

Infrastructure Masons  
Commercialism Policy  
**February 2017**

Infrastructure Masons (iMasons) is an industry association whose objective is to advance education, credentialing, and innovation within the digital infrastructure industry. iMasons is not organized to advance commercial interests. iMason's restriction of membership to individuals reflects its non-commercial character. With the foregoing in mind, iMason's Commercialism Policy is as follows:

*iMason's publications and activities shall be free of commercial bias and shall not imply iMason endorsement of any commercial interest. Commercial recognition may be provided or implied when doing so is necessary to promote the education, credentialing, and innovation within the digital infrastructure industry and the understanding of associated technology. Such opportunities for recognition shall be administered fairly and may include citations, sponsorships, advertising and acknowledgements.*

### **Commercialism Guidelines**

A. To disseminate knowledge and fulfill its objective, iMason's publishes literature; conducts educational programs, conducts technical meetings, and makes available data in electronic form. These publications and activities may include commercial recognition to promote understanding of technical content and awareness of available technology. Such recognition, however, must not imply iMason endorsement of a product or service, nor may the focus of any iMason work or activity be to promote a commercial product or service, whether in the public or private sector.

B. Responsibility for implementing iMason's Commercialism Policy resides with every member, and particularly with the respective iMason councils and committees. These groups should draw upon their unique understanding of the larger industry and their authorized and assigned activities to establish operating procedures and make decisions that are consistent with iMason's policy. These Commercialism Guidelines are intended to be of assistance when applying the Commercialism Policy and making commercialism judgments that are fair to all parties involved, are beneficial to the membership, and protect the integrity of iMason publications and activities. They apply to all levels of iMason activity – organization-wide, regional and chapter – and address iMason recognition of all external groups – public and private; for profit and not for profit; commercial and non-commercial.

C. iMason Commercialism Guidelines consist of two sections.

1. The Guiding Principles section sets forth the basic criteria that each instance of commercial recognition must meet.

2. The Examples of Policy Intent provide specific guidance as to what has already determined to be acceptable and unacceptable instances of commercial recognition. These Examples of Policy Intent are not a complete list of policy applications, nor are they intended to cover the full intent of the policy. They provide guidance.

D. When deciding on approval of activities that include commercial recognition, councils and committees must determine if the intent of the Commercialism Policy Statement is met and if the criteria identified as Guiding Principles are satisfied. If so, it is the responsibility of councils and committees to revise their respective manuals of procedures as needed.

### **Guiding Principles**

A. iMason's use of commercial names and logos shall not be done in ways that imply iMason endorsement, approval or certification.

B. If iMason publications and activities are sponsored by commercial entities or other external groups, the opportunities for sponsorship shall be widely available and fairly administered.

C. The intent of any iMason presentation or paper shall be to educate the iMason and industry audience about research or technological application, not to advertise nor promote commercial entities or other external groups.

D. The inclusion of commercial information shall be done in a fair and unbiased way so as to avoid explicit promotion of a product or commercial entity.

E. Commercial names and logos not related to the digital infrastructure industry shall be permitted in presentations and papers providing recognition that is pertinent to a better understanding of digital infrastructure industry technology, such inclusion is not intended to be promotional, iMason endorsement is not conveyed, and there is no implication that the audience is required to use the commercial entity.

F. Some iMason activities are recognized as operating as commercial enterprises, fulfilling the iMason mission of technological advancement with adherence to business plans that generate income used to offset operational expenses or provide charitable donations.

G. iMason activities shall be managed in such a fashion as to prevent an atmosphere where commercial entities are encouraged to critique one another in the public forum. iMason Councils and Committees shall explain and promote these values.

## **Examples of Policy Intent: Acceptable Applications**

A. Annual and periodic meeting events may be sponsored, such as welcome party, luncheons, registration kits and receptions.

B. Commercial names and logos may be used to acknowledge sponsorships, such as on event banners, chapter tabletop displays, newsletters, rosters and websites.

C. iMason technical literature and educational materials may be sponsored.

D. Commercial names and logos may be used in presentations and papers to provide author identification or to acknowledge contributions.

E. Company names and products may be cited in historical works.

F. Company names and products may be cited in presentations and papers if such information has historical significance directly relating to the technology discussed in a presentation or paper.

G. Commercial names not directly related to the digital infrastructure industry may be displayed or cited in presentations and papers if inclusion of such reference is pertinent to a better understanding of the subject matter discussed or if such reference is unavoidable.

H. Presentations may include logos and the names of computer hardware, operating systems, browsers, word processing programs, spreadsheets, presentation programs, etc., if the intent of the presentation is to examine digital infrastructure industry technology, not to promote information management technology.

I. Demonstrations of software used in the digital infrastructure industry may include reference to commercial products and may include performance data if the inclusion of such references and data are necessary to illustrate use of the software.

J. iMason technical literature and educational materials may be sponsored if the content of the material remains bias free, if equal opportunities are provided to commercial interests, and if such recognition is made public.

## **Examples of Policy Intent: Unacceptable Applications**

A. The title or the text of papers and presentations may not promote a commercial product or service.

B. The use of commercial names may not be done in ways that promote the benefits of that commercial entity nor be used to principally further awareness of that commercial entity.

C. The subject of presentations and papers may not be to promote a commercial entity's exclusively available commercial product and service.

D. Commercial part numbers may not be used in a presentation's or paper's title, text or illustrations unless such information is necessary for advancing technical knowledge.

E. Product-specific programs (programs whose main intent is to describe the features of a specific manufacturer's product) may not be scheduled or presented at an iMason event because their very nature would be to further awareness of a specific commercial entity or to describe the advantages of the commercial entity.

F. Events where speakers or members in attendance are encouraged to voice commercial-based bias; be it for or against a particular commercial entity.

G. Discussions become focused on an individual or group of members, or on a product or company in a disparaging, critical, or offensive manner. Constructive discussion and criticism is welcomed, but denigrating behaviors are not allowed.