

1403.570

48 CFR Ch. 14 (10-1-06 Edition)

**Subpart 1403.5—Other Improper
Business Practices**

**1403.570 Restrictions on contractor
advertising.**

1403.570-1 Policy.

Award of a contract does not signify endorsement of the supplies or services purchased, nor does it signify agreement with any views espoused by officials of the awards. It is vital to the integrity of the procurement system to avoid even the appearance of an improper preference toward a particular

vendor. Therefore, contractors shall not be permitted to publicize, or otherwise circulate, promotional materials which state or imply Governmental endorsement of a product, service or position which the contractor represents.

1403.570-3 Contract clause.

CO's shall include the clause at 48 CFR 1452.203-70, Restriction on Endorsements, in all solicitations, contracts and agreements which are not executed in accordance with SAT procedures.

SUBCHAPTER B—ACQUISITION PLANNING [RESERVED]