



Membership Solicitation Policy

Members are reminded that the purpose of NESHCo is to foster an exchange and discussion of ideas, practices, new developments in the world of healthcare communications and marketing. The goal is to promote fellowship and networking among communications professionals.

As such, the use of NESHCo membership lists for sales purposes, the distribution of sales literature (other than paid sponsors/exhibitors), and the use of membership as a selling opportunity is prohibited and could result in the loss of membership. In respect of member privacy membership rosters are not to be used for email solicitation of members for anything other than NESHCo-related business or for one-to-one networking contact. Members must approve the addition of their name/email to solicitation lists and always be offered an opt-out.

Elist Usage

Members are free to use the NESHCo elist at any time to engage in discussion. Soliciting business based on elist questions or responses is prohibited. Should a member wish to extend their services based on a request by another member via the elist, the services must be extended via a private email not via the entire elist. All elist responses must be approved by NESHCo administration and emails will be deleted if they do not follow protocol. First offense will result in a deleted email and reminder from NESHCo administration. Second offense will result in removal from the elist distribution list.

Membership Complaints

NESHCo will place significant weight on other members' concerns and complaints when making the judgment that solicitation has taken place. NESHCo reserves the right to suspend or cancel membership related to violations of this policy.

Use of NESHCo Name and Logo Policy

The NESHCo logo and word mark are proprietary and may not be used without permission, nor may they be used as a statement of endorsement. Paid members in good standing may include the NESHCo logo, a statement of membership, and/or a link to the NESHCo website on their company's website.

Lamplighter Award Winners

Members and non members who have won a Lamplighter Award at any time may use the NESHCo name, logo and URL to promote their win. The winners press release may also be used in its entirety.

Sponsors and Exhibitors

Paid sponsors of any NESHCo event must adhere to the policies set forth in their sponsorship/exhibiting contract. Sponsors/exhibitors will be provided with the attendee list for that specific event. The use of that list will be subject to policies including but are not limited to the following:

1. List may be used to reach out to attendees once via email each pre and post conference.
2. Attendees may be added to the sponsors' general email list ONLY if offered an OPT OUT option.
3. Sponsors may not imply that NESHCo endorses its products or services.