

PURCHASER OF THE EXHIBIT SPACE.

SCIENTIFIC EXHIBITS WHICH ARE SUPPORTED BY DRUG COMPANIES MAY BE PREPARED BY DRUG COMPANIES, BY THE INDIVIDUAL OR INDIVIDUALS WHO CONDUCTED THE RESEARCH OR BY AN EXHIBIT FIRM RETAINED DIRECTLY BY THE INVESTIGATOR AND REIMBURSED BY THE DRUG COMPANY. ALTHOUGH THE DRUG COMPANY MAY EXERCISE SOME CONTROL OVER THE FORMAT USED FOR EXHIBITS WHICH IT SPONSORS, THE DATA AND CONCLUSIONS WHICH ARE THE BASIS OF THE EXHIBIT WOULD REMAIN THE RESPONSIBILITY OF THE INVESTIGATOR. IN THIS CONNECTION, I SHOULD MENTION THAT ALTHOUGH A DRUG COMPANY MIGHT EXERCISE CONTROL OVER THE EXHIBIT FORMAT IN ORDER TO INSURE EFFECTIVE VISUAL PRESENTATION OF THE MATERIAL, THE ACADEMY PLACES RESTRICTIONS ON THE FORMAT OF EXHIBITS PRESENTED AT OUR MEETING IN ORDER TO INSURE THAT THIS MATERIAL IS NOT PRESENTED IN A BIASED MANNER WHICH WOULD GIVE SPECIAL EMPHASIS TO A PARTICULAR DRUG. FOR EXAMPLE, THE ACADEMY'S REGULATIONS STATE: "COMPARISONS OF EFFICACY, CONTRAINDICATIONS, MODES OF ADMINISTRATION, ET CETERA, BETWEEN COMPETITIVE DRUGS SHALL BE FULLY PRESENTED. EDITORIAL CONCLUSIONS SHOULD BE MADE WITH ETHICAL RESTRAINT." OUR REGULATIONS FURTHER PROVIDE THAT "ALL GENERIC DESIGNATIONS OF COMPETITIVE DRUGS SHALL BE USED WITH EQUAL EMHASIS ON HEIGHT, WEIGHT, COLOR OR TYPE FACE OF LETTERING."

SCIENTIFIC EXHIBITS OTHER THAN THOSE SUPPORTED BY DRUG COMPANIES WOULD BE PREPARED BY THE INVESTIGATOR OR THE INSTITUTION OR AGENCY INVOLVED. FOR EXAMPLE, ONE OF THE EXHIBITS WHICH WON AN AWARD FOR EXCELLENCE AT OUR 1975 SCIENTIFIC ASSEMBLY WAS PREPARED SOLEY BY THE INVESTIGATOR, WHO HAND-PRINTED HIS DATA ON POSTER BOARD.