Policy on Advertising and Promotion Related to Stanford Continuing Medical Education Activities

Emphasis upon Educational Content, Not Venue.
Stanford continuing medical education (CME) marketing must focus on an activity’s subject matter rather than the location at which the activity is being held. To achieve this objective, images should focus on the educational content. Promotional materials may include limited destination imagery (e.g. a small image of palm trees, the Golden Gate Bridge, or the venue, etc.) but may not include recreational activities (e.g. surfing, skiing, or golf, etc.) or descriptions of the venue. A venue web site address may be included to direct learners to additional information. Use of Stanford imagery in medical education promotion is encouraged.

All CME Promotional Material Must Be Approved by the Stanford Center for CME.
Faculty involvement in the promotional process is encouraged. However, before distribution or posting, all promotional materials (e.g., social media, emails, electronic and print advertising, web sites, brochures, etc.) must be approved by the Stanford Center for CME.

Acknowledgment Guidelines for Medical Education Events
All Sponsor acknowledgments, including usage of Sponsor logos, must follow university Guidelines Regarding Stanford’s Promotion of Non-Stanford Entities. All creative assets featuring a Sponsor’s logo must be approved by the Dean’s Office. To submit a request, complete the SMIIP Intake Form. Approvals and reviews of all creative assets will be processed within five business days of submission.