

## **Commercialism**

**Excerpts from the “Conference Manual” edited by  
the Canadian Geotechnical Society**



### **4-A. GUIDELINE FOR PAPER PRESENTERS**

#### **4-A-1. GENERAL**

The purpose of presenting a paper at the Canadian Geotechnical Conference or CGS-sponsored event is to exchange technical information that will benefit the geotechnical and geoscience community. The Conference is not a platform for commercial (sales) presentations, promotion of consulting companies, testing laboratories, universities, or any other group. Technical and objective presentations will enhance the credibility of the presenter and his or her organization. Manufacturers should ensure that the product information presented is correct and refrain from engaging in negative product comparisons. Product and brand names must only appear once. Unsubstantiated performance claims and failure to objectively discuss alternative methods, processes or equipment are indicators of sales presentations and/or promotions. They are actively discouraged.

#### **4-D 4.2 Commercialism – All Commercialism Must Be Avoided.**

This applies to all authors, including those from organizations such as universities, consulting companies, independent laboratories and manufacturers. Products should be defined by their properties. Product names can only be used once within the paper and only where they are associated with the definition of the properties. Papers that do not conform will be returned to the author to be revised. *Failure to conform to these rules will result in rejection of the paper.* Acknowledgement of sponsorship at the end of the paper is acceptable and appropriate. You are reminded that employer logos (companies, universities, government departments, etc.) should appear only on the first slide of the presentation.