

PharmaSUG Non-Commercial Policy

Approved: October 28, 2018

Overview

PharmaSUG is a non-profit educational organization. It is the intent of the PharmaSUG Executive Committee that the academic program remain non-commercial in nature. The purpose of this policy is to describe the ways in which commercial activity may and may not be conducted in the context of a PharmaSUG event. Examples are included to help clarify the intent of the policy.

Policy

Presenters must refrain from directly promoting their own business, products, services, books, or other commercial endeavors or those of an employer or other business associate.

This policy does not apply to:

1. Indirect promotion such as the use of company logo or branding on presentation materials, a presenter mentioning her company affiliation or a general description of her role.
2. Presenters who are specifically invited by PharmaSUG to demonstrate their product, promote their book, or provide a sponsored commercial message.
3. Private conversations initiated by a party expressing interest in receiving commercial information.
4. Commercial information or advertising included in conference materials or media as part of a PharmaSUG sponsorship package.

Examples

The following scenarios provide examples to clarify the intent of the above policy and illustrate the types of behavior that are and are not acceptable. This is not intended to be an all-inclusive list.

Acceptable	Not Acceptable
A presenter includes a slide referencing a book he wrote which is directly related to the topic of the presentation.	A presenter includes information in a presentation (either verbally or in writing) about the price of his book or where to purchase it.
A presenter gives a presentation describing how her company's product can be used	A presenter makes a presentation that includes a sales pitch for her company's product or describes the benefits of making a purchase.
A presenter includes his company name, logo, and contact information in his slides.	A presenter includes sales materials, price lists, or advertising within a presentation.
A presenter provides a business card to an attendee who approaches at the end of a paper presentation to ask for more information.	A presenter distributes price lists, flyers, brochures, or other sales material outside the context of the exhibit hall or another private conversation.
An exhibitor hands out general information about how to receive information about available jobs, including summary information about the types of jobs available, locations, etc.	An exhibitor advertises for a particular position (specific job title, position description, etc.) unless specifically solicited by the attendee.
A presenter who also represents an exhibitor mentions that attendees can come visit their	A presenter who also represents an exhibitor mentions that attendees can come visit their

booth for more information about the topic being presented.	booth for information about their products and services.
An exhibitor provides a price list to an attendee who comes to their booth and requests one.	An exhibitor stands near their booth and offers price lists to attendees as they pass by.
A recruiter privately interviews an attendee who initiates a conversation about open positions.	A recruiter solicits an interview from an attendee who visited their booth but did not specifically indicate interest in finding a new job position.