15.601 Definitions.

As used in this subpart-

Advertising material means material designed to acquaint the Government with a prospective contractor’s present *products*, services, or potential capabilities, or designed to stimulate the Government’s interest in buying such *products* or services.

Commercial product or commercial service offer means an *offer* of a *commercial product* or *commercial service* that the vendor wishes to see introduced in the Government's supply system as an *alternate* or a replacement for an existing supply item. This term does not include innovative or unique configurations or uses of *commercial products* or *commercial services* that are being offered for further development and that *may* be submitted as an *unsolicited proposal*.

Contribution means a concept, suggestion, or idea presented to the Government for its use with no indication that the source intends to devote any further effort to it on the Government’s behalf.

Parent topic: Subpart 15.6 - Unsolicited Proposals