

IMPORTANT

THE AMERICAN SOCIETY FOR NONDESTRUCTIVE TESTING, INC. (ASNT) ASNT Professional Program Committee (PPC) Guidelines on "Commercialism"

While commerce is recognized as being the driving force behind technologies and, as such, does provide the opportunities and support for the free exchange of ideas between authors and audiences, one of the more important services technical societies provide to their members is access to publications and oral presentations free from the excessive use of trade names, company identifications, or specific product or equipment endorsement, i.e., commercialism.

ASNT endeavors to provide a forum for the rational, objective presentation of ideas and knowledge free of gratuitous commercialism which may otherwise interfere with the primary purpose of a given publication or presentation, that is, to educate the reader or listener regarding specific aspects of the NDT industry. As a not-for-profit tax-exempt organization, ASNT cannot endorse any specific product or process, nor can it knowingly promote under its auspices publications or presentations whose primary purpose is to promote a given company, product or process.

Accordingly, it is contrary to the goals of ASNT's technical programs for the presenter to mislead or misrepresent capabilities of products or processes or to make unsubstantiated claims. ASNT reserves the right to not publish a paper containing any such claims or misrepresentations and to review and/or reject visual aids prior to their use in any professional program.

The guidelines set below have been prepared by the Professional Program Committee and are provided to you as a prospective speaker or author. Please sign the endorsement below indicating your understanding and acceptance of these guidelines.

I. Papers should include the following:

- A. **TITLE** - The title should be attractive, accurate and short.
- B. **AUTHOR(S)** - Information should include name, position/title, company or institution, city, state or province and country.
- C. **ABSTRACT** - The decision to read or not to read a paper frequently depends upon the quality of the abstract. An abstract should be 200 words or less and include the following in the order deemed most appropriate by the author:
(1)-Rationale (2)-Objective (3)-Methodology (4)-Results (5)-Major conclusion

II. Comparative Examples

	ACCEPTABLE	NOT ACCEPTABLE
Written & Oral	Single reference to a trade name	Repeated references to a trade name or a product name
	Conclusions based on evidence/data	Unsupported claims of performance
Visual	Author/company or institution name first frame; company or institution name on every frame	Product or trade name on multiple frames
	Equipment with name-plate visible	Close-up of name-plate

Print Speaker Name: _____

I have read the above guidelines and fully agree to abide by all requirements herein.

(Speaker/Author Signature)

(Date)

Also please indicate your session title: _____

Please return completed form to:
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