

The problem faced by the AMA is detailed as follows in a memorandum written by one of their committee chairmen: "By this definition (meaning sponsored by the manufacturer of the drug), approximately 80 percent of the scientific exhibits at the AMA meeting are promotional and probably half of these are in noncompliance with the regulations for the labeling of pharmaceutical products as set forth in the Federal Register."

Cost of Scientific Exhibits

In the same memorandum, the author estimated that the total cost of a scientific exhibit is \$5,000 to \$40,000 and concluded: "few physicians or scientific investigators can afford to have an exhibit unless they receive financial support. In the past, large clinics and medical centers supported exhibits as part of their public relations and professional education programs. The source of these funds has been severely reduced lately. Some exhibits have been supported by professional societies and lay health organizations, but too often these organizations are more interested in recruiting members and raising funds than in educating physicians. Support from the Federal Government through National Institutes of Health, Armed Forces Institute of Pathology, the Food and Drug Administration and the military forces has helped in the past, but this has been greatly reduced. The only other source of financing exhibits has been pharmaceutical companies. Either directly or indirectly this pays about 80 percent of the cost of the scientific exhibits."