

Purpose

This policy addresses the conduct of commercial exhibitors at live/virtual CME activities and adheres to the guideless outlined in the ACCME Standards for Integrity and Independence in Accredited Continuing Education ([Standard 5](#)) and Pharmaceutical Research and Manufactures of America (PhRMA) Code on Interactions with Healthcare Professionals.

The [PhRMA Code on Interactions with Healthcare Professionals](#), revised on August 2021, reaffirms that all interactions between company representatives and healthcare professionals “should be focused on informing the healthcare professionals about products, providing scientific and educational information, and supporting radical research and education.”

Policy

Bridgeport Hospital will collect an “exhibit fee” from a company wishing to set up a display table/virtual room at the live activity. This fee is in addition to any funds that were given in the form of an education grant and **must be received prior to the activity.**

The Exhibit area may not be in the obligatory pathway of physicians coming to and from the educational activity. It will be kept separate from the education portion of the event.

Displays must be educational in nature. Consistent with the changes adopted in August 2021, any non-educational items (such as pens, mugs and other “reminder” objects typically adorned with a company or product logo) are strictly prohibited.

Refunds are not permitted in the event that your company has to cancel their display.

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