



## **Commercial Guidelines for Virtual Events**

### **Overview**

PHUSE is a non-profit community serving clinical data scientists with the mission to promote innovation, share ideas, contribute to and influence industry process development, championing programming within the healthcare industry as a career choice.

A fundamental aspect and core strength of the proceedings is the open and transparent sharing of ideas, code, utilities, experience, and processes for the benefit of the industry.

### **Principles**

Delivering a virtual event as part of a PHUSE event provides a platform for you to introduce, inform and educate participants on activities, how products can be utilised and findings in a non-commercial manner.

We ask that you do not promote commercial products or outsourced services for commercial gain. Similarly, references to alternative products and solutions should be non-biased and remain in the spirit of the event.

Software vendors, Recruitment Agencies and CROs are a valued part of events and the opportunity to promote their products and/or services has been provided via one or more of the following; exhibiting, sponsoring and presenting within the "Software Demonstrations" Stream.

### **Monitoring**

A Working Group Lead(s) will review presentations in advance, and a member of the PHUSE office will monitor the sessions to ensure they adhere to the commercial guidelines. Any concerns will be highlighted to the presenters. Contravening this agreement could lead to individual exclusion and/or prohibiting a company from actively participating in future PHUSE events (i.e. submitting presentations or delivering sponsored content).