

What differentiates a technical paper from a commercial paper?

- The author indicates during the submission process whether the submitted paper should be considered a technical paper or commercial paper based on the criteria in this document.
- If the author elects to submit a technical paper, the dictates apply as is contained in the *Write Now* section on “**WHAT IS REQUIRED...**” The paper must be of a technical nature. The first mention of a product may use its trade name; however, generic terms should not be used after the first reference. Examples of replacing a trade name with a generic term are provided in the **ANTEC Paper Template**. The paper template is available on the submission site as well as the SPE website; it is also included in this guide. The paper should contain data that is new and novel. A technical paper should not be used as a means to compare one’s product to competitive products. Company logos should never appear in the paper, and they are allowed only on the title slide of the presentation.

Commercial papers must also be of a technical nature. A commercial paper is not an advertisement, and thus the paper must not be a sales pitch. Although there is some leeway for comparing competitive materials or processes, a paper whose primary content is a property comparison between competing materials will be rejected. It is entirely acceptable for the background of each slide to contain a reference to a company or organization such as a logo and/or contain trademarked or copyrighted material. Guidelines for commercial papers are as follows:

- If the author presents in his paper the means (or procedures) by which his results can be duplicated (or reproduced), then the paper is “technical.” If the necessary means (or procedures) are not provided, then it is “commercial.”
- Commercial and technical papers will be designated as such, either explicitly or via abbreviation. TPCs have leeway to decide if commercial papers should be part of regular technical sessions or part of separate commercial sessions.
- The author may elect to have his submitted paper considered commercial because of one or more employer restrictions such as:
 - Registered trademarks and not a generic description must be used to describe the materials used in the paper.
 - If the technical content of the paper has been presented previously and much of the application has been reduced to common commercial practice, but new application developments related to the subject matter warrant discussion.
- The TPC disagrees with the author. For example, the author indicates in the submission that the paper is technical and the TPC determines that the paper as submitted is commercial for many reasons that may be defined herein or based on the quantitative and qualitative judgment of the TPC. This determination does not constitute a rejection.
- The past reputation of the author is considered.