

VMCA Stance on Product Advertising

The Virginia Mosquito Control Association chooses to keep certain platforms devoid of advertisements and endorsements from parties that may profit from the sales of products or services discussed, including, but not limited to:

- Facebook
- Twitter
- Skeeter
- Main presentation slots on the VMCA annual meeting agenda.

Vendors are encouraged to share information about their products and services with members on designated platforms, including, but not limited to:

- vendor room during the annual conference;
- vendor presentation slots at annual conferences; and
- vendor presentations at TMVCC meetings

The goal of this stance on product advertising is to ensure that all sustaining members of VMCA have equal opportunities to share information in an appropriate setting while protecting the integrity of information shared on these platforms. Third party mentions of products or services on these platforms (*e.g.* a Mosquito Control District discussing the efficacy of a product or service offered by a vendor) are typically deemed acceptable—provided they disclose any potential bias to the audience to which they are presenting (*e.g.* free traps received by a vendor for research purposes, discounted products to try out against their typical products).

The President Elect of the VMCA reviews all presentation submissions for the VMCA Annual meeting, and is responsible for determining the most appropriate time slot for presentations. They may request a draft version of the presentation being submitted, if necessary. At their discretion, the President may choose to share the presentation with the rest of the VMCA Executive Board to help determine whether it is appropriate for the platform being requested. If the presentation is deemed inappropriate for a long-form presentation slot, efforts will be made to accommodate the presentation on an appropriate platform.