner - £10,000+ p.a

A Strategic Partner is an organisation entering into a significant, longer-term relationship with ADAP.

Potential benefits may include:

- recognition as an Association Strategic Partner;
- agreed visibility on ADAP website;

- inclusion in appropriate Association communications;
- opportunities to support educational programmes;
- opportunities to participate in conferences and professional events;
- access to agreed networking opportunities;
- opportunities to contribute to industry discussion;
- recognition in appropriate publications; and
- agreed opportunities for collaboration on research, education or professional development.
- Discounted rates for strategic partner business clients to join ADAP.

Strategic partnership must not provide the Partner with control over Association policy or professional decision-making.

4.2 Education Partner - £10,000+ p.a

An Education Partner provides financial or in-kind support for education, CPD, professional development, conferences, webinars, workshops or other learning activities.

ADAP will retain control over:

- educational standards;
- learning objectives;
- speaker selection;
- educational content;
- assessment;
- CPD requirements; and
- quality assurance.

Commercial content must be clearly identified where appropriate.

4.3 Event Sponsor – by negotiation

An Event Sponsor supports a specific Association conference, meeting, seminar, webinar, workshop or networking event.

Benefits may include:

- sponsor recognition;
- exhibition space;
- event branding;
- acknowledgement during the event;
- inclusion in event materials;
- agreed digital promotion;
- delegate engagement opportunities; and
- hospitality or networking opportunities where appropriate.

4.4 Supporting Partner – £2,500 - £7,500.

A Supporting Partner provides a smaller financial or in-kind contribution towards a defined Association initiative, campaign, educational activity or professional project.

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5. Sponsorship Opportunities

ADAP may offer sponsorship opportunities including:

Events

- annual conferences;
- regional meetings;
- educational seminars;
- workshops;
- webinars;
- networking events;
- awards programmes; and
- professional forums.

Education

- CPD programmes;
- educational modules;
- online learning;
- clinical education;
- professional development programmes;
- masterclasses; and
- educational resources.

Professional Development

- fellowships;
- scholarships;
- research initiatives;
- leadership programmes;
- trainee development;
- mentoring programmes; and
- professional awards.

Digital

- website sponsorship;
- digital campaigns;
- newsletters;
- educational podcasts;
- webinars;
- professional publications; and
- online member resources.

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6. Sponsorship Packages

ADAP may develop tiered sponsorship packages.

Level	Indicative Annual Contribution	Principal Benefits

Strategic Partner	£10,000+	Bespoke strategic partnership, major event visibility and agreed educational opportunities
Education Partner	£10,000+	Enhanced event, digital and educational visibility
Supporting Partner	£2,500–£7,500	Recognition and agreed sponsorship benefits
Event Sponsor	Bespoke	Sponsorship of individual events or activities

Note: Sponsorship levels and benefits should be agreed annually and may vary according to the programme and scope of the partnership.

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7. Partnership Agreement

Every significant sponsorship or partnership should be documented through a written agreement.

The agreement should identify:

1. the parties;
2. duration;
3. sponsorship amount;
4. payment arrangements;
5. purpose of sponsorship;
6. agreed benefits;
7. use of intellectual property;
8. branding requirements;
9. educational arrangements;
10. confidentiality;
11. data protection;
12. regulatory compliance;
13. conflicts of interest;
14. anti-bribery requirements;
15. termination rights; and
16. dispute resolution.

8. Pharmaceutical Industry Compliance

Where a Partner is a pharmaceutical company or another regulated healthcare company, the partnership must comply with applicable UK requirements and relevant industry codes.

ADAP and Partner should consider, where applicable:

- ABPI Code of Practice;
- MHRA requirements;
- Human Medicines Regulations;
- UK advertising requirements;
- ASA/CAP rules;
- UK GDPR and Data Protection Act 2018;
- applicable professional regulatory requirements; and
- relevant company policies and industry compliance procedures.

The Partner remains responsible for ensuring that its own promotional and commercial activities comply with the requirements applicable to it.

9. Promotion and Advertising

All promotional activity undertaken through ADAP must be:

- accurate;
- lawful;
- professionally appropriate;
- clearly identifiable as commercial where required;
- consistent with applicable advertising rules; and
- approved through ADAP's agreed governance process.

ADAP may refuse any promotional material that it considers inappropriate, misleading, excessive or inconsistent with its values.

10. Product Claims

ADAP must not be used to imply that a pharmaceutical product, medical device, treatment or commercial service is:

- clinically superior without appropriate evidence;
- recommended by ADAP unless formally approved;
- endorsed by ADAP where no endorsement exists;
- appropriate for all patients; or
- guaranteed to achieve a particular clinical outcome.

Any product-specific claims remain the responsibility of the Partner.

11. Educational Independence

Where a Partner sponsors education, ADAP will maintain appropriate control over the educational integrity of the programme.

Commercial sponsorship should not determine:

- clinical conclusions;
- educational outcomes;
- examination or assessment results;
- professional standards;
- clinical recommendations; or
- the appointment of independent speakers where independence is required.

Where a speaker has a relevant commercial relationship, this should be appropriately declared.

12. Conflicts of Interest

ADAP will operate a Conflict-of-Interest Policy.

Board members, committee members, speakers, authors, educators and other relevant individuals should declare relevant commercial interests.

ADAP may require:

- disclosure statements;
- management plans;
- withdrawal from particular decisions;
- independent review; or
- other safeguards.

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13. Use of Association Branding

Partners may only use ADAP's name, logo, trademarks or other branding with written approval.

ADAP may approve branding for:

- event materials;
- approved digital campaigns;
- sponsorship announcements;
- Partner recognition;
- educational materials; and
- other agreed activities.

Approval of branding does not constitute product endorsement unless expressly stated in writing.

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14. Member Engagement

Where appropriate, Partners may engage with Association members through:

- exhibitions;
- educational events;
- webinars;
- professional forums;
- surveys;
- research opportunities;
- networking events; and
- approved communications.

Members must not be subjected to inappropriate commercial solicitation.

ADAP will not provide member contact information to Partners unless this is lawful, appropriately consented to and specifically agreed.

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15. Data Protection

Any processing or sharing of personal data must comply with applicable UK data protection legislation.

ADAP will not sell or provide its membership database to Partners for marketing purposes without an appropriate lawful basis and necessary permissions.

Where personal data is shared, the parties must establish appropriate contractual and data protection arrangements.

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16. Research Partnerships

ADAP may work with Partners on research initiatives.

Research partnerships should include appropriate arrangements concerning:

- research governance;
- methodology;
- independence;
- publication;
- intellectual property;
- conflicts of interest;
- data protection;
- funding;
- authorship; and
- disclosure of sponsorship.

Where appropriate, ADAP should retain the right to publish research findings regardless of whether the results are favourable to the Partner.

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17. Financial Management

All sponsorship income must be:

- formally documented;
- invoiced appropriately;
- recorded in ADAP's accounts;
- subject to appropriate financial controls; and
- used for the agreed purpose where sponsorship is restricted.

Sponsorship arrangements must not create inappropriate financial dependency on a single commercial organisation.

The Board should periodically review ADAP's overall commercial sponsorship exposure.

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18. Due Diligence

Before entering a significant partnership, ADAP may conduct due diligence covering:

- corporate identity;
- reputation;
- regulatory history;
- relevant litigation;
- ethical concerns;
- conflicts of interest;
- financial standing;
- product or service portfolio; and
- compatibility with ADAP's objectives.

ADAP may decline a partnership following due diligence.

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19. Prohibited Arrangements

ADAP will not enter arrangements that:

- compromise professional independence;
- create inappropriate influence over clinical or professional standards;
- involve misleading advertising;
- create undisclosed conflicts of interest;
- require inappropriate access to member data;
- require ADAP to make unsupported clinical claims;
- improperly influence healthcare professionals;
- undermine patient safety; or
- could reasonably damage ADAP's reputation.

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20. Exclusivity

Any request for category or product exclusivity must be considered and approved separately by ADAP's Board.

Exclusivity should:

- be clearly defined;
- have a fixed duration;
- identify the relevant product/category;
- not compromise professional independence; and
- be commercially justified.

No Partner should automatically receive exclusivity simply by becoming a sponsor.

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21. Termination

ADAP may terminate a partnership where:

- the Partner breaches the agreement;
- regulatory or legal concerns arise;
- the Partner's conduct creates reputational risk;
- sponsorship is used contrary to the agreed purpose;
- the Partner attempts to improperly influence ADAP;
- the Partner provides misleading information; or
- continuation is no longer consistent with ADAP's objectives.

The agreement should specify notice periods and any financial consequences of termination.

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22. Governance

Responsibility for sponsorship and partnerships will rest with ADAP's Board or a delegated committee.

ADAP should maintain:

- a Sponsorship Register;
- copies of partnership agreements;
- conflict of interest declarations;
- sponsorship income records;
- approved promotional materials; and
- annual partnership reviews.

Significant partnerships should be reported to the Board at least annually.

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23. Annual Review

All strategic partnerships should be reviewed annually.

The review should consider:

- financial contribution;
- educational benefit;
- member benefit;
- patient/public benefit;
- compliance;
- conflicts of interest;
- reputational impact;
- effectiveness of the partnership; and
- whether the relationship should continue.

Association of Dentists in Aesthetic Practice

Appendix 1 – Partnership Benefits Matrix

A detailed benefits matrix will be agreed for each sponsorship level.

Benefit	Strategic	Education	Supporting
Website recognition	✓	✓	✓
Logo recognition	✓	✓	✓
Event recognition	✓	✓	✓
Exhibition opportunity	✓	✓	By agreement
Educational support	✓	✓	By agreement
Webinar opportunity	✓	✓	—
Newsletter recognition	✓	✓	By agreement
Networking opportunities	✓	✓	—
Research collaboration	By agreement	By agreement	—
Strategic meetings	✓	By agreement	—
Bespoke partnership programme	✓	—	—

Appendix 2 – Partnership Approval Checklist

Before approval, ADAP will confirm:

☐ Partner due diligence completed
☐ Conflict of interest assessment completed
☐ Sponsorship purpose identified
☐ Financial contribution agreed
☐ Benefits agreed
☐ Regulatory requirements reviewed
☐ Advertising/promotional arrangements reviewed
☐ Data protection requirements reviewed
☐ Branding arrangements agreed
☐ Educational independence protected
☐ Board/delegated approval obtained
☐ Written agreement signed
☐ Sponsorship recorded in register

Association of Dentists in Aesthetic Practice

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