

# Guidelines for Industry Abstracts

## COMMERCIAL INFLUENCE AND BIAS

From EACCME Criteria for the Accreditation of Live Educational Events (LEEs)

### General principles:

- the education provided must be free of any commercial influence or bias
- the education provided must be free of any form of advertising
- educational sponsorship must be provided through an unrestricted educational sponsorship
- educational materials provided entirely by a pharmaceutical or medical equipment industry will not be considered for accreditation
- as a general principle, all scientific content of an activity must be clearly separated from the commercial component

**All educational material must be free of any form of advertising and any form of bias.**

The EACCME® will reject any application that, in its opinion, includes advertising of any product or company directly related to any educational material.

**Specific examples that will lead to automatic rejection of an application include:**

- the use of a sponsor's name, brand name, or product name in the title of the scientific program, a scientific session, or a scientific lecture

- the display of brand names and/or individual company logos in scientific lectures or in the scientific program
- the name of a speaker from industry in the scientific program, a scientific session, or a scientific lecture
- the use of the brand or product name of the equipment/software used during hands-on sessions in the title of the scientific program, a scientific session, or a scientific lecture