

University of Missouri School of Medicine
POLICY ON COMMERCIAL SUPPORT AND EXHIBITS

Representatives of commercial supporters will observe this policy in their contacts with staff, faculty and others involved in the CME activity.

Commercial Support

1. Funding must involve no conditions regarding the selection of topics or speakers for an activity. Company representatives may not make suggestions about potential topics or speakers.
2. Commercial funding must be provided to the CME Office or other University accounts approved by the CME Office, and not directly to speakers or other organizations.
3. The CME Office will acknowledge commercial support in printed announcements and brochures, although reference cannot be made to specific products.
4. The content of slides and educational materials must remain the sole responsibility of the speaker. Such materials may include the name of the commercial supporter, but specific products may not be promoted.
5. Promotional materials may not be displayed or distributed in areas used for educational activities. Representatives of commercial supporters may not engage in promotional activities in these areas.

We have many successful long-term relationships with drug and medical equipment companies, and this policy is not meant to cast any aspersions on their work. However, this office cannot accept commercial funding unless this policy is fully observed. In the long run, it is more important for this office to retain its ACCME accreditation than to receive funding for any particular activity.

Commercial Exhibits

Commercial exhibits are acceptable at CME activities when the planning committee decides to permit them. Exhibits must be conducted according to the following guidelines:

1. Exhibit hours must not overlap with educational sessions, and no activities conducted in the exhibit area may compete with or interfere with educational sessions. No other activities involving attendees, such as focus groups or product demonstrations, may be conducted by exhibiting companies during educational sessions, whether or not these activities occur in the exhibit area.
2. Exhibits must be located in an area that is visually distinct from any area in which educational activities are conducted. However, measures which encourage attendees to visit the exhibit area during appropriate exhibit hours, such as food service, are encouraged. The CME office should do everything possible to make the commercial exhibits successful for exhibitors, while maintaining a clear distinction between commercial and educational areas and activities.
3. All commercial activities must be conducted within the confines of the commercial supporter's exhibit space.
4. Commercial representatives attending educational sessions may not participate in discussion periods.