

## **Commercial Support and Exhibitor Policy**

### **Purpose**

This policy outlines the guidelines for the acceptance and management of commercial support, advertising, exhibits, sponsorships, and other external revenue in accredited continuing medical education (CME) activities in accordance with the ACCME Standards for Integrity and Independence in Accredited Continuing Education. The policy ensures that CME activities are free from commercial influence and maintain educational integrity, transparency, and independence.

The Office of Continuing Professional Development (OCPD) is responsible for managing all commercial support, advertising, exhibits, and sponsorship activities. Activities receiving non-commercial support must consult with OCPD before any promotion, solicitation, or acceptance of non-commercial funds. OCPD, at its sole discretion, will determine the oversight and management of non-commercial support funding.

OCPD will work with course directors to establish the financial viability of the course and the proposed budget. OCPD will retain a portion of revenue from commercial support, advertising, exhibits, and sponsorship activities to support the operational expenses of accredited continuing education.

---

### **Definition of Commercial Support and Exhibitors**

- **Commercial Support:** Financial or in-kind contributions given by an ineligible company (as defined by ACCME) that are used to pay for all or part of the costs of a CME activity.
- **Non-Commercial Support:** Financial or in-kind contributions given by an eligible company or organization that are used to pay for all or part of the costs of a CME activity. This may include support from hospital partners, community service organizations, other SIUSOM offices, and departments.
- **Exhibitors:** Companies or organizations (including ineligible companies) that purchase exhibit space, advertise, or participate in associated ancillary activities at a CME activity.

---

OCPD is responsible for ensuring that the education remains independent of the ineligible company and that the support does not result in commercial bias or commercial influence in the education. Financial support cannot establish a financial relationship between the ineligible company and planners, faculty, and others in control of content of the education.

1. Decision-making and disbursement: OCPD must make all decisions regarding the receipt and disbursement of the commercial support.
  - a. Ineligible companies must not pay directly for any of the expenses related to the education or the learners.
  - b. Commercial support may be used to fund honoraria or travel expenses of planners, faculty, and others in control of content for those roles only.

c. Commercial support cannot pay for travel, lodging, honoraria, or personal expenses for individual learners or groups of learners in accredited education.

Commercial support may be used to defray or eliminate the cost of the education for *all* learners.

2. Agreement: The terms, conditions, and purposes of the commercial support must be documented in an agreement between the ineligible company and OCPD. The agreement must be executed prior to the start of the accredited education.

3. Accountability: OCPD must keep a record of the amount or kind of commercial support received and how it was used, and must produce that accounting, upon request, by ACCME or by the ineligible company that provided the commercial support.

4. Disclosure to learners: The accredited provider must disclose to the learners the name(s) of the ineligible company(ies) that gave the commercial support, and the nature of the support if it was in-kind, prior to the learners engaging in the education. Disclosure must not include the ineligible companies' corporate or product logos, trade names, or product group messages.

### **Enforcement and Review**

Southern Illinois University School of Medicine reserves the right to refuse or discontinue commercial support or exhibitor relationships that conflict with this policy or ACCME Standards. This policy will be reviewed annually and updated as needed to ensure continued compliance.

Last Updated 1/5/2026