

# PETROLEUM AND CHEMICAL INDUSTRY COMMITTEE POLICY ON FREEDOM FROM COMMERCIALISM IN PCIC CONFERENCE TECHNICAL PAPERS

## INTRODUCTION:

From its beginning in 1954, the IEEE PCIC Conference has been a technical conference free of commercial displays and other forms of commercialism common to conferences that are in essence "trade shows". Pursuant to this concept, this ***PCIC Policy on Freedom From Commercialism in PCIC Technical Papers*** augments the IEEE IAS **"Author's Guide and Guide to Procedures for Processing Technical Papers for use in IAS Conferences and Transactions, and for the *IEEE Industry Applications Magazine*"**. The intent is to give you and your employer due recognition within the constraints of maintaining a high level of professionalism in writing the technical paper and during its presentation at the conference.

The audience you will be addressing is technically oriented, and sophisticated to the point where authors do not need to resort to displays of commercialism in order to gain recognition for themselves or their employer.

## PCIC POLICY STATEMENT:

The PCIC presents a technical conference for the exchange of electrical applications technology related to the petroleum and chemical industry. There shall be no commercial content in the written paper, in the oral presentation, in the slides and photos associated with the oral presentation, or in the question and answer session following the oral presentation.

## NON-COMPLIANCE PENALTY:

Authors are encouraged to keep this policy in mind as they write their papers. Failure to adhere to these guidelines will disqualify a paper from presentation or from further consideration for awards. Flagrant and repeated violations may preclude a company from presenting papers at future PCIC Conferences.

The PCIC Advisory and Awards (A&A) Subcommittee will review all incidents, will notify the parties involved of the infractions and resulting consequences, and will address any infraction appeals. Any appeal of an incident shall be submitted in writing to the PCIC Chair.

## EXAMPLES:

On the following page are examples of what the PCIC considers "UNACCEPTABLE", and "ACCEPTABLE" with regard to commercialism. These examples apply to all authors whether they are affiliated with manufacturers, users, or contractors.

## UNACCEPTABLE:

- Company logos on slides or photos.
- Text or verbal statements that include specific product or company references.
- Photos or slides that clearly identify the author's company affiliation, or the company who supplied a product or service.
- Photos or slides of equipment where the company name or logo is clearly visible and identifiable.

## **UNACCEPTABLE (continued):**

- Text or verbal statements that go beyond the direct technical data that is needed for understanding and are actually commercial statements.
- To respond to a floor question pertaining to commercial aspects of a design or product. It is acceptable to refuse to answer a question by explaining that it is commercial in nature and must be discussed outside the presentation.
  - Direct reference to a company's name in the paper or during the presentation.
  - Direct quotes from references that make commercial statements.
  - Mention of a company's internet (Web Site) address anywhere in the paper, including the Reference Section.

## **ACCEPTABLE:**

- Author's complete name, business affiliation, complete mailing address, and IEEE membership grade on the Title Page or on the Introductory Slide.
- Author's use of valid technical data to support a product short of specifically using a company's trade name, specific names or locations of facilities, etc.
- Photos or slides of a product installed in a "real world" application, directly related to an understanding of the paper, that do NOT intentionally identify the company who supplied the product.
- To refuse to discuss commercial aspects of the topic during the question and answer session. The presenter should advise the person asking the question that it cannot be answered due to its commercial nature.
- Product and organization names that have no commercial significance to the presentation other than to convey information necessary for a more complete understanding by the audience. e.g. IBM compatible PC, Microsoft Excel software, Internet, OSHA.
- Non-technical trademark names that have become so common over time that they are often used as generic names. e.g. vice-grips, scotch-tape, Teflon, neoprene.
- Direct and specific reference to IEEE, NFPA, NEC, API, NEMA, UL, FM, CSA, IEC, or any other nationally or internationally recognized consensus standards organization.
- Slides or photos that have masked unacceptable trademarks or logos for presentation. Note that the quality of the slides influence the evaluation of the oral presentation. Authors should attempt to mask unacceptable logos and names prior to taking photos. When this cannot be done, the author must consider other means to alter or touch up the photos prior to presentation.
- Affiliation(s) of person(s) mentioned in the Acknowledgment Section (if included). The affiliated company or institution's name only should appear in parenthesis beside the acknowledged persons name - e.g. J. Q. Engineer (XYS Company) - if affiliate is recognized at all.

If there are any questions, contact the appropriate PCIC Technical Subcommittee Chair, prior to presentation, for counsel. There are no acceptable reasons for being out of compliance with these requirements.