Exhibit Guidelines

What is exhibitor support?
Exhibitor support can be either commercial (e.g. pharma/device) or non-commercial (e.g. providers of clinical service directly to patients).

The ACCME defines a commercial interest as any entity producing, marketing, re-selling, or distributing healthcare goods or services consumed by, or used on, patients. Providers of clinical service directly to patients are not considered commercial interests - unless the provider of clinical service is owned, or controlled by, an ACCME-defined commercial interest.

Full ACCME Standards for Commercial Support can be found online

Exhibitor Support
The Office of Continuing Professional Development (OCPD), the accredited provider, must be made aware of all potential and confirmed exhibitor support. A signed Exhibitor Agreement (EA) is required from all confirmed exhibitors in advance of the activity. A template Exhibitor Agreement is available upon request.

Separation of CE educational activity and promotional activities
- Product-promotion material or product-specific advertisement of any type is prohibited in or during certified continuing education (CE) activities. Live (staffed exhibits, presentations) promotional activities must be kept separate from CE.
- For live, face-to-face CE, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CE activity.
- Exhibitors may not share the same space as the accredited activity. This means that exhibit tables must be set up in another room, even if the activity is not in session.
  - All promotion or discussion of products and services must be done in the designated exhibit space. It may never be done formally or informally in the actual educational space.
  - Examples of educational space include lecture halls, break-out rooms and laboratories. If a space is used for any part of the accredited activity, even if the activity is not in session, it may not be utilized for promotion.
  - Representatives of Commercial Interests are not allowed to engage in sales or promotional activities while in the space or place of the CE activity.
- Educational materials that are part of a CE activity, such as slides, abstracts and handouts, cannot contain any advertising, trade name or a product-group message.

Exhibit versus Grant
Educational grants must be separate from exhibitor/advertising dollars. Acceptance of a grant does not entitle a supporter to an exhibit booth. A separate exhibitor invitation must be sent and an Exhibitor Agreement (EA) must be signed.
Supporter vs. Sponsorship
Commercial interests can never be sponsors of a CE activity and use of the word “sponsor” to refer to a commercial interest who provided direct or in-kind donations to an activity is not in compliance with ACCME standards. An appropriate term for any commercial interest, non-commercial interest, individual, foundation, etc. who has given a direct or in-kind donation to an activity is “supporter.”

Acknowledgement of Support
To be compliant with the ACCME Standards for Commercial Support, all commercial support (grants and exhibitors) must be acknowledged on-site to learners. An appropriate acknowledgement of support should list the company name and may not include any logos or product-specific advertising. An acknowledgement of support template is available online; use of this template is not required. OCPD must review your acknowledgement of support prior to the activity.