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| <i>Policy #:</i> | <b>12.0</b>   | <i>Origination Date:</i>      | 2004         |
| <i>Subject:</i>  | <b>Promotion &amp; Marketing CME<br/>Activities</b> | <i>Date of Last Revision:</i> | October 2015 |

### **Marketing for CME Activities**

The OCME will determine the marketing strategy and support for each activity it plans and executes. Under the direction of the OCME Director, the Programs Manager will determine the marketing initiatives that best suit each activity.

### **Separation of Educational Activities and Commercial Promotion**

Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME/CE activities.

- Exhibit fees shall be separate and distinct from educational grants (not considered commercial support). Exhibitors should sign Inova OCME's Exhibitor Form/Contract and this should be upload to ICMES by the appropriate CME staff member
- Exhibit fees shall be set by Inova for each activity and will be standard for that activity; potential exhibitors shall have equal access to purchasing exhibit space (first come-first serve).

- All exhibitors must be in a room or area separate from the education and the exhibits must not interfere or in any way compete with the learning experience prior to, during, or immediately after the activity.
- Exhibitors will be provided with a standard table top in which they can display their items.
- Commercial interest (pharmaceutical) representatives may attend CME activities at the discretion of Inova for the direct purpose of the representatives' own education; however, they may not engage in sales or marketing activities while in the space or place of the educational activity. Representatives must remove badges/bags/paraphernalia that reveals what commercial entity they work for.

