

Digital conference stands | Electoral Commission donations and loans in Great Britain You are in the Party conferences and conference stands section Home donations and loans in Great Britain Sponsorship Party conferences and conference stands View the navigation tree Go to main guidance section: donations and loans in Great Britain Terms we use in this guidance Which donations are covered by the rules? What do you need to do when you receive a donation? How do you work out the value of a donation? Crowdfunding Auction prizes Sponsorship Are there any exemptions to the sponsorship rules? How much of what you receive is a donation? Party conferences and conference stands Physical conference stands Digital conference stands Fringe events, receptions and meetings Conference or event packages What must you record when you accept a donation? What do you do if you receive a donation from an impermissible or unidentifiable source? Which loans are covered by the rules? What do you need to do before you enter into a loan? How do you work out the value of a loan? What must you record when you enter into a loan? What do you do if you have a loan from an impermissible source? Who can you accept donations and loans from? Which donations and loans do you need to report? How to report donations and loans Digital conference stands If a political party hosts a digital conference and makes available live promotional space on the online platform it is using, it may be considered a digital conference stand. The typical features of a digital conference stand include: The digital stand must be available for hire for the duration of the conference There must be some level of real-time interaction between attendees and exhibitor It must be live An advert or banner (or something similar) on the conference website or hosting platform (note: an advert on a website without the other elements would not, in itself, be a digital conference stand) Payments of up to £7,000 (excluding VAT) for a digital stand do not need to be treated as sponsorship or any other type of donation. Anything you receive over and above £7,000 (excluding VAT) should be treated as sponsorship, and therefore as a donation to the party. You must report this donation if the amount you accept from one source exceeds the relevant reporting threshold. If you charge a higher price than £7,000 (excluding VAT) for a digital stand, we expect you to keep sufficient records to show this transaction. This includes details of the price you applied to it and how you calculated the price. We may ask to see your record keeping for our assurance purposes. Last updated: 31 March 2022 Book traversal links for Digital conference stands Physical conference stands Fringe events, receptions and meetings