

## **Guidelines for Soliciting / Accepting Commercial Support for Accredited CME Activities**

Funds from commercial source should be made payable to the CME provider (Northwestern University Feinberg School of Medicine) unless the Office of CME has provided alternative arrangements for funds to be distributed to the school's affiliates or a joint/co-sponsor. No funds may flow directly to any speaker or other CME activity participants.

Product names should not appear in any promotional material for the educational activity, but acknowledgment of the grantor is permissible, including corporate logo.

Educational activities should be balanced and planned with an absence of commercial bias.

There should be a definite separation of promotion from education (no selling or advertising in the room in which education is taking place).

A signed commercial support agreement should be obtained from each source of funding.

Speakers are required to inform the audience when they discuss off-label or non-FDA approved uses of medicals.

Generic names are preferred and if brand names are used, multiple names/therapies should be mention.

Commercial supporters cannot control the planning, content or execution of accredited CME activities.

Exhibit placement may not be a condition of receiving commercial support.