IFPED Commercialism Policy

Although commerce is a driving force for our technologies, TAPPI technical sessions are not a platform for commercial (sales) presentations. Presentations that are technical and objective enhance the credibility of the presenter and his or her organization. Restricting commercialism ultimately benefits both the presenters and the TAPPI audience.

Excessive use of brand names, product names, logos, failure to substantiate performance claims, and failure to objectively discuss alternative methods, processes or equipment are indicators of a commercial sales presentation.

Please follow the guidelines below to avoid commercialism when preparing papers and presentations for TAPPI. See Guidelines for Preparing Paper and Presentations for help on technical content and style. Note: If the technical paper you submit does not comply with TAPPI guidelines, it will not be printed in the proceedings. You will be notified if any issues need to be addressed, and will have an opportunity to correct the problem.

General Guidelines

- Company Names: Company name is restricted to the title block of manuscripts and extended abstracts, and the introductory and final slide of presentations.
- Names or logos of any company supplying goods or services must not appear in either manuscripts, extended abstracts, or presentation slides.
- Capitalization of Words within a Sentence: Capitalization of words within sentences should only be used for proper nouns (i.e. words like extruders, winders, etc. should not be capitalized, italicized, or printed in bold).
- Original Work: The author should present new technical information that promotes the technical advancement of the industry.
- Substantiating Data: When experimental processes are described, such processes must be substantiated by data or by an explanation as to why the data are unavailable

- References to Commercial Installations: Reference to specific installations of products or utilization of services is not allowed.
- Trade Names: The limit for use of brand names, product names, trade names, or trademarks is once within the manuscript, extended abstract and presentation (one slide only), and thereafter a cross-reference codename shall be used.
- Capabilities: Written discussions within manuscripts or extended abstracts of corporate capabilities, products, or experiences are prohibited. Verbal discussions during presentations can only mention trade names as they correspond to one slide (see "Trade Names" above).
- Graphics that promote a product or service are not allowed.
- "Industry Practice" Statements: Reporting the extent of application of technologies, products or services should reflect the extent of application of all generically similar technologies, products or services in the field.
- Ranking: Although comparisons of products and services are prohibited, specific generic comparisons that are supported by the reported data are allowed.
- Confidential Information: Information about products or services described may be proprietary to the author's company or to the user of the products or services, and, therefore, are not allowed. Conclusions and/or comparisons may be made only on the basis of reported data.

Specifically for Presentations

- Company name and logo may be displayed on the first slide and last slide, and in the lower right-hand corner of each slide.
- Graphics should relate specifically to the technical presentation.
- Graphics will be reviewed in advance by conference technical reviewers and TAPPI staff for compliance with TAPPI's commercialism guidelines and antitrust guidelines. On-site presentation modifications will be accepted under the same compliance conditions.
- All presentations must be in compliance with TAPPI's Antitrust policy, and TAPPI and IFPED's Commercialism policies. Your deck will be reviewed prior to your session. Any slides that are not compliant will not be allowed in your presentation.
- Presentations are encouraged to use the conference slide deck template for uniformity and adherence to the commercialism guidelines.
- All speakers are required to attend an online Speaker Training Session to be scheduled and conducted prior to Conference and Course by TAPPI.

Interpretation and Enforcement

- Reviewers of manuscripts and presentations will accept only those works that comply with these guidelines.
- Session Chairs are responsible to monitor the compliance of manuscripts and presentations to these guidelines.

- While both TAPPI staff and conference technical reviewers will check manuscripts and graphics for commercialism, it is the responsibility of the Conference Technical Program Chair to enforce the guidelines through his or her Committee Technical Program Chairs or Session Chairs.
- Specific enforcements involving author violation(s) of Commercialism Guidelines are below and are also outlined in the IFPED manual and will be communicated to authors directly by the Program Chair.

  The author and the author's employer will be notified in writing about any policy violation(s). The violation will be reviewed by the IFPE Division Leadership and TAPPI, and a decision on the violation will be reached. Depending on the type of violation, the review could result in a warning to not repeat the violation in a next presentation. If the first violation is judged to be severe, probation from speaking would result as outlined below:

  1) A repeat violation, or a severe first time violation, will result in the presenter's probation from presenting at TAPPI IFPED conferences and other programs (short courses, seminars, symposia, etc.) for three (3) years following the violation/program date.

  2) Violating speakers will be allowed to attend IFPED programs within the probation period, and a replacement speaker from the presenter's company will be allowed.