

Commercialism Policy for IEEE EMC Society Symposium Technical Program

Reference: Appendix L of IEEE EMCS Operations, Policy and Procedures Manual

It is the policy of the EMC Society that commercialism shall be prohibited in all technical presentations given during the annual symposium, whether these presentations be given in the technical session papers, workshops/tutorials, and experiment/demonstrations. This applies to the written paper or notes as well as the oral presentation. The goal with this policy is to prevent subtle “sales pitches” and overtly commercial presentations that do not maintain the integrity of a high quality symposium technical program. Symposium technical session chairs and all speakers shall be informed of this policy in writing.

Before publication, supporting content for the technical session papers, workshops/tutorials, and experiments/demonstrations provided for the advance and final programs shall be reviewed by the Symposium Committee for commercialism, and rejected or revised if necessary.

Guidelines: The following is a series of guidelines that may be used by the local Symposium Committees in reviewing technical session papers, workshops/tutorials, and experiments/demonstrations.

- Authors' name, company name, address, phone number, fax number, and e-mail address may be on the first slide only.
- All subsequent slides may have only **ONE** small (discreet) company logotype in the margin of each slide. No name, address and phone number.
- Small is defined as less than 3% of the total image area.
- The company logotype shall not be used in a watermark fashion.
- All material published related to technical session papers, workshops/tutorials, and experiments/demonstrations must adhere to the above requirements.
- Material published in the Symposium Record may contain name, company, address, and phone number on the first page only. No logotypes may be used, and no additional mention may be made of the company except as necessary for the technical content of the paper.
- Authors and presenters shall refrain from making statements implying that their company's product or service is better than others, or that such products and services are necessary.
- Frequent references to trade names shall be considered commercial and shall not be permitted during a presentation in technical session papers, workshops/tutorials, and experiments/demonstrations. Session Chairs may stop a presentation that violates this requirement.