

Comparison of IECs / TWZs / Sponsors

| <u>IECs</u> | <u>TWZs</u> | <u>Sponsors</u> |
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| <p><u>9Health Fair Mission</u> 9Health Fair advances health awareness, providing people with the tools they need to take responsibility for their own health</p> | | |
| Optional at 9Health Fair sites | Optional at 9Health Fair sites | Optional at 9Health Fair sites |
| No cost to participate | No cost to participate | Organizations will enter into a mutually-beneficial relationship with 9Health by providing a sponsorship of health fairs or certain programs offered by 9Health |
| Based on medical fact | Based on complementary, holistic, and alternative medicine | May or may not based on medical fact |
| Requires approval by 9Health MAC | No approval required | Sponsor organizations are vetted and approved by 9Health |
| Cannot treat, perform screenings, make diagnoses, or provide referrals of any kind, regardless of their qualifications | Cannot treat, perform screenings, make diagnoses, or provide referrals of any kind, regardless of their qualifications | Cannot treat, perform screenings, make diagnoses, or provide referrals of any kind, regardless of their qualifications |
| For the safety of participants and to keep 9Health Fairs from becoming commercialized, will <u>not</u> promote medicines, pharmaceuticals, marijuana, drugs or supplements whether or not they are legal or FDA approved | For the safety of participants and to keep 9Health Fairs from becoming commercialized, will <u>not</u> promote medicines, pharmaceuticals, marijuana, drugs or supplements whether or not they are legal or FDA approved | For the safety of participants and to keep 9Health Fairs from becoming commercialized, will <u>not</u> promote medicines, pharmaceuticals, marijuana, drugs or supplements whether or not they are legal or FDA approved |
| May <u>not</u> promote a business, practice, or solicit client/patients | May <u>not</u> promote a business, practice, or solicit client/patients | Any information collected from participant is secure and will not be shared with other organizations. Information gathered is for follow-up only. Acquiring a list of names, soliciting for membership, or distributing promotional materials to be used at a later date is allowed for sponsors only |
| Table must be staffed for the duration of the fair | Table must be staffed for the duration of the fair | Table must be staffed for the duration of the fair |
| Volunteers should arrive one hour prior to beginning of fair | Volunteers should arrive one hour prior to beginning of fair | Volunteers should arrive one hour prior to beginning of fair |
| Volunteers should stay until the end of the fair | Volunteers should stay until the end of the fair | Volunteers should stay until the end of the fair |

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| Provides signage so participants can identify agency | Provides signage so participants can identify agency | Provides signage so participants can identify agency but 9Health will provide a table tent that will identify the organization as a Sponsor |
| Provides medically-proven resource/information materials and giveaways | Offers interactive demonstrations and education for complementary and alternative wellness, as well as, the five pillars of health: nutrition, exercise and movement, sleep, mental health wellness, and 9Health Fair | Organization provides resource/information materials and giveaways |
| Engages participants in education that is general in nature and is interactive | Engages participants in interactive activity | Engages participants in interactive activity |
| No product or service may be sold or offered for sale, including food, food products or samples, or drinks of any kind | No product or service may be sold or offered for sale, including food, food products or samples, or drinks of any kind | No product or service may be sold or offered for sale, including food, food products or samples, or drinks of any kind |
| No fundraising or soliciting donations of any kind is allowed | No fundraising or soliciting donations of any kind is allowed | No fundraising or soliciting donations of any kind is allowed |
| No promotion of specific products - education/information only | No promotion of specific products - education/information only | On-site enrollment, either by web-based applications or paper applications, is prohibited if there is a cost to the participant. Allowed if there is no cost or if participant is requesting a product demo at a later date |
| Education must be general in nature and interactive with the participant. A specific program or product may not be promoted. | Education about your product or service is allowed, but must be general in nature. A specific program or product may not be promoted. | Product demonstrations are allowed |
| No collection of any information from 9Health Fair participants | No collection of any information from 9Health Fair participants | Specific information collection is allowed based on sponsor (i.e., name, phone, email, etc.) |
| Participant must engage organization to voluntarily take additional information | Participant must engage organization to voluntarily take additional information | Participate must engage sponsor and voluntarily provide personal information |
| Placement with other IEC organizations or near related screen | Placement with other TWZ organizations | Placement in a prominent area where will be seen by participants |
| Organizations are asked to promote 9Health Fair attendance in print and/or social media network | Organizations are asked to promote 9Health Fair attendance in print and/or social media network | Sponsors are asked to advertise 9Health Fair attendance in print and/or social media network |