

## **TESKON Commercialism Policy\***

Commercialism is the inclusion of visual, written, or verbal references to any organization for the promotion or commercial advantage of that organization or the commercial disadvantage of a competing organization.

The Organizing Committee will strictly enforce this policy for papers, presentations, and/or research documentation at the TESKON Conferences.

### **What is Not Allowed:**

- a. References or displays of trade names, logos or products provided by an HVAC&R related commercial organization, except as described in the “What is Allowed” section below. Such organizations shall include, but not be limited to: manufacturers, sales representatives, consulting firms, software/hardware providers, and contracting firms.
- b. Copies of papers or portions thereof, draft position papers or recommendations, brochures, or other information SHALL NOT be made available at Conference sessions without prior express permission from the Organizing Committee.
- c. Clothing containing commercial logos, trade names or other commercial information can not be worn while presenting.
- d. Product presentations that feature particular companies or products are not permitted, even if the company or product is not specifically referenced by name.

### **What is Allowed:**

- a. First slide or presentation introductions: This may include the name of author(s)/presenter(s) and their e-mail addresses, their affiliations, companies, supporting organizations, sponsoring technical committee, and corporate logo. For case studies, with permission from the study subject, the slide or presentation introduction may also reference the facility owner, facility or site of the study.
- b. Research, programs, case studies, statements, policy, and/or legislation from any organization may be referenced only in order to maintain presentation clarity and relevance. Research, programs, policy, legislation or name of organizations, software, government agencies and government-sponsored agencies may be referenced only in order to maintain presentation clarity and relevance. Reference to Universities, Research agencies, Government agencies, Government-sponsored agencies, and/or non-profit organizations shall be allowed as long as the reference is non-biased in nature, germane to the focus of the publication/presentation.
- c. Presentations may include reference to commercial software products and may include performance data of the inclusion of such references and data is necessary to illustrate use of the software.
- d. Trade or company names and/or logos of historical nature may be allowed where the featured equipment or its lineage is no longer manufactured, and the company and/or product names are used in the context of their historical development.

e. Trade or company names and/or logos NOT related to the HVAC&R industry provided recognition of these items is not intended to be promotional, and there is no implication that the audience is required to use the commercial entity.

f. Specific reference may be made to industry-related standards, test methods and codes. Some examples include ANSI Z21.19-2002, UL 425, AHRI 1110-2006, NFPA 20-2010 etc.

g. Make, model or sole source of critical test instrumentation, engineering software, reagents or apparatus may be identified as a footnote, so that others may duplicate the testing.

h. The presenter's name and email address may appear on the last slide (no phone number, company name or title allowed).

**Policy Enforcement:**

a. The Organizing Committee coordinates the review of all papers and presentations prior to publication. The Committee shall review all presentation materials. Nonconforming items within the presentation materials must be deleted by the presenter or the material will not be allowed to be presented.

b. Exemptions for special cases will require the written approval of the Organizing Committee prior to the start of the Conference.

\* Adopted from ASHRAE Conference Commercialism Policy  
([www.ashrae.org/File%20Library/docLib/Montreal/](http://www.ashrae.org/File%20Library/docLib/Montreal/)).