

Continuing Medical Education

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COLLEGE
OF MEDICINE

Exhibit and Advertising Policy

Policy

- Organizations that develop continuing medical education (CME) activities are permitted to sell advertising and exhibit space in conjunction with their activities, but *there must be a clear separation of commercial promotion from education.*
- There must be a signed agreement between the organization or department that develops the CME activity and sells the exhibit space/advertising and the purchaser confirming the terms of the arrangement and assuring that promotional activities will be separated from educational activities. We require copies of these agreements.

Explanation and Clarification

- This requirement pertains to “commercial interests,” which are defined by the Accreditation Council for Continuing Medical Education (ACCME) as “... any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients. The ACCME does not consider providers of clinical service directly to patients to be commercial interests.”
- We recommend that *all* advertisers and exhibitors be treated in a similar fashion, whether they are “commercial interests” or not.
- We require use of the University of Arizona College of Medicine’s standard Letter of Agreement (LOA) for Exhibitors and Advertisers for all directly sponsored CME activities. Joint sponsors may use their own LOA if it contains similar language. The University does not need to sign exhibitor/advertiser LOAs that originate with joint sponsors but we must receive copies of them.
- CME developers and planners should ensure that learners know which events are promotional exhibits and advertisements.
- CME developers may not link support of the educational activity itself with the purchase or receipt of exhibit space or advertising. If a commercial interest seeks to support the educational activity and acquire exhibit space, for example, there should be two separate agreements and two signed LOAs submitted to us.
- While commercial support, including purchase of exhibit space, may be acknowledged, there should be no mention of a supporter or advertiser’s branded products in any educational materials.
- Organizations or departments that develop CME activities may use exhibit and advertising revenues to meet operating needs, including CME expenses, but such payments must come from general organizational funds and not be associated with a specific commercial interest.