



ADVERTISING, EXHIBITING AND SOLICITING POLICY

PURPOSE

To ensure standardization with respect to acceptance of advertising in publications and prohibition against solicitations for products and services at CHADD sponsored meetings.

POLICY

*Acceptance of **advertising** in CHADD sponsored publications*

CHADD does NOT endorse products, services, publications, medications or treatments.

Placement of advertising in a CHADD sponsored publication does NOT represent any kind of endorsement or positive testimony.

NO advertisements may be accepted for any substance, which may be ingested, injected or otherwise physically introduced to the body, which purports to have some effect on ADHD or it's symptoms (e.g., medications, dietary or liquid supplements, food additives, vitamins, etc.)

*NO **advertisements** may be accepted which:*

Contains unsubstantiated claims and/or

Are not scientifically sound or

Live up to generally accepted educational standards and practice.

No advertisements may be accepted advertising for any substance, service, product, which represents a potential threat to public health for safety.

Advertising of information is permitted (e.g., audio and videos, books, case studies, research, etc.) about some approaches regarded as "alternative" but DO NOT permit advertising of the alternative itself. (e.g., diet, homeopathic remedy, etc.)

CHADD believes that information about products, services, publication, medications and treatments should be made available to its members so they can make informed decisions for themselves and their families.

Advertising by Professionals and CHADD members:

CHADD will make advertising space available to members and non-members on an equal basis.

CHADD will charge the normal and customary rate for such advertising for both members and non-members when used for private commercial purposes.

Advertising by professional (e.g., attorneys, physicians, etc.) may be accepted only if the professional is currently licensed in his/her state.

Solicitations at CHADD Sponsored meetings:

Under NO circumstances may any solicitation be made at any CHADD sponsored meeting in connection with the sale of any product, service, publication, medication or treatment.

EXCEPTION: Solicitation by CHADD Members in connection with CHADD Sanctioned programs and publications.

Examples: Book sales and fund-raising activities directly benefiting CHADD and upcoming meetings and conferences.

If a "Resource Table" is available providing information:

The disclaimer must be prominently displaying stating:

"CHADD believes that information about products, services, publications, medications and treatments should be made available to its members so they can make informed decisions for themselves and their families. As such, CHADD does not endorse products, services, publication, medications or treatments."

Permission must be secured prior to displaying advertising information.

Exhibitors, in order to display or distribute any information or substance must also adhere to the aforementioned advertising policy.

Procedure

Prior to acceptance of any advertising or exhibiting a written guarantee of compliance to this policy must be secured.