



Exhibit Guidelines

BASIC UNDERSTANDINGS

1. CSRS is an academic society which cannot be perceived by a reasonable observer as demonstrating any commercial favoritism.
2. Industry and CSRS commercial sponsors have the right to market their products to attendees of the CSRS annual meeting as long as it does not violate the spirit of #1 above.
3. Marketing efforts should be done in a professional manner commensurate with the reputation of the CSRS.

RECOMMENDATIONS

1. Industry events may not be scheduled in direct conflict with CSRS academic sessions or CSRS-sanctioned social activities.
2. Industry is free to offer social/commercial events that are not in conflict for attendees with any official CSRS annual meeting event.
3. Industry may NOT imply that CSRS is sanctioning their private events in any way (i.e. use of CSRS name and logo are prohibited).
4. Industry sponsorship of CSRS events will be acknowledged publicly by CSRS, but that sponsored activity may not be associated with product information (posters, videos, labels, etc).
5. Video advertising on hotel TV channels, handouts, and posters from companies should not be linked with sponsorship of any CSRS functions.