

## 9.501 Definition.

*Marketing consultant*, as used in this subpart, means any independent contractor who furnishes advice, information, direction, or assistance to an *offeror* or any other contractor in support of the preparation or submission of an *offer* for a Government contract by that *offeror*. An independent contractor is not a *marketing consultant* when rendering-

(1) Services excluded in [subpart 37.2](#);

(2) Routine engineering and technical services (such as installation, operation, or maintenance of systems, equipment, software, *components*, or facilities);

(3) Routine legal, actuarial, auditing, and accounting services; and

(4) Training services.

**Parent topic:** [Subpart 9.5 - Organizational and Consultant Conflicts of Interest](#)