



ACTRIMS provides educational programs that allow physicians, scientists, researchers, analysts, faculty, physicians-in-training, and allied health professionals to share and receive information on advances in research and treatment in MS. Guidelines and sanctions will be enforced to ensure that there are no disruptions and the program goals are met.

The guidelines below highlight issues to keep in mind throughout the ACTRIMS program and are subject to change without prior notice. Refer to the program website for additional information.

Guidelines for Industry Display and Advertising

For further details on industry display and advertising, please refer to the official *Exhibitor Kit and/or ACTRIMS Forum Industry Supporter Manual*.

GUIDELINE/LAW COMPLIANCE

It is the responsibility of industry and non-industry (as applicable) companies participating in ACTRIMS programs to understand fully and abide by all applicable federal and local regulations which may include the following as well as others:

- [Centers for Medicare & Medicaid Services www.cms.gov](http://www.cms.gov)
- Accreditation Council for Continuing Medical Education (ACCME) Standards for Commercial Support www.accme.org
- United States Food and Drug Administration (FDA) www.fda.gov
- United States Office of Inspector General Compliance Program, Guidance for Pharmaceutical Manufacturers (OIG) oig.hhs.gov
- Pharmaceutical Research and Manufacturers of America (PhRMA) Code on Interactions with Healthcare Professionals (PhRMA Code) www.phrma.org
- Applicable state and federal laws governing gifts to physicians/healthcare professionals

IN-BOOTH PROMOTION

The following promotional practices are prohibited (this list is **not** exhaustive):

- Press conference or filming in exhibit area not in accordance with *Guidelines for Press & Media*
- Use of microphones, unless approved by ACTRIMS
- Unauthorized giveaway items
- Distribution of lanyards
- Illegal raffles and drawings in accordance with state and federal laws
- Photography of any kind outside of your own booth unless contracted with the ACTRIMS official photographer or pre-approved by ACTRIMS
- Live music and live entertainment

- Excessive noise levels for pre-recorded music or presentations

SOLICITATION/SALES

All solicitation, sales presentations, equipment demonstrations, and transactions must be conducted within the assigned booth space and may not be conducted in the aisles or any other area of the exhibit hall. Exhibitors are responsible for filing the appropriate state sales tax documents.

PROMOTION & SIGNS

- Door drops are prohibited at the contracted ACTRIMS headquarter hotel unless approved by ACTRIMS.
- Any other promotions requiring entrance to guest rooms at the ACTRIMS headquarter hotel, such as mirror clings, are strictly prohibited.
- Announcements, promotions, invitations and other related materials for approved meetings must indicate the name of the organizer. These materials must include the following statement: *“This meeting is not part of the ACTRIMS Forum 2018.”*
- All materials (printed or electronic) must be submitted to ACTRIMS for approval prior to distribution. Should the final version not conform to ACTRIMS requirements, ACTRIMS will require that it be withdrawn and reprinted at the industry representative’s expense.
- Signage and promotional activity is limited to assigned industry booth space in the exhibit hall.
- Non-ACTRIMS meeting organizers may produce one easel sign at their expense to place outside their assigned meeting room listing the name of the function. Only corporate logos are permitted. No product logos. Refer to the *Guidelines for Non-ACTRIMS Meetings* for more information.
- Any industry promotion or advertising within or adhered to the ACTRIMS headquarter hotel is prohibited.
- ACTRIMS reserves the right to remove any signage or stop any promotional activity that does not meet the above guidelines.