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; this document must include the following language:

In accordance with the policies of the Accreditation Council for Continuing Medical Education (ACCME) and the display policy of the University of Minnesota Office of Continuing Professional Development, by providing funds for this CME activity through a Display/Exhibit Fee, you agree to the following conditions:

1. All exhibitors must be in a room or area separate from the educational activity and the exhibits must not interfere or in any way compete with the learning experience.
2. Exhibitors shall have no control over:
   a. Identification of CE needs
   b. Determination of educational objectives
   c. Selection and presentation of content
   d. Selection of all persons and organizations that will be in a position to control the content of the CME activity
   e. Selection of educational methods
   f. Evaluation of the activity

A template Exhibitor Agreement is available upon request.

Separation of CE educational activity and promotional activities
- 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.
● 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.
  o 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.
  o 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.
  o Representatives of Commercial Interests are not allowed to engage in sales or promotional activities while in the educational space.

● 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 and cannot be combined with the Letter of Agreement for an educational grant.

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 (educational grants and in-kind contributions) 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, slogans 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.

Other Considerations
Exhibitors may inquire if access to a registrant list is provided to them as part of the exhibit fee. It is up to you to determine if this is something you want to provide to exhibitors.

If you are not utilizing OPCD registration service and you choose to provide this information, you will need to build your registration system to allow users to opt-in or opt-out of having their information shared with exhibitors.
If OCPD handles registration the final reports that will be provided to you 3-5 days prior to activity will include the opt-in list of registrants. You will be responsible for providing those lists directly to exhibitors. Final reports including the opt-in list for exhibitors, will not be provided more than 3-5 days in advance of the activity.

Confirmed exhibitors are permitted to have two representatives present at the exhibit table and can observe the conference; they are not eligible to claim CE credit. If you would like to allow additional medical industry professionals to attend or allow exhibitors to be eligible to claim CE credit, you can consider adding a Medical Industry category to your registration.