

## **ASHRAE Conference Commercialism Policy**

**Commercialism** is the inclusion of **visual, written, or verbal references** to any organization for the promotion or commercial advantage of that organization or the commercial disadvantage of a competing organization.

The Conferences and Expositions Committee will strictly enforce this policy for ASHRAE papers, presentations, and/or research documentation at the ASHRAE Winter and Annual Conferences and Specialty Conferences.

### **What is Not Allowed:**

- a. References or displays of trade names, logos or products provided by an HVAC&R related commercial organization, except as described in the “What is Allowed” section below. Such organizations shall include, but not be limited to: manufacturers, sales representatives, consulting firms, software/hardware providers, and contracting firms.
- b. Inference that ASHRAE approves or endorses any product, software or system for any reason, even if the product, software or system complies with an ASHRAE standard. The ASHRAE Logo may not be used without prior express permission from the Society.
- c. Copies of papers or portions thereof, draft position papers or recommendations, brochures, or other information SHALL NOT be made available at ASHRAE conference sessions without prior express permission from the Conferences and Expositions Committee.
- d. Clothing containing commercial logos, trade names or other commercial information can not be worn while presenting.
- e. Product presentations that feature particular companies or products are not permitted, even if the company or product is not specifically referenced by name.

### **What is Allowed:**

- a. First slide or presentation introductions: This may include the name of author(s)/presenter(s) and their e-mail addresses, their affiliations, companies, supporting organizations, sponsoring technical committee, and corporate logo. For case studies, with permission from the study subject, the slide or presentation introduction may also reference the facility owner, facility or site of the study.
- b. Research, programs, case studies, statements, policy, and/or legislation from any organization may be referenced only in order to maintain presentation clarity and relevance. Research, programs, policy, legislation or name of organizations, software, government agencies and government-sponsored agencies may be referenced only in order to maintain presentation clarity and relevance. Promotion or endorsement is prohibited and shall be excluded at the discretion of the Conferences and Expositions Committee Chair or the Chair’s representative. Reference to Universities, Research agencies, Government agencies, Government-sponsored agencies, and/or non-profit organizations shall be allowed as long as the reference is non-biased in nature, germane to the focus of the publication/presentation, and does not imply an ASHRAE endorsement of a product and/or service.
- c. Presentations may include reference to commercial software products and may include performance data of the inclusion of such references and data is necessary to illustrate use of the software.
- d. Trade or company names and/or logos of historical nature may be allowed where the featured equipment or its lineage is no longer manufactured, and the company and/or product names are used in the context of their historical development.
- e. Trade or company names and/or logos NOT related to the HVAC&R industry provided recognition of these items in not intended to be promotional, ASHRAE endorsement is not conveyed, and there is not implication that the audience is required to use the commercial entity.
- f. Specific reference may be made to industry-related standards, test methods and codes. Some examples include ANSI Z21.19-2002, UL 425, AHRI 1110-2006, NFPA 20-2010 etc.
- g. Make, model or sole source of critical test instrumentation, engineering software, reagents or apparatus may be identified as a footnote, so that others may duplicate the testing.
- h. The presenter’s name and email address may appear on the last slide (no phone number, company name or title allowed).

### **Policy Enforcement:**

- a. The Conferences and Expositions Committee coordinates the review of all papers and presentations prior to publication or presentation. The Committee shall review all presentation materials. Nonconforming items within the presentation materials must be deleted by the presenter or the material will not be allowed to be presented.
- b. Exemptions for special cases will require the written approval of the Conferences and Expositions Committee Chair prior to the start of the Conference.

Revised June 22, 2013