**Frequently Asked Questions**

**Question:** What is the goal of the event?
**Answer:** The goal of this event is to put leaders in Clinical Microbiology and Industry together with the intent of discussing issues and developing opportunities. The hope is that this dialog will lead to a better understanding of the challenges we are facing, new approaches, and productive collaborations going forward.

**Question:** What is the role of the vendor?
**Answer:** The vendors will be active participants in these discussions and will add their perspectives on the issues we face as clinicians and the issues that they face in trying to meet our needs. The goal is to generate a collaborative environment with different points of view that will stimulate good discussions and generate next steps for solutions.

**Question:** How should I structure my presentation? What kind of content should I include?
**Answer:** The final format for the presentations has not been decided yet and will depend on how many proposals with overlapping topics are received and the nature of the content to be presented. Once the final participant list is established we will be providing specific guidance regarding details of format of the presentation.

**Question:** Vendors may have competing interests, and I may feel conflicted about expressing my views. Will this be a non-biased discussion?
**Answer:** Absolutely. There will be clear ground rules for the discussions and while some bias is unavoidable, moderators will work to ensure that discussions are productive and as bias-free as possible.

**Question:** How is this different from meeting individually with vendors in my office?
**Answer:** The intent of this forum is to put Clinical Microbiologists in the same room with partners in industry to stimulate creative thinking with the intent of identifying problems and finding solutions. The strength of this event will be the unique perspective and cumulative knowledge and experience of the participants, and the hope is that the end result will be an invigorating and productive dialog where new ideas evolve from the discussion.

**Question:** I'm concerned that a vendor may take my idea and decide to partner with one of their more regular collaborators. Why should I share my ideas in this forum?
**Answer:** This is a new venture and format for ASM, and with that goes some amount of uncertainty. Clinical microbiologists (and industry partners) invest a lot of resources into new approaches and research questions, so it's understandable that participants might have questions up front. Each of us brings a unique perspective to the field, and a clear description of one's vision will allow for a richer discussion. Because each participant will shape his or her presentation, it's up to each individual how much or how little to share at this forum.
**Question:** Will the transcript or summary of this event be published or shared in some way?  
**Answer:** Yes. The format of the publication is still to be determined, but the goal is to produce a document(s) that will be indexed in PubMed. This document will be authored by attendees who are willing to do so.