



**SOM OP: 60.06 Appropriate Management of Exhibits**

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

**REVIEW:** This policy will be reviewed on September 1<sup>st</sup> 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:**

**1. Policy**

It is the policy of the Office of CME to abide by the ACCME Standards for Commercial Support, specifically 4.1 and 4.2 regarding exhibitors and to comply with Criterion 9 (separation of promotion from education) of the accreditation criteria. TTUHSC Office of CME does offer exhibit opportunities at large conferences/symposium and provides this policy as guidance for staff and exhibitors. A commercial interest may not exhibit at regularly scheduled series activities.

**2. Procedures**

1. The project manager in the Office of CME shall ensure that commercial exhibits or advertisements do not influence planning or interfere with the presentation.
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. 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.
4. Representatives of commercial interests may attend CME activities at the discretion of the Project Manager and may not engage in sales and promotion while in the space or place of the CME activity.
5. The Office of CME and the sponsoring department determine the exhibit fee. The commercial interest 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.
6. If the commercial interest is providing grant support and purchasing exhibit space they may pay for this in one check, 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.