

### Keeping Commercialism Out of Chapter Meetings, Technical Sessions, Seminars or Other Events

Commercialism is deemed to be 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. Chapters should request a copy of the speaker's presentation weeks in advance of their chapter meeting, tech session or seminar to preview the presentation. The chapter must notify the speaker if there is commercialism in the presentation (other than the first slide); this will also ensure that the speaker is aware of the ASHRAE's Commercialism Policy and Guidelines (See Appendix FF).

#### What Is Not Allowed:

- References to companies, universities, consulting firms, contracting agencies, research agencies, government agencies and government-sponsored agencies.
- Inclusions of trade names, names of software, logos or other readily recognized identifiers.
- 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.
- Copies of papers or portions thereof, draft position papers or recommendations, brochures, or other information SHALL NOT be made available at ASHRAE technical sessions, symposia, seminars, or forums.
- Seminar "papers" can be handed out after the session is over or distributed on TC websites, but they must comply with the ASHRAE commercialism policy; Technical and symposia papers are sold by ASHRAE (See Appendix FF).

#### What Is Allowed:

- On the first slide, the presenter's listing may include the name of the author(s)/presenter(s), their affiliations, companies, supporting organizations, sponsoring technical committee, and corporate logo. For case studies, with permission from the study subject, the slide may also reference the facility owner, facility or site of the study. Basically, anything can go on the first slide.

**Example of  
First Presentation Slide:**

Speaker's Name  
Company's logo, sponsors, etc.  
All commercialism goes here (on  
the first slide only).

- Bibliographies are allowed, but they must be the last slide. It must be true bibliography and not a list of all publications from a single organization. Trade or company names and/or logos of historical nature.

## MANUAL FOR CHAPTER OPERATIONS

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- Specific reference may be made to industry-related standards, test methods and codes.
- Make, model or sole source of **critical** test instrumentation, reagents or apparatus may be identified as a footnote.
- The 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.

### Things to Watch Out For:

- Logos and watermarks on presentation slides.
- Photographs of equipment with names and logos.
- Building signs (especially if the organization competes with other organizations that are likely to be involved in ASHRAE).
- Names or logos on software screen displays – photos of displays or LCD projection systems.
- Do not imply that ASHRAE approves or endorses a product because it complies with an ASHRAE standard or for other reasons.
- Do not hand out materials at sessions.
- Use generic names.
- Be aware of what you are photographing.
- Cover product logos before you photograph.
- Look at your software displays.