

# Industry Sponsor & Exhibitor Application Guidelines

**The Academic Consortium of Integrative Medicine & Health** (hereinafter referred to as the Consortium) meetings are educational communication of new scientific knowledge and to advance the practice of integrative medicine. The foremost concern of the Consortium is preservation of the scientific integrity and educational value of our meetings. To this end, we invite organizations to support and participate in Consortium meetings in a manner that complies with the requirements described in this policy and related documents.

The Consortium has determined that including industry vendors as exhibitors and sponsors has several advantages:

- Supports the financial success and sustainability of the meeting.
- Provides a service to attendees by providing access to company representatives.
- Adds to the educational content of the Congress as vendors are encouraged to share scientific resources relevant to their product.

In order to ensure these goals are met in a way that is cohesive with the academic, philosophical and ethical mission of the Consortium, the following guidelines are proposed for consideration:

## 1. Eligibility to Sponsor and/or Exhibit:

The Consortium reserves the exclusive and total right to control all aspects of the conduct of its scientific conferences and specifically reserves the right to determine the acceptability of applications for sponsorship and/or exhibit space. Brands that exhibit at and/or underwrite our conference are not only a good philosophical fit but also represent the best products and services that can serve the health and wellness of our attendees and their patients.

## 2. Service Organizations will be Assessed on the Following Criteria:

- a. The applicant's products or services are of professional or educational interest or benefit to the registrants and are, in the opinion of the Consortium, related to the field of integrative medicine.
- b. The applicant's goods or services to be promoted or exhibited must be in line with the Consortium's scientific or public policies, positions, and statements or guidelines.
- c. The applicant is reasonably determined by the Consortium to be highly ethical and reputable, and the goods and services to be promoted or exhibited are reasonably believed by the Consortium not to be harmful, illegal, ineffective, fraudulent or based on non-proven science.
- d. Applicants providing laboratory testing should:
  - I. Be licensed by CLIA, the federal agency regulating laboratories and follow stringent quality assurance practices.
  - II. Allow clinicians to tailor the tests based on clinical assessment and professional judgment.
  - III. Follow ethical financial and marketing practices.
- e. Supplements, food items and topical preparations should:
  - I. Provide evidence of strict attention to quality and good manufacturing practices.
  - II. Be based on scientific rigor in their proposed use and dosing - any health or medical claims made in product promotion must be evidence-based, and in compliance with FDA and FTC regulations.
  - III. Brand values and product/service quality should extend to applicant's parent and holding companies.
  - IV. Companies should be in good standing with global regulating agencies, and have demonstrably good practices in quality, health, social and environmental regards.
  - V. Supplements should meet requirements as set out by the Dietary Supplement and Health Education Act.
  - VI. Other criteria are as follows: no genetically modified soy, or other GMO products, soy protein isolate, hydrogenated trans fats, fructose or high

fructose corn syrup, artificial flavors, artificial colors, artificial sweeteners, glandular ingredients in supplements, phthalates, parabens, nitrates, nitrites, or sulfites. Preference will be given to companies that meet the following standards: whole soy, whole foods, natural pressed oils, and organic.

## 3. All Applications Must Meet these Requirements:

- a. The applicant agrees to comply with the International Congress Rules and Regulations governing scientific conferences and be in compliance with ACCME Standards for Commercial Support.
- b. The application and required documents must be completely and accurately filled out. Incomplete applications will not be processed.
- c. Samples of brochures and scientific studies to be promoted or exhibited should be submitted with the application.
- d. Sales and order taking at exhibits are permitted if transactions are conducted in a manner consistent with the professional nature of the meeting. The exhibitor is responsible for any permits, occupational licenses and city/state sales taxes, if applicable. The Consortium reserves the right to restrict sales activities that it deems inappropriate or unprofessional. Notification of intent to have sales transactions must be noted on the application.
- e. Sponsors and exhibitors may distribute non-pharmaceutical samples of their listed products to the International Congress attendees as outlined in the sponsor benefits and/or Rules & Regulations. Sponsors and/or exhibitors must have written approval from the International Congress in order to distribute items other than product samples or educational material.
- f. Applications may be refused or sponsorship category/booth space restricted due to limitations or other reasons determined by the Consortium.
- g. Upon submitting an application for sponsorship or exhibit space, the applicant agrees that the information contained in the Sponsor and Exhibitor Opportunities brochure and the International Congress Rules and Regulations are an integral and binding part of the exhibit space contract and that it is the responsibility of the exhibiting company to distribute information to ensure that all individuals involved in the fulfillment are aware of the Sponsor & Exhibitor Rules and Regulations governing Consortium scientific conferences.

