



Use of Sponsor Logos by the Fleet Safety Council:

The Fleet Safety Council (FSC) is supported by a large network of industry sponsors and associations. It is through the support of these organizations that the FSC can continue to provide an educational conference and support other industry health and safety initiatives.

The FSC will make every effort to ensure that the logos for our sponsors are approved in advance of their use on the FSC website or in promotion of FSC related activities (i.e. Conference promotion, special events, speaking engagements etc.).

If your logo is being used incorrectly please contact sponsors@fleetsafetycouncil.com to have the logo updated or removed.

FSC Conference Promotional Slide

The following policy is designed to ensure that all sponsor promotional slides used for the FSC fall within the guidelines determined by the FSC joint Executive Committee (JEC).

Conference sponsors are provided with the ability to share a digital promotional slide that is displayed during breaks and in the sponsor exhibit room (in-person events only). All sponsor slides must adhere to the following guidelines:

- a) **Controversial or Political Content:** Ads may not include content that exploits any crisis or controversial political or social issue for commercial purposes.
- b) **Discrimination:** Ads cannot discriminate or encourage discrimination against people based on personal attributes such as (but not limited to) race, colour, national origin, sexual orientation, disability, age etc.
- c) **Language:** Ads may not use profane language, including any profanity that is partially obscured by asterisks or symbols.
- d) **Misinformation:** Ads may not contain untrue or unsafe health and safety practices that do not align with the values of the FSC.
- e) **Third Party Infringement:** Ads may not contain content that infringes upon or violates any third party such as copyright, trademarks, privacy, logos without the written permission of the third party or proof of membership for associations.
- f) **Use of Profanity:** Ads may not contain images that display profane gestures.

The FSC reserves the right to remove any non-compliant material that does not adhere to the guidelines outlined above.

Last Updated: 23July2021

Fleet Safety Council Mission Statement

To promote health and safety within the transportation sector through network support and sharing of information resources, allowing us to be a strong voice for industry.