Commercialism Rules for the Pan Pacific Symposium

Commercialism Defined:
Commercialism is the inclusion in a paper and/or presentation of written or visual references to any company or organization for the promotion or commercial advantage of the presenting company or the commercial disadvantage of a competing company.

These Commercialism Rules Apply to the Following:
Papers and Presentations.

Company Names and Logos: Excessive use of the presenting company’s name or logo is prohibited. The names or logos of any company supplying goods or services or any competing company is also prohibited. Paper and presentation templates provided by the SMTA shall be used for papers and presentations.

Names: Use of brand names, product names, trade names, or trademarks is prohibited. Use of industry accepted generic descriptions or neutral designations such as Type A, Type B, Type C, etc. is acceptable.

Products and Services: Discussions of the presenting company’s products and/or services are prohibited unless they pertain to the data or information being published. Any discussion of a competitor’s products and/or services is prohibited.

Comparisons: General comparisons of products and services are prohibited. Generic comparisons that are supported by data may be allowed.

Graphics: Any graphic that promotes a product and/or service is prohibited.

Confidential Information: Publishing confidential (i.e. proprietary) information about and/or from other companies, especially competitors, is strictly prohibited.

SMTA Endorsements: Any inference that the SMTA endorses or approves any company, product, service or equipment is strictly prohibited.

Corrective Action:
Authors will be asked to correct papers and/or presentations that violate these rules as defined above. The SMTA reserves the right to reject any paper and/or presentation for violating these rules.