

# Results: Survey on Sponsorship

Replies so far: 14

Countries: BE(VVT), NL, DE, IE, HU, BG, AT, NO, ES, UK, FI, GR, CZ, HR

## Q1 ) General Position Is your association in principle open that CED gets external sponsorship?

Reply	BE(VVT)	NL	DE	IE	HU	BG	AT	NO	ES	UK	FI	GR	CZ	HR
Yes														
No														

### Other comments:

Finland: In principle, under certain conditions.

Germany: Under certain conditions. We have established therefore sponsorship guidelines.

Czech Republic: Especially if it will be out of our business- bank or cars

## Q 2) Experience Do you have experience with sponsorship/advertising at national level? If yes, would you describe it as mostly positive, mixed, or negative?

Reply	BE(VVT)	NL	DE	IE	HU	BG	AT	NO	ES	UK	FI	GR	CZ	HR
Yes, positive														
Yes, Mixed														
Yes, negative														
No experience														

**Other comments:**

Germany: Only limited, just sponsoring of certain events like the German reception at the FDI or for certain professional publications.

Austria: Not sponsorship itself; we only have advertising in our magazine "ÖZZ" and at CPD events organised by the regional chambers.

Norway: Must have clear contracts that emphasize arms-length relationship and that the commercial sponsors cannot be involved in any form of decision making regarding policy. Should be clearly defined and full transparency regarding what the sponsor pays for and gets in return. The Norwegian Dental Association only sells advertising spots in relation to our congresses and dental exhibitions stands. We do not have any sponsorships at the moment.

Spain: Sponsorship through the Spanish Dental Foundation.

Finland: We only have experience with sponsorship in the form of advertising space in our association's dental journal. This experience has been positive, and our partners do not expect anything in return beyond the advertising space.

Greece: Our experience with sponsorship and advertising at a national level has been mostly positive. It has included organizing conferences, coordinating sponsored presentations and outreach events, and supporting public.

Czech Republic: If it is out of dental business it is smooth- for example BMW or Societe General. If it is something like toothpaste we have discussions about it.

**Q3) Criteria for Sponsors What criteria do you use to select sponsors (e.g., ethical standards, industry sector)? Are there any exclusion criteria (e.g., certain industries or business practices)? How important is alignment with the values of your profession?**

Reply	BE(VVT)	NL	DE	IE	HU	BG	AT	NO	ES	UK	FI	GR	CZ	HR
Yes, very important or essential														
No answer or no experience														

**Other comments:**

Netherlands: We don't think KNMT will be taken very seriously as stakeholder by government (and maybe even members) once we have big industrial partners behind us.

Hungary: The sponsorship could be aligned only according to the CED VALUES.

Bulgaria: We use all criteria mentioned above to select sponsors.

Austria: No experience, but it would be important.

Norway: When selling advertising spots and dental exhibition stands, we do not include parties that do not work in alignment with the NDAs Code of Ethics.al code.

Spain: All the sponsor must be related to the dental profession and with a strong ethical standing and a proven track record

United Kingdom: We only use the word 'sponsor' in relation to our event portfolio; we mostly use the term 'main advertiser'. The brand gets certain privileges that other advertisers don't. We get most traction with either the big or small brands - less so the middle ground. There are some brands we do not permit to advertise or sponsor with us, either for reputational reasons or because they are competitors.

Greece: We place strong emphasis on ethical alignment when selecting sponsors. Any potential sponsor is carefully evaluated to ensure that their values, activities, and public image are consistent with the mission, integrity, and professional standards of our organization. Partnerships that could compromise our credibility, independence, or public trust are not accepted. Transparency is also a key criterion. Any financial support provided by commercial entities, including pharmaceutical or healthcare-related companies, must be fully disclosed. Sponsors may support the event

financially, but they have no influence over the scientific, educational, or professional content, speaker selection, or organizational decisions. Exclusion criteria include partnerships with organizations whose business practices, products, or public conduct conflict with ethical standards, public health principles, or the values of our profession. Alignment with the values of our profession is extremely important, as maintaining scientific integrity, public trust, and professional independence is considered essential in all sponsorship and advertising activities.

Czech Republic: If it will be sponsorship not payment for lobby , OK with it.

**Q4) Risks and Concerns What are your main concerns or perceived risks related to sponsorship (e.g. influence on professional independence, reputational risks)?**

**Comments:**

Netherlands: To be taken seriously and to have influence on proposed legislation and policy on behalf of our members (!) at the (EU) government level.

Germany: Political credibility must not be compromised. This is particularly important when it comes to lobbying the European Commission and the European Parliament in Brussels.

Ireland: Reputational damage with the wrong sponsor

Hungary: If it is chosen wisely...no risk

Bulgaria: Influence on professional independence.

Austria: The reputation and interests of the CED must not be impaired; suspicion of influence must not arise.

Norway: Influence on professional independence.

Spain: Fortunately, we are really careful since the very first time of the sponsorship, with a great standard of transparency and we do not have experienced any negative problem so far.

United Kingdom: Reputational risk is the main concern. As a principled organisation we have to have boundaries in place. We don't want our policy positions undermined by a quick cash injection from a brand that contradicts that position. Sometimes it's not an absolute 'no you can't advertise' but instead we would implement limitations to content or the channels to be used.

Greece: Our main concerns regarding sponsorship relate to the protection of professional independence, scientific autonomy, and compliance with ethical values and standards. A key priority is ensuring full scientific and organizational independence. The organization must retain complete control over the agenda, the selection of speakers, and the scientific or educational content of its events. Sponsors are not permitted to determine, influence, or review materials prior to publication or presentation. We also consider the clear separation between education and promotion to be essential. Commercial activities, such as exhibition booths or promotional materials, must remain distinct from scientific sessions and educational content. Direct association (“tagging”) of a sponsor with a specific educational module or scientific activity is not permitted. Another important concern is the avoidance of any perceived obligation or dependency arising from sponsorship. Financial support must never imply endorsement or promotion of specific products, services, or companies. In line with professional ethical principles, advertising or promotion of drugs, medical supplies, or commercial healthcare products through professional or scientific activities is strictly avoided. Finally, reputational risk is an important consideration. Partnerships that could compromise public trust, professional credibility, or the ethical standing of the organization are carefully assessed and, where necessary, declined.

Czech Republic: Conflict between colleagues if it is something with controversy

**Q5) Practical Implementation Which sponsorship models have proven effective for you (e.g., packages, long-term partnerships)? How do you structure sponsor benefits (e.g., visibility, logos, presentations)? Which legal or tax aspects have been particularly relevant?**

**Comments:**

Germany: We have a long-standing partnership with the German dental industry and dental distributors. For example they use their logo on the invitation to the German FDI reception. Sponsorship of associations in Germany is legally permissible but subject to regulatory constraints under the German Tax and Civil Law. For non-profit associations, sponsorship arrangements involving consideration (e.g., advertising services) may constitute a taxable economic activity and must not endanger the organization's non-profit status. Additionally, such arrangements must comply with applicable competition and advertising laws, ensuring transparency and avoiding misleading or covert promotional practices.

Ireland: All of the above. VAT becomes a consideration in Ireland

Hungary: Sponsorship based on particular projects

Bulgaria: Long-term partnership. Visibility, logos, presentations.

Spain: Given our Council's good reputation, being associated with us provides our sponsors with positive exposure, while the Spanish Dental Foundation in turn receives funding and visibility to carry out all its projects

United Kingdom: We have long term strategic partnerships and short term campaign-based advertising arrangements. Both work for different reasons, although the effort and return on investment is demonstrably different. Packages range from an annual calendar of activity to capitalise on our reach and aligning brand values in exchange for commission on sales, to a short list of activity to feature a product or service to achieve click-throughs in exchange for a one-off payment.

Greece: Sponsorship arrangements are generally assessed and structured on an ad hoc basis, depending on the nature, scale, and objectives of each activity or event. Different models may be applied, including sponsorship packages for conferences or educational events, as well as longer-term collaborations for broader awareness and outreach initiatives. Sponsor benefits are carefully defined in advance and may include visibility through logos on approved materials, acknowledgement in event communications, exhibition space, or participation in clearly designated sponsored sessions, always within established ethical and professional boundaries. Any sponsor presence is transparently disclosed and kept separate from the scientific or educational content. From a legal and tax perspective, particular attention is given to compliance with transparency requirements, contractual clarity, invoicing and tax obligations, as well as adherence to professional codes of ethics and applicable regulations governing sponsorships and commercial support.

Czech Republic: Long term is better- no body is frequently asking why isn't it?

#### **Q6) Any other comments**

Ireland: In Ireland, we have not found any issues with sponsors that align with our values

Hungary: No association is able to function without sponsorship these days...no fear is necessary

Finland: The main concern is the potential loss of independence. Sponsorship is welcomed from carefully selected, responsible partners who do not seek to influence our activities or positions.