

Ascension St. John Hospital Policy on Promotional Materials and Exhibits

The primary purpose of an educational activity is to improve the knowledge, skills and attitude of the physician learner. CME activities should not contain gratuitous advertising or other types of promotion.

Promotional Exhibits

The provision of exhibits at educational activities may serve to complement or enhance the activities' value. At the discretion of the course director, commercial exhibitors may be invited to display materials relevant to the subject of the meeting.

1. Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.
2. Exhibit fees shall be set for each activity and will be standard for that activity; potential exhibitors shall have equal access to purchasing exhibit space (first come-first serve).
 - Exhibit fees shall be separate and distinct from educational grants (they are not considered commercial support).
 - All exhibitors must be charged a minimum fee of \$500.00; Fees shall not be waived for any exhibitors unless approved by the Executive Director for CME.
 - Different fee amounts can be set based on amount of space (i.e., 3' table vs. 6' table), organization type (i.e. for-profit vs. not-for-profit). All fee options must be made available to all exhibitors.
3. All exhibitors must be in a room or area separate from the education and the exhibits must not interfere or in any way compete with the learning experience prior to, during, or immediately after the activity.
4. Commercial interest (pharmaceutical/device) representatives may attend CME activities at the discretion of Ascension St. John Hospital for the direct purpose of the representatives' own education; however, they may not engage in sales or marketing activities while in the space or place of the educational activity. Exhibit fees include registrations for up to two (2) representatives per company; additional representatives are required to pay the set registration fee.
5. Information on the identity of learners at CME activities is considered to be the confidential property of Ascension St. John Hospital. Information on learners will only be released to third parties when learners have prospectively signed a document authorizing this release of information.
6. Exhibits must be in compliance with ACCME Standards for Integrity and Independence in Accredited Education. Checks should be made payable to Ascension St. John Hospital. A record of all payments must be kept.

Promotional Materials

Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME. Ascension St. John Hospital does not permit subtle advertising in conjunction with CME-certified activities by having book bags, pens, or other accoutrement that bears the name of the manufacturer and/or its products.

- For **print**, advertisements and promotional materials will not be interleaved within the pages of the CME content, including meeting syllabi.
- For **computer based**, advertisements and promotional materials will not be visible on the screen at the same time as the CME content and not interleaved between computer 'windows' or screens of the CME content.
- For **audio and video recording**, advertisements and promotional materials will not be included within the CME. There will be no 'commercial breaks.'
- For **live, face-to-face CME**, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CME activity. Learners shall not be forced to interact with exhibitors and/or promotional activities. Commercial Interests are not allowed to engage in sales or promotional activities while in the space or place of the CME activity.
- **Marketing**, exhibits and nonaccredited education developed by or with influence from an ineligible company of 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.

Educational materials that are part of a CME activity, such as slides, powerpointes, abstracts and handouts, cannot contain any advertising, trade name or a product-group message.

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