

### Introduction

Although commerce is a driving force in technology development, commercialism is restricted at MTI meetings (short courses, structured forums, and other formal or informal presentations). Indicators of sales presentations include excessive use of brand names, product names or logos, failure to substantiate performance claims, and failure to objectively discuss alternative technologies, materials or methods. Restricting commercialism benefits you as well as your MTI audience, because presentations that are technical and objective enhance the credibility of the presenter and his or her organization. If the written materials you submit for review do not comply with MTI guidelines, you will be told about the issues that need to be addressed, and given an opportunity to correct the problem(s). Here's how to avoid the most common violations:

### Technical Content of Presentations

- **Material:** The material you present must be consistent with MTI's mission of providing leadership in materials technology for chemical processing to improve reliability, profitability and safety.
- **Capabilities:** Discussions of the corporate capabilities of the author's company or organization are prohibited unless they are necessary to explain the data being presented.
- **Substantiating Data:** If the capabilities and benefits of products or services are described, they must be substantiated by data or by an explanation as to why no data are available.
- **References to Commercial Installations:** Reference to specific installations of products or utilization of services is allowed, to the extent that such information complies with MTI's antitrust guidelines and is necessary for a full understanding of the technical point under discussion.
- **Trade Names:** Excessive use of company names, brand names, product names, trade names, or trademarks is forbidden. After using these names once, use generic descriptors (e.g. UNS numbers, chemical class or Type A, Type B, etc.).
- **"Industry Practice" Statements:** Statements about the extent to which particular technologies, products or services are used within the CPI or other institutions should reflect the extent of application of all generically similar technologies, products or services.
- **Ranking:** Disparaging remarks about competing products and services are prohibited, but specific generic comparisons supported by data are allowed.

- Confidential Information: No information about products or services that is proprietary to the presenter's company or to users of its products or services may be reported. Conclusions and/or comparisons must be based only on openly reportable data.

### Graphics and Logos

- Graphics must relate specifically to the technical presentation, and graphics that primarily promote a product or service, or highlight a name or logo, are not allowed.
- The name or logo of the presenter's company must not appear on graphics, except on the first slide of the presentation.
- All graphics to be used in presentations must be reviewed in advance by MTI to verify that they comply with MTI's antitrust and commercialism guidelines.

### Interpretation and Enforcement

- Presentation materials must be submitted to MTI in time for review before being presented at an MTI meeting.
- While MTI staff and technical reviewers may check manuscripts and graphics for commercialism, maintaining compliance with this policy is ultimately the responsibility of the Event Chair (e.g. TAC Chair, Structured Forum Chair, Short Course or Symposium Chair).
- Presentations and papers will not be accepted unless they comply with these guidelines.
- Violators will be notified in writing by the Event Chair. Persistent violators may have their presentation privileges revoked.