



SOM OP: 60.06 Appropriate Management of Exhibits

PURPOSE: The purpose of this policy is to describe the appropriate management of commercial exhibits in accredited continuing education activities.

REVIEW: This policy will be reviewed on September 1st of each odd-numbered year by the Managing Director for Continuing Medical Education. If a revision to the policy is recommended, the CME Committee will review and approve changes.

POLICY/PROCEDURE:

Policy

It is the policy of the Office of CME to abide by the ACCME Standards for Integrity and Independence in Accredited Continuing Education. TTUHSC Office of CME does offer exhibit opportunities at large conferences/symposium and provides this policy as guidance for staff and exhibitors. An ineligible company may not exhibit at regularly scheduled series activities.

Procedures

1. The Office of CME shall ensure that commercial exhibits or advertisements do not influence planning, delivery, evaluation or interfere with the presentation of accredited education.
2. Exhibit booth space is to be a separate entity from Commercial Support grants. Exhibit space is a marketing opportunity purchased through the conference activity and is not to be contingent upon, nor a consideration, of support given in the form of an unrestricted educational grant. The provision of a grant does not entitle the grantor to exhibit space. Exhibits are considered to be marketing and shall be separate from educational grants.
3. Marketing, exhibits, and nonaccredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.
4. Promotional activities must be kept separate from the educational space. Advertisements and promotional materials may not be displayed or distributed in the education space immediately before, during or after the education.
5. Representatives of ineligible companies may attend CME activities at the discretion of the program coordinator and may not engage in sales and promotion while in the space or place of the CME activity.
6. The Office of CME and the sponsoring department determine the exhibit fee. The ineligible company and a representative of the Office of CME shall sign an exhibitor agreement with the fee and exhibitor conduct and restrictions specified in the agreement.
7. If the ineligible company is providing grant support and purchasing exhibit space they may pay for this in one check or credit card transaction, but the amount of the grant must be specified in the written Letter of Agreement and the amount of the exhibitor fee must be specified in the Exhibitor Registration form. All exhibit fees must be paid prior to the CME activity. Failure to show and claim exhibit space does not waive fees due. No refunds of exhibit fees will be made.