

**IALA COUNCIL
3rd Session**



**8-12 December 2025
Mumbai, India**

10. – TECHNICAL ACTIVITIES

10.2 – Legal Advisory Penal

14.2.2 Policy on advertising in publications and sponsoring events

Note by the Secretariat

INTRODUCTION

As requested by Council 80th of the association in 2023, in 2024 LAP 27 discussed advertising in publications and sponsoring events under the IGO-status and asked the Secretariat to develop a draft policy on advertising in publications and sponsoring events based on the outcomes of that discussion in LAP with a focus on transparency and clearly defined rights and obligations for advertising and sponsoring. At LAP 28 the Secretariat presented a new draft policy which LAP discussed and approved without any further changes.

POLICY ON ADVERTISING AND SPONSORING

The policy on advertising in publications and sponsoring events clearly defines advertising as the promotion products or services for commercial purpose and sponsoring as payment of a financial contribution covering fully or partially the costs of an event.

Requirements for Affiliate Industrial Member are included before advertising in a publication or sponsoring an event. The policy includes a chapter on transparency and closure as well as an approval process and rules in case of a conflict of interest.

The policy will be applied after the approval by the Council.

THE COUNCIL IS REQUESTED TO

Note the information and **approve** the attached draft policy.



Policy on Advertising in Publications and Sponsoring Events

1. Introduction and Purpose of this policy

This policy outlines the terms under which IALA may seek and accept advertising and sponsorship, particularly in relation to our events such as conferences, symposia, workshops, and seminars, as well as publications including the IALA e-Bulletin. It provides guidance on the principles and procedures governing advertising and sponsorship agreements, including those with Affiliate Industrial members, emphasizing the Organization's commitment to transparency and integrity.

2. Advertising

Definition: Promoting products or services for commercial purpose.

Affiliate Industrial members may advertise in IALA publications under the following conditions:

- The annual membership fee and the costs of any advertising must be fully paid in advance.
- All members shall have equal opportunity to advertise.
- The tone and content of the advertisements will not influence the editorial policies or technical content of IALA publications.
- Advertisements shall not feature any derogatory or politically contentious content nor any material which may detrimentally affect the reputation of IALA or result in a conflict of interest.

3. Sponsoring

Definition: Payment of a financial contribution covering fully or partially the costs of an event.

Affiliate Industrial members are encouraged to participate and sponsor IALA events.

Events with sponsoring opportunities may include:



- Conferences
- Symposia
- Workshops/Seminars
- World Marine Aids to Navigation Day

Event Sponsorship Packages (benefits) may include:

- Using the logo and name of the company in the flyer.
- Displaying the company banner at the venue.
- Mentioning the sponsorship in the final report of the event.

Details of sponsorship will be outlined in specific sponsorship prospectuses issued for each event.

4. Transparency and Disclosure

IALA is committed to full transparency in all its sponsorship and advertising arrangements. In pursuit of this IALA will:

- Maintain a publicly accessible register of all sponsorships and advertising arrangements.
- Clearly disclose sponsorships and advertisements in all relevant materials, including event programs, publications, and on the IALA website.
- Provide clear information on how sponsorship funds or contributions are used.
- Publish full details of sponsorship and advertising revenue in the IALA annual financial reports.
- Make this sponsorship and advertising policy publicly available.
- Make advertisers and sponsors aware if any monies which they have paid for advertising and sponsorship cannot be fully used for the intended purpose and offer to return such monies if requested to do so.

This commitment to transparency extends to all our activities, including event organization, publication production, and general operations, and pricing structure.

5. Approval Process

For advertisements in IALA publications:

- All potential contributions will be reviewed by the IALA Communications Department.
- Approval will be given by the IALA Communications Manager.
- A record of all decisions will be maintained for auditing purposes.

For Sponsoring of events:



- For conferences and symposia, sponsorships are negotiated by the hosting Member State and at its discretion.
- The conditions for sponsoring an event will be clearly established by the Steering Group of the said event and approved by the IALA Finance Director in order to be included in the calculation of the budget.

6. Conflict of Interest

This applies to all contributors to the IALA e-Bulletin and other IALA publications, as well as to event organizers and speakers. A conflict of interest may arise where a person in a position of influence stands to gain financially from that influence or where such a person has a relationship with another person (or persons) who would benefit from decisions or actions taken by that person. Conflicts of interest may be actual, potential or perceived. All such conflicts shall be declared and satisfactorily managed.

7. Review and Implementation

This policy will be effective from [date] and will apply to all new and renewed advertising and sponsorship agreements. It will be reviewed regularly to ensure it continues to meet the needs of the Organization, maintains the integrity of events and publications, and upholds the Organization's commitment to transparency.