

14240 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

ACADEMY REGULATIONS FOR SCIENTIFIC EXHIBITS

1. The author or authors of the exhibit shall be fully responsible for the content, arrangement and presentation of all data in the exhibit.
2. Except in rare emergency situations, one of the authors of the scientific exhibit is expected to be present at the Assembly and in charge of the exhibit. If this is not possible, the applicant (exhibitor) is expected to inform the Academy promptly. The exhibit *must* be staffed by a qualified demonstrator during the "open" hours of the Assembly.
3. An exact transcript of all copy to appear in the exhibit together with a photograph or sketch, must be submitted before any favorable action may be taken on the application. If this cannot be done, a full outline must be given in the attached application.
4. Accurate, well-documented and up-to-date pharmaceutical research provides needed medical information. Exhibits based on such data are welcome; however, they must be presented in an ethical manner. Comparisons of efficacy, contraindications, modes of administration, *et cetera*, between competitive drugs shall be fully presented. Editorial conclusions should be made with ethical restraint.
5. Only generic names of drugs and other products may be used in the body of the exhibit. The first appearance of the generic name may be marked by an asterisk, with the brand name of the product as a footnote at the bottom of the exhibit, not exceeding $\frac{1}{2}$ " in height. (When a number of different products appear in the exhibit copy, exception to this rule may be granted at the discretion of the committee.) Commercial product names are not permitted in the title of an exhibit.
6. All generic designations of competitive drugs shall be used with equal emphasis on height, weight, color or type face of lettering.
7. Devices designed only to attract attention, through the use of motion, sound, excessive illumination or flagrant use of color should be avoided. This does not imply that an exhibit may not be attractive or employ any legitimate device to emphasize or clarify its data.
8. Sound movies or recordings may be used only if they do not detract from adjoining exhibits, and are located in the exhibit to avoid blocking the aisle. Intent to use such devices should be clearly stated at the time application is made.
9. No reference to or credit for financial aid shall be indicated in the exhibit.
10. Sales representatives of commercial firms are not permitted to staff a scientific exhibit at any time.
11. Exhibitors are encouraged to discuss their work with visiting physicians, both singly and in groups. It is expected that these discussions, like the exhibit itself, will be marked by ethical restraint and that presentations will be made in a manner that in no way disrupts or detracts from adjoining presentations.