

## ASHRAE Conference Presentation Policy

**Commercialism** is the inclusion of **visual, written, or verbal references** to any organization that may imply promoting or giving a commercial advantage to one organization or a commercial disadvantage to 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 Topical Conferences.

### What is Not Allowed:

- a. References or displays of trade names, logos or products provided by an HVAC&R related commercial organization, hyperlinks, 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, contracting firms, and universities.
- b. Implying 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 shall not be worn while presenting or in photos for the Virtual Conference program. If the photo does not comply with this Policy, a replacement photo must be taken in the Speakers' Lounge prior to presenting, and be compliant with this Policy.
- e. Product presentations that feature companies or products are not permitted, even if the company or product is not specifically referenced by name. Presentation shall not reference proprietary options or equipment performance that other manufacturers cannot match unless the referenced entities are compared to similar products by evidencing advantages and disadvantages.
- f. Active hyperlinks, including but not limited to websites, emails, or documents.
- g. Images of product specific or non-industry-related Magazine, Journal, Standard or other published documents.

### What is Allowed:

- a. 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.
- b. Presentations may include logos and the names of computer hardware, operating systems, browsers, word processing programs, spreadsheets, presentation programs, etc., since the intent of the presentation is to examine HVAC&R technology, not to promote information management technology. Demonstrations of software used in the HVAC&R industry may include reference to commercial products and may include performance data if the inclusion of such references and data are necessary to illustrate use of the software.
- c. 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.
- d. Trade or company names and/or logos NOT related to the HVAC&R industry provided recognition of these items is 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.
- e. QR codes with explicit URLs, provided that all texts and images linked by the QR codes are also present in the presentation, and that they comply with this Policy.
- f. Specific reference may be made to industry-related standards, test methods and codes. Images of industry-related non-manufacturer non-product specific codes, standards, and guidelines publication covers are allowed. 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. References made within the presentation may be done via a bibliography or footnote. If research is being presented, that research should NOT be included in the bibliography.

**Slide Requirements:**

- a. First slide: Presentation introductions. Session type, number and title must be included on this slide. 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. Second slide: Shall contain the AIA Disclaimer and Learning Objectives for the entire session.
- c. Third Slide: Acknowledgements slide used to thank others for their help in the research or preparation of the presentation(optional). Only include name and affiliations. No images, logos, emails or phone numbers allowed. Presenters should refrain from any religious and/or political statements for commercialism reasons. Potential Bias Disclosure(s) must be listed here.
- d. Second to last slide: Bibliography (optional).
- e. Third to last slide: Conclusions (optional)
- f. Questions slide: Shall include the text “Questions?”. May include presenter’s name, accreditation, and email address as well as co-authors’ names and email addresses; images must comply with this Policy. 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 January 31, 2023