

PROFESSIONAL LIMITED LIABILITY COMPANY

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RECOMMENDED GUIDELINES FOR HOSPITAL GIFT SHOP ADVERTISING

Hospitals or Volunteers may:

- Advertise Gift Shop sales, products and specials in any Hospital newspaper.
- Advertise the Gift Shop in Employee Newsletters.
- Advertise through postings in the Hospital, outside the Gift Shop, in patient rooms or anywhere on Hospital Premises.
- Send flyers to Patient Rooms or hand out flyers to visitors.

Hospitals or Volunteers should limit or restrict¹:

- Gift Shop Advertisements to the General Public.
- Gift Shop Advertisements in local newspapers.
- Distribution of advertisements about the Gift Shop to the General Public or anyone other than employees, medical staff, patients or visitors.

¹ Such activities may be considered "unrelated business income" and effect the tax-exempt status of the Hospital. Specific legal advice should be sought before engaging in such activities.