

Policy 6 – Sponsorship, Vendor, and Exhibitor Engagement

Background

One of the purposes of the BCSSA is to improve the teaching profession and its leadership through professional practice and involve appropriate educational partners or stakeholders in its processes. Given this role, the Association naturally attracts vendors and service providers seeking affiliation and access to its membership. Therefore, the Association must place conditions, restrictions, and expectations upon how the solicitation of products and services will be addressed.

Guiding Principles

1. Responsibility for educational programs and goods and services related to them is the authority of provincial school districts. The evaluation and endorsement of these goods and services remain the sole responsibility of each local school district.
2. The BCSSA expects the ongoing adherence to Canada's anti-spam legislation laws by would-be vendors and prohibits the distribution of unsolicited commercial messages.
3. The BCSSA maintains its integrity by ensuring all sponsorship and vendor interactions support professional learning, avoid conflict of interest, and upholds transparency.

Regulations

1. The BCSSA shall annually determine vendor and exhibitor opportunities for conferences.
2. Vendors and exhibitors will receive promotional opportunities that complement the levels of sponsorship that have been established.
3. Receiving the opportunity to be a vendor and exhibitor at a BCSSA conference is dependent upon the vendor or exhibitor paying the rate that has been assigned for the sponsorship level desired.
4. Sponsors shall adhere to the conditions that have been established for enrolling in a level of sponsorship.

5. Sponsors may only offer presentations at BCSSA conferences if the session is led primarily by school authorities who utilize the sponsor's products or services. All such sessions must align with professional practice standards and are subject to review by the conference planning committee. The committee may grant exceptions where a presentation enhances members' awareness of emerging developments in education, provided the session focuses on building leadership capacity to support student learning and presents no conflict of interest.
6. When possible, BCSSA members who are already utilizing a resource provided by the vendor will need to facilitate or introduce the presentation provided. Such action does not imply endorsement of the product or its content by the Board.
7. No sponsor or vendor presentation will represent the position of the BCSSA as an organization or shall require those who participate within the presentation to endorse or further apply within professional practice the information provided by the vendor.
8. Vendors can advertise their products and services through the BCSSA Brief published bi-weekly and all other applicable or relevant social media and marketing channels.
9. Sponsors will be granted access to a mailing list of event attendees, provided that the privacy and consent of the individuals are strictly adhered to in alignment with applicable privacy laws and regulations.
10. Sponsors may purchase the opportunity to host a virtual learning session, subject to review by the Membership Services Committee, CEO, and Membership Coordinator to ensure alignment with BCSSA's mission, values, and guidelines. A maximum of three sponsor-hosted virtual sessions will be permitted annually.
11. Sponsors can acquire the rights to include their branded items in event grab bags, based on the sponsor level they obtain.
12. Sponsors and exhibitors are invited to showcase a diverse range of services and products that align with conference themes and support both the professional and personal development of BCSSA members.
13. Sponsors are encouraged and invited to engage in networking opportunities with members, as facilitated by the association.
14. Sponsors may purchase a level of sponsorship that allocates a segment of the agenda on a preconference day to host or facilitate an activity or mini-event for attendees, which will be coordinated, vetted, and presented by BCSSA staff to the Professional Learning Committee for approval.