

RPA STANDARDS FOR THE CORPORATE PATRONS PROGRAM 2012

1. STATEMENT OF PURPOSE

The RPA recognizes that commercial (industry) members of the nephrology community play an important role in optimizing the outcomes of our patients. Appropriate and ethical lines of communication should be facilitated among members of the renal community. The RPA Corporate Patrons Program is intended to augment alliances between stakeholder industries and the RPA. Contributions from Corporate Patrons support the mission of the RPA and may not be used to promote the company's products, directly or indirectly.

2. PARTICIPATION

Any business with a desire to partner with the RPA to enhance patient outcomes by improving the clinical environment for nephrology practice may be offered an opportunity to participate in the RPA corporate patrons Program.

3. TIERS OF PARTICIPATION

Four levels of participation in the Corporate Patrons Program have been defined. The privileges of each level are:

Bronze -- \$10,000 Contribution

- Subscription to the bimonthly newsletter, the *RPA News* (circulation 2,500)
- Recognition of participation in three issues of the *RPA News* (Jan, May, Sept)
- Recognition at RPA annual meeting
- Recognition and a link on the RPA web site: www.renalmd.org
- Access to restricted member content on the RPA web site
- A 10% discount on an exhibit booth at the RPA annual meeting
- Opportunity to host a satellite symposia at the RPA annual meeting (additional contribution is required for this event)

Silver -- \$25,000 Contribution

All Bronze level privileges, plus:

- Recognition of participation in all issues of the *RPA News* throughout the year that the company participates as a Corporate Patron
- A 25% discount on an exhibit booth at the RPA annual meeting
- Attendance by a designee at the Educational/Advisory Meeting with the Corporate Patrons Committee held during the annual meeting

Gold -- \$50,000 Contribution

All Silver level privileges, plus:

- An additional meeting with the Corporate Patrons Committee, other than at the annual RPA meeting. The meeting will be scheduled during the year in which your company participates as an RPA Corporate Patron. This advisory meeting will be limited to 60 minutes and will be scheduled in conjunction with one of the RPA Board of Directors meetings. Scheduling of this meeting will require prior notice, and a maximum of two patron sessions will be scheduled at any one Board of Directors meeting.
- Assignment of a personal liaison from the RPA Board of Directors.
- A 50% discount on an exhibit booth at the RPA annual meeting
- Ongoing dialogue with RPA leadership through the Corporate Patrons Committee (see #5 below)

Platinum--\$100,000 Contribution or above

All Gold level privileges, plus:

- A strategic dialogue with several RPA leaders and staff at patron's corporate offices to match areas of interest to the company and association with corresponding exclusive support opportunities.
- Opportunity for founding/exclusive sponsorship of RPA program(s)
- Ongoing meetings between corporate representatives and RPA Executive and Public Policy Staff
- Waived fees for 2 corporate staff for all RPA meetings, programs and publications
- A complementary exhibit booth at the RPA annual meeting

4. SCOPE OF DONATIONS

The maximum level permitted annually for financial participation for any single Corporate Patron cannot exceed 4% of the annual operating budget of the RPA for the previous year. This does not apply to RPA donors that contribute restricted funds on a project-specific basis. Project contributions may be unlimited and do not count toward the 4% maximum contribution level for general support of the association.

5. ORGANIZATIONAL ACCESS

The Corporate Patrons Committee reviews, monitors and facilitates official communication between the Corporate Patrons and the RPA Board of Directors. The Chair of the Corporate Patrons Committee is a member of or affiliated with the RPA Board. The committee convenes as needed.

6. DISCLOSURE OF FINANCIAL RELATIONSHIPS

The RPA will disclose meaningful relationships with Corporate Patrons as it deems appropriate.

7. OBJECTIVITY AND BALANCE

The RPA shall make every effort to ensure that discussions of issues regarding the Corporate Patrons' products and/or services (or competing products/services) are objectively presented with a balanced discussion of prevailing information.

8. LIMITATION ON DATA

If relevant and to the extent possible, the Corporate Patron will ensure a meaningful disclosure of data and potential conflicts of interest, e.g. ongoing research, interim analyses, preliminary data, unsupported opinion, etc.

9. OPPORTUNITIES FOR DEBATE

Corporate Patrons will ensure meaningful opportunities for questioning or scientific debate.

10. CONTRIBUTIONS

Contributions may be made payable and mailed to RPA.

RPA... Leading Nephrologists to the Future.

The Advocate for Excellence in Nephrology Practice!

Visit our Corporate Patrons page on the RPA web site: www.renalmd.org

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