

Marketing Guidelines

1. Advertisement and promotion of a CME activity will be done by CME Program Office on the SCOPE's official website and social media forums.
2. Faculty will not be allowed in the active promotion of an activity.
3. CME Program Office should focus on an activity's subject matter rather than venue.
4. Brochures/ flyers designed by CME Program Office should not have commercial marketing or product messaging including logos etc.
5. There would be limited promotion; only title, date and location of a CME activity would be mentioned.
6. Approval should be sought by CME Planning Committee and CME Program Office before embarking on promotional activities.
7. Commercial supporters are not authorized to market CME activities on their websites and neither would their staff engage in any such pursuit.
8. Non-CME elements i.e., schedules, content description etc. that are not linked with a CME activity may contain the promotional material or product-specific advertisement, if requested.
9. Interleaving advertisements or promotional material within the pages of CME content is prohibited. Advertisements or promotional material may face the first or last pages of printed CME content.
10. Advertisements and promotional materials should not be allowed to feature on computer screen, neither be interleaved between "windows".
11. Shifa Foundation solely controls the website and promotional activities are prohibited. A commercial supporter is not allowed to take part in the development of our activity's website.
12. Educational content cannot include any web-links of pharmaceuticals or manufacturers and no ads and pop-ups are allowed during an activity.
13. Official CME laptop/computer/system would be used for computer-based activities.
14. Advertisements should not be listed within a CME activity, as there are NO "commercial breaks" included.
15. Advertisements or promotional materials would not be allowed to be displayed or distributed in academic area IMMEDIATELY BEFORE, DURING, or AFTER a CME activity.
16. CME Program Office SHOULD NOT encourage learners to interact with exhibitors and/or promotional activities.
17. Commercial supporters could attend an academic activity by removing their company badges.
18. The participation of a commercial supporter within an academic area/ activity would be of an observer ONLY.
19. The commercial supporter would not be allowed to participate during Q&A sessions.
20. While attending an academic activity, a commercial supporter would not carry out sales/ marketing activities.
21. Advertisement(s) within the pages of an article, questions or evaluation materials is prohibited.