



# 30th Annual International Symposium on Adult Congenital Heart Disease

June 11-13, 2020  
Hyatt Regency Cincinnati  
Cincinnati, OH

Promotional & Exhibit  
Opportunities

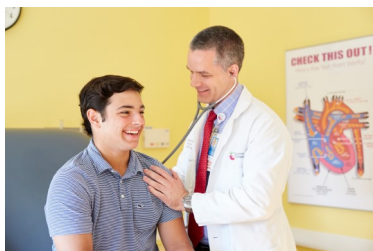


## From the Committee Chair

On behalf of all of us at the Heart Institute at Cincinnati Children's Hospital Medical Center we enthusiastically invite you to join us for the 30th Annual International ACHD Symposium to be held at the Hyatt Regency Hotel on June 11-13, 2020.

A collaborative of the longstanding collaboration between Cincinnati Children's, the University of Toronto and Oregon Health & Science University, this rotating annual international symposium is **the largest adult congenital heart disease meeting in North America**. Every third year, the conference is held in Cincinnati.

*Adults with congenital heart disease are a rapidly growing and long understudied and underserved population.* Our program is designed to meet the needs of trainees as well as established pediatric and adult cardiovascular physicians, nurse practitioners and other allied health professionals, who all share a commitment to the care of adults with congenital heart disease. The meeting will provide extensive didactic and collaborative opportunities for ACHD specialists as well as other cardiologists and healthcare professionals caring for adults with CHD.



The conference will cover ACHD surgical and catheter interventions, imaging, surgical options, neurocognitive effects, palliative care, exercise physiology, pregnancy, and genetics. As always, invited faculty from across North American and around the world will provide a broad curriculum. Each day of the comprehensive educational program focuses on a set of key topics. Single-day conference admission will be available for those with a particular interest. Special emphasis topics will include:

- Electrophysiology & invasive cardiology
- Heart failure & pulmonary hypertension
- Women's health, pregnancy & genetics

We would like to thank our major corporate sponsors in advance for facilitating this unique program. In addition to commercial sponsorship opportunities, there is ample space for vendor exhibits. We have designed a number of underwriting opportunities. These opportunities will maximize your visibility and exposure to attendees, and will demonstrate your strong support of adult congenital care and education.

Finally, outside of the academic pursuits we are also expecting a vibrant social program and hope you will join us and the attendees. June is a beautiful time of the year in Cincinnati and we look forward to seeing you here!



With best wishes,

Alexander (Sasha) Opotowsky, MD MMSc

Nicole Brown, MD

Andrew N. Redington, MD

Co-chairs, 2020 Annual International Symposium on Congenital Heart Disease in the Adult

# Host Organizations

## CINCINNATI CHILDREN'S

Cincinnati Children's, a nonprofit academic medical center established in 1883, is one of the oldest and most distinguished pediatric hospitals in the United States.

### Clinical Services

We offer comprehensive clinical services, from treatments for rare and complex conditions to well-child care. In the 2019-20 *U.S. News & World Report* survey of best children's hospitals, Cincinnati Children's ranks No. 3 among all Honor Roll hospitals.

With more than 600 registered beds, Cincinnati Children's had more than 1.3 million patient encounters and served patients from all 50 states and 58 countries, including 589 international patients, in fiscal 2017.

### Education & Training

Through an academic affiliation dating to 1926, Cincinnati Children's comprises the Department of Pediatrics at the University of Cincinnati College of Medicine. We train more than 600 residents and clinical fellows a year in various pediatric specialties and offer some of the most highly ranked research-based education and training programs in the nation.

### Research

We have been an important force in pediatric research since the opening of the Cincinnati Children's Research Foundation in 1931. Grant funding for our research has more than tripled in the last 15 years, supporting countless discoveries and the continued expansion of our areas of research.

## About the Heart Institute

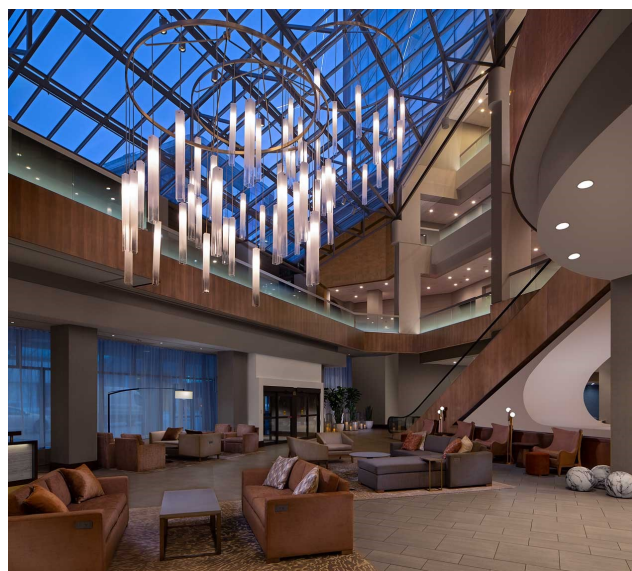
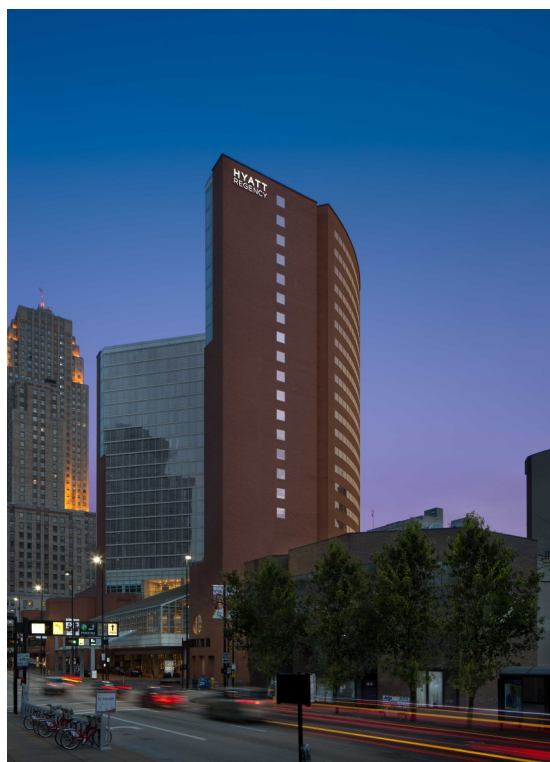
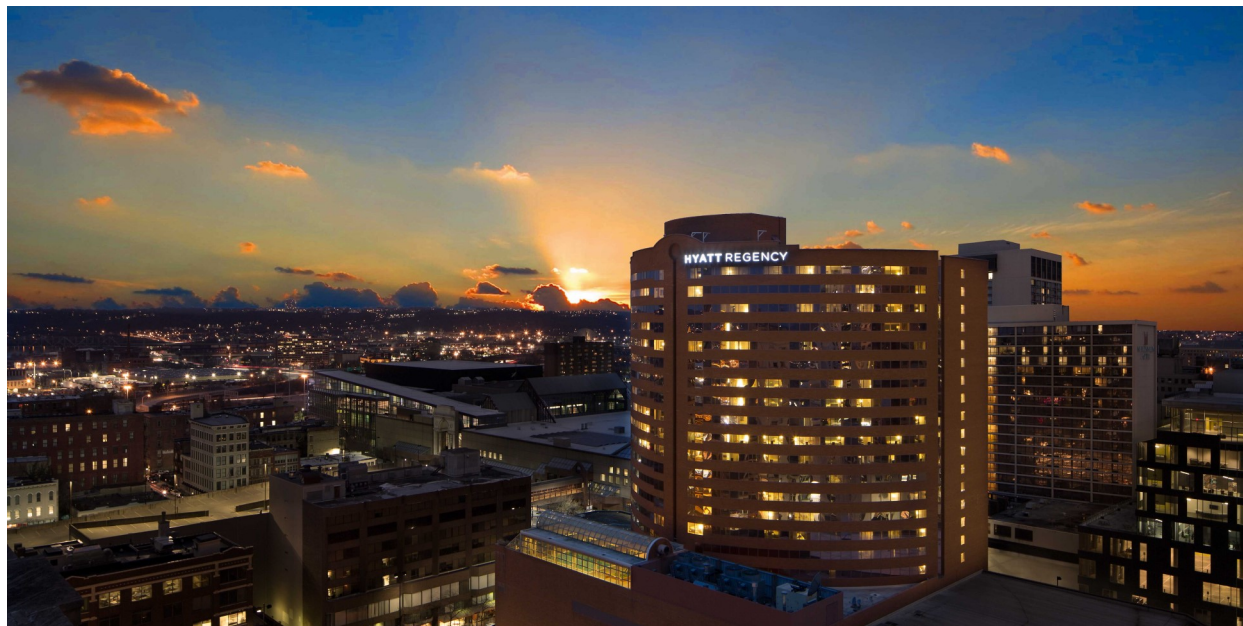
In 2019, U.S. News & World Report ranked Cincinnati Children's Heart Institute a top ten program in the nation for pediatric cardiology and heart. The Heart Institute team has pioneered many advances in pediatric cardiology, including a first-in-nation ventricular assist device in a Duchenne Muscular Dystrophy patient, numerous transcatheter (nonsurgical) intervention therapies, echocardiography of complex cardiac malformations and the evaluation of cardiac disease during exercise stress. As one of the largest pediatric cardiology programs in the nation, the world-renowned team at the Heart Institute at Cincinnati Children's Hospital Medical Center has achieved outcomes that rival or surpass those at other top centers, for even the most challenging cases. These outcomes are driven by a bench-to-bedside approach, which allows the Heart Institute to bring research results into mainstream treatment plans for patients before they are available elsewhere.





## Meeting Venue - Hyatt Regency Cincinnati

Located just steps from the Duke Energy Convention Center, the Hyatt Regency Cincinnati hotel in the vibrant downtown district puts you in the heart of the action. Whether visiting for business or pleasure, guests will find the ideal spaces to relax, work, and play. Hyatt Regency is the closest hotel to Paul Brown Stadium and within walking distance to the Great American Ballpark.



## Course Directors

### **Nicole Brown, MD**

Director, Cardiovascular Genetics Clinic  
Assistant Professor, UC Department of Pediatrics  
Heart Institute  
Cincinnati Children's

### **Andrew Redington, MD**

Executive Co-Director, Heart Institute  
Chief, Pediatric Cardiology  
Professor, UC Department of Pediatrics  
Heart Institute  
Cincinnati Children's

### **Alexander (Sasha) Opotowsky, MD MMSc**

Director, Adult Congenital Heart Disease Program  
Co-Director, Heart Institute Research Core  
Co-Director, Cardiopulmonary Exercise Testing  
Professor, UC Department of Pediatrics  
Heart Institute  
Cincinnati Children's

## Planning Team

### **Craig Alexander, MD**

Assistant Professor, UC Department of Pediatrics  
Heart Institute  
Cincinnati Children's

### **Ali Barnes, MBA**

Senior Associate, Marketing and Communications  
Heart Institute  
Cincinnati Children's

### **Sarah DeLaat, BS**

Project Manager  
Continuing Medical Education

### **Ellen Georgilis**

Physician Liaison  
Physician Outreach and Engagement

### **Tara Haskell, MBA**

Business Development Manager  
Heart Institute  
Cincinnati Children's

### **Andy Leventhal, MD, PhD**

Medical Director, Adult Congenital Heart Program  
UK Healthcare  
Cardiology

### **Adam Lubert, MD**

Assistant Professor, UC Department of Pediatrics  
Heart Institute  
Cincinnati Children's

### **Amy Rich, APRN**

Nurse Practitioner  
Heart Institute  
Cincinnati Children's

### **Patty Saxion**

Coordinator  
Heart Institute  
Cincinnati Children's

### **Chad Thorngate, BA**

Physician Liaison  
Physician Outreach and Engagement

### **Andrea Thrasher, MEd**

Education Consultant  
Continuing Medical Education

### **Mariah Yard, BA**

Specialist, Communication  
Community Outreach  
Heart Institute  
Cincinnati Children's

# Conference Agenda

7:00 - 8:00 am	Breakfast and Registration
8:00 - 9:30 am	Presentations & Discussion
9:30 - 10:00 am	Break
10:00 am - 11:15 pm	Presentations & Discussion
11:15 am - 12:15 pm	Lunch
1:15 -3:00 pm	Presentations & Discussion
3:00 - 3:30 pm	Break
3:00 - 4:30 pm	Presentations & Discussions

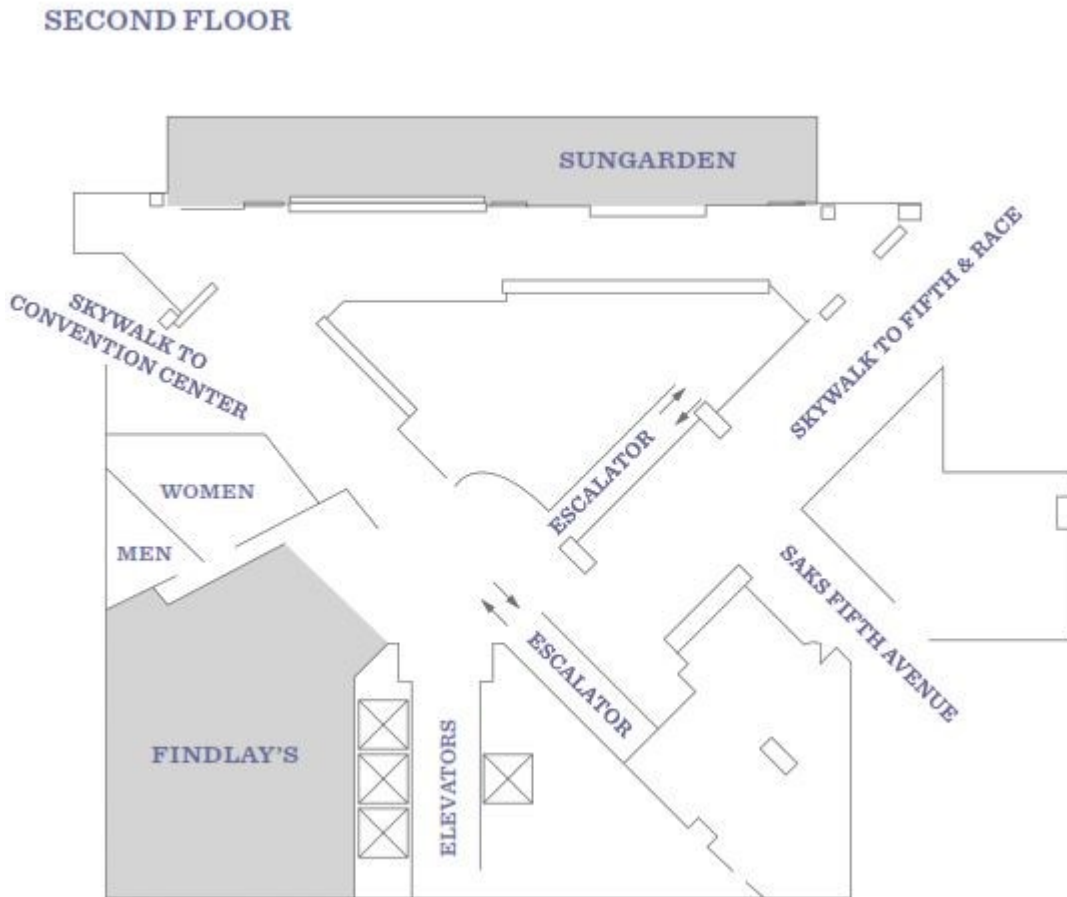
\*Timings are not exact. Conference ends mid-day Saturday.

# Conference Topics

The conference will discuss a variety of topics in ACHD including:

- Electrophysiology & invasive cardiology
  - Arrhythmia and device management in complex congenital heart disease
  - Transcatheter valve interventions in adult congenital patients
  - Keynote: 30 for 30 - 30 years in ACHD in 30 minutes
- Heart Failure & Pulmonary Hypertension
  - The Use of Mechanical Circulatory Support in Complex CHD
  - Emerging Pulmonary Hypertension Therapies
  - Managing the Psychological Impact of CHD
- Women's Health, Pregnancy, & Genetics
  - Management of pregnancy in women with CHD
  - Anticoagulation during pregnancy
  - Genetic conditions associated with CHD

# Conference Layout



Exhibits will be located in Findlay's Room on Level 2. Breakfast and breaks will be held in this space.

## Exhibit Opportunities

Single Booth, Standard (3 Days)	\$3,000
Single Booth, Standard (1 Day)	\$2,000
Single Booth, Non-Profit (3 Days)	\$1,500
Double Booth (3 Days)	\$5,500 * A savings of \$500!

### Table Top Exhibits Include:

- One, 6' table with two side chairs (Double booth receives two tables)
- 2 complimentary exhibitor registrations
- Attendee list at conclusion of meeting
- Wired Internet Access
- Power strip with one extension cord
- Exclusive opportunity to purchase device demonstration slots (see next page)

Medical Device Demonstration Opportunity (Per Slot) Exhibitors Only	\$3,000
------------------------------------------------------------------------	---------

### *Exclusive Opportunity for Exhibitors*

- Highlight your product during one of our demonstration time slots. There are **three (3) slots** available to exhibitors only.
- These slots are limited and available on a first come, first served basis. Secure your time slot early!

Each demonstration slot will allow for the following:

- Two 10-minute demonstration periods where one demonstration period will take place during lunch hours on Thursday, June 11<sup>th</sup> and the second will take place on Friday, June 12<sup>th</sup> during lunch hours.
- Your company name and demonstration slot will be announced during the event.

\*Vendor demonstration times will be staggered.

Demonstrations must take place at your exhibit booth. There will be an additional 10 chairs provided at each booth per demonstration. Microphones and sound amplifying equipment are not permitted. Additional electrical may be requested but any additional cost will be the responsibility of the vendor.



# Promotional Opportunities

## Levels

Platinum	\$20,000
----------	----------

Platinum level supporters will receive recognition through organization name or logo as follows:

- Name on signage at registration area for duration of the meeting
- Verbal recognition of support during the opening session
- Company logo recognition on signage at Welcome Reception
- Company name recognition on meeting collateral, including meeting brochure (deadline dependent)
- Prominent text recognition in conference program
- 4 complimentary registrations

Gold	\$10,000
------	----------

Gold level supporters will receive recognition through organization name or logo as follows:

- Name on signage at registration area for duration of the meeting
- Text recognition in conference program
- 2 complimentary registrations

Silver	\$5,000
--------	---------

Silver level supporters will receive recognition through organization name or logo as follows:

- Name on signage at registration area for duration of the meeting
- Text recognition in conference program
- 2 complimentary registrations

## Donations & Grants

All opportunities listed in this prospectus are promotional in nature. Donations and grants provided by Commercial Interests, as defined by the Accreditation Council for Continuing Medical Education (ACCME), are considered separately and are Commercial Support. Contributions by a Commercial Interest must comply with the ACCME Standards of Commercial Support. If you are interested in providing a donation or educational grant, please contact [Allison.Barnes@cchmc.org](mailto:Allison.Barnes@cchmc.org).



# Promotional Opportunities

Availability is limited and is listed for each opportunity in parentheses (). If opportunities have already been claimed, a committee representative will contact you upon submission.

## Sessions & Space

- Welcome Reception - \$15,000
  - Company name and logo on signage at Welcome Reception
  - Verbal recognition during the Welcome Reception
  - Text recognition in conference program
  - Option to provide printed material and company inserts during event (*material must be reviewed by conference planning committee in advance*)
- Social event - \$15,000
  - Company name and logo on signage at Social Event
  - Verbal recognition during the Social Event
  - Text recognition in conference program
  - Option to provide printed material and company inserts during event (*material must be reviewed by conference planning committee in advance*)
- Photo booth (2) - \$3,000
  - Logo prominently displayed in/around the photo booth.
  - Verbal recognition during the Welcome Reception/Social Event
  - Choice of: Welcome Reception or Social Event
- Mother's Lounge (1) - \$1,000
  - Opportunity to decorate or provide comfort items for nursing mothers
  - Text recognition in conference program
  - Company logo in the Mother's Lounge.
- Relaxation Station (1) - \$1,000
  - Opportunity to provide a relaxation experience for attendees
  - Text recognition in conference program
  - Company logo in the Relation space.
- Fellows Summit (1) - \$5,000
  - Company logo on signage at Fellows Summit
  - Text recognition in conference program
  - Option to provide printed material and company inserts during event (*material must be reviewed by conference planning committee in advance*)
- Poster Session Partner (1) - \$5,000
  - Recognition on signage in the Poster display area
  - Text recognition in conference program
  - Option to provide printed material and company inserts during event (*material must be reviewed by conference planning committee in advance*)

# Promotional Opportunities

Availability is limited and is listed for each opportunity in parentheses (). If opportunities have already been claimed, a committee representative will contact you upon submission.

## Logistics & Technology

- AV - \$3,000
  - Verbal recognition during the session
  - Recognition on microphones in the session
- Wifi - \$3,000
  - Recognition on the Wifi Instructions presented to attendees.
- Hotel Key Card (1) - \$3,000
  - Company logo displayed on hotel room key card as well as key card presentation folder

## Catering

- Breakfast (3) - \$2,000
  - Text recognition in program book.
  - Company name and logo on signage in Breakfast space
  - Branded table cloth on catering table (provided by purchaser)
- Lunch Sponsor (2) - \$2,000
  - Text recognition in program book.
  - Company name and logo on signage in Lunch space
  - Branded table cloth on catering table (provided by purchaser)
- Break Sponsor (5) - \$1,000
  - Text recognition in program book.
  - Company name and logo on signage in Break space
  - Choice of:
    - Branded napkins
    - Branded coffee sleeves

# Rules & Guidelines

*The following rules and regulations have been established by the Cincinnati Children's Hospital Medical Center ("CCHMC"), and the Hyatt Regency Cincinnati (the "Conference Center") for the*

## Application for Exhibit/Promotion

CCHMC reserves the right to determine eligibility of any exhibit or promotion at the Meeting.

## Booth & Opportunity Assignments

Every effort will be made to give first choice of booth location/promotion opportunity. In case of conflicting requests, priority will be determined on the basis of:

- Date the application was received.
- Amount of booth space requested. (Booth)
- Special needs of the exhibitors. (Booth)

## Conference Services

The Conference Coordinator will provide an exhibitor service kit prior to the event after the confirmation of exhibit space. Relevant information (shipping, drayage, furniture, telephone, electrical, A/V needs, etc.) will be in this kit.

## Custom Opportunities

Fulfillment (design, production, etc.) of the items is the responsibility of the purchaser. CCHMC must review and approve final proofs prior to production. If product has already been produced (eg. pen) CCHMC must still approve the product. Directions regarding logistics (vendor, size, delivery, etc.) will be provided to confirmed purchasing organization as necessary. Estimated attendance is 300.

## Signage

Only professionally made signs are permitted in the Conference Center, and must be displayed on Conference Center approved easels. Advertising material may be distributed only from those firms who have engaged space. The use of nails, pins, staples, and tape adhesives are not permitted. Only blue painter tape is allowed in the meeting rooms. Adhesive- backed (stick-on) decals or similar items should not be distributed/utilized.

## Lighting and Sound Devices

The use of devices for mechanical reproduction of sound or music shall not be permitted in the exhibition areas at any time. In general, the employment of any method to project sound beyond the confines of any exhibitor's booth, whether naturally or mechanically, is prohibited. No objectionable lights or noises will be permitted in exhibitors' booths. CCHMC reserves the right to exclude or to remove any objectionable equipment or exhibitor.

## Parking

Loading dock space is reserved for loading and unloading only. Surface and garage parking is available near the Conference Center.

(Continued on next page.)



## Rules & Guidelines, cont.

### Cleaning

The Conference Center will provide general lighting, heat or air conditioning and daily cleaning of the aisles.

### Booth Cancellation Policy

A written notice of requests for cancellation must be transmitted to: Cincinnati Children's CME, 3333 Burnet Ave ML 3003, Cincinnati, OH 45229 / [cme@cchmc.org](mailto:cme@cchmc.org). The following regulations apply:  
Written cancellations received by March 11, 2020, will receive a refund of 80%.  
Written cancellations received between April 11, 2020, will receive a refund of 25%.  
No refunds will be issued for cancellations received after May 11, 2020.

### Assignment of Space by Exhibitor

No exhibitor may assign, sublet, or apportion the whole or any part of the space allotted nor exhibit therein any goods other than those manufactured or sold in the regular course of the business by the exhibitor. Only one vendor may exhibit in each booth for the duration of the conference. Booths may not be shared.

### Installation of Exhibits

Set-up is from 6:30am-7:30am, in the Conference Center's exhibitor hall.

### Rules Governing Exhibitors

All materials and fluids which are flammable must be kept in safety containers. All packing containers, excelsior, and wrapping paper must be removed from the floor and must not be stored under tables or behind displays. Exhibitors must observe the following regulations for setting up exhibits:

- a. Nothing will be tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, furniture or other properties of the building. Anything in connection therewith necessary or proper for the protection of the building, equipment, or furniture will be at the expense of the exhibitor.
- b. It is mutually agreed that it is the duty and responsibility of each exhibitor to install and put their exhibit into place before the show and to dismantle and remove their exhibit immediately after the close of the show. In addition, property shipped to or from the hall by the exhibitor for installation or display at the meeting is at the sole risk of the exhibitor.
- c. Exhibitors are permitted to exhibit only products of their own lines (manufactured or distributed by them). Other material, equipment, apparatus, and systems not of their own lines but necessary for demonstration of the exhibitor's products are permitted. Distribution of candy and water is permitted. Distribution of other food or beverages of any kind is prohibited. Orders may be taken in the Exhibit area; however, no money (cash, check or credit card) may be exchanged.
- d. Distribution by exhibitors of any printed matter, souvenirs, or other articles shall be restricted to the space occupied by their exhibit. Booth attendants, manufacturer's salesmen or representatives, including models or other supportive personnel, must remain within the space assigned to the exhibitor, and must be knowledgeable with the company's products/services.
- e. Exhibits must be staffed at all times during exhibit hours.
- f. Prizes, awards, lotteries, drawings or contests by exhibitors are authorized only by CCHMC and must be approved prior to the conference.
- g. No goods may be displayed in any part of the Conference Center except within the limits of the exhibit space contracted for with CCHMC and assigned to the exhibitor.

# Interest Form

## Organization Information

Complete the information below to indicate the appropriate person to serve as the contact for this program. If this includes an exhibit booth, please include the name of the individual who will be on-site at the activity. Email a completed **Interest Form** and **LOA** to [Allison.Barnes@cchmc.org](mailto:Allison.Barnes@cchmc.org).

Organization Name	
Representative Name (s)	
On-site Representative (if applicable)	
Email	
Phone	

					Cost	#
<b>Promotional Opportunities</b>						
Promotional Levels (Mark selection)	Platinum	Gold	Silver		\$ _____	
Welcome Reception					\$15,000	
Social Event					\$15,000	
Photo booth					\$3,000	
Mothers Lounge					\$1,000	
Relaxation Station					\$1,000	
Fellows Summit					\$5,000	
Poster Session Partner					\$5,000	
Logistics & Technology (Mark selection)	AV	Parking	Wifi	Hotel Key Card	\$3,000	
Catering: (Mark selection & preference)	Breakfast	Lunch		Thurs Friday Sat	\$2,000	
Catering: (Mark selection & preference)	Brea k		Thurs	Friday Sat	\$1,000	
<b>Exhibit Opportunities</b>						
Booth (Specify Option: _____)					\$ _____	
Medical Device Demonstration (Mark Preference)	Thursday	Friday			\$3,000	
<b>TOTAL</b>						





Activity Title:

Activity Date:

Company:

Nature of Agreement: Promotion

Commercial Support

### Payment

Total amount of \$ \_\_\_\_\_ will be made payable to Cincinnati Children's Hospital Medical Center and mailed to Cincinnati Children's Hospital Medical Center, CME-ML3003, 3333 Burnet Avenue, Cincinnati, OH 45229. Payment must be received on or before \_\_\_\_\_ for acknowledgment in print materials. No other funds from the Company will be paid to persons involved with the Interprofessional Continuing Education (IPCE) activity. All funds must be directed to Cincinnati Children's.

*This fee is nonrefundable except in the event of program cancellation.*

### Exhibits, Promotion, or Advertisements:

Promotional opportunities are related to the marketing of a good and/or service and are not continuing medical education. Associated standards related to promotional activities include but are not limited to (see enclosed *Standards for Commercial Support*):

#### Exhibits, Promotion, or Advertisements Cannot:

- Influence planning or interfere with the presentation
- Be a condition of the provision of commercial support for educational activities
- Be displayed/distributed/promoted in the educational space immediately before, during, or after an educational activity.
- Be interleaved within the pages of educational content. (May face the first or last pages of printed educational content if not related to the educational content faced and not paid for by a commercial interest)
- Be visible on the screen at the same time as the educational content and not interleaved between computer 'windows' or screens of the educational content. (For online registration and internet live or enduring activities)
- Be a 'commercial break.' (For audio and video recording)
- Contain any advertising, trade name or a product-group message. (For educational slides, abstracts, and handouts)
- Be used as agent providing an educational activity to learners, e.g. distribution of self-study educational activities or arranging for electronic access to educational activities.
- Be on an activity website landing page

#### Exhibits, Promotion, or Advertisements Can:

- Be distributed during non-educational elements of an educational activity that are not directly related to the transfer of education to the learner (ex. schedules and content descriptions, etc.)
- Be displayed/promoted in physical/virtual space adjacent to an educational activity

Individual promotional activities can utilize logos as allowed by the ACCME guidelines and as agreed to by Cincinnati Children's CPD staff. Commercial interests may not purchase promotional opportunities connect to the education place and space.

Any promotional opportunities outside of those stated in the prospectus must be agreed upon in writing by Cincinnati Children's CME office prior to implementation.

If in attendance, each company representative will be required to wear a name badge identifying themselves and their company. Should a representative choose to attend one of the educational sessions, name badges must be worn and no questions or feedback are allowed. Should the representative host an event for activity participants, unrelated to the educational activity, it cannot be scheduled at the same time as the educational activity.

Company assumes all risks and responsibilities for accidents, injuries or damages to person or property and agrees to indemnify and hold harmless Cincinnati Children's, its officers, directors, trustees, employees, agents and contractors, from any and all claims, liabilities, losses, costs and expenses (including attorneys' fees) arising from or in connection with Exhibitor's participation in the Activity. *Failure to comply will result in a breach of contract.*



**Commercial Support (Donation/Grant/Gift)**

Commercial Support is financial, or in-kind, contributions given by a commercial interest which is used to pay all or part of the costs of a CME activity. Commercial support is not tied to any promotional benefits. A donation, grant, or gift from a Commercial Interest is a form of commercial support.

Cincinnati Children's maintains responsibility for control of content, including speaker and moderator selection. All content will promote improvements or quality in healthcare and not a specific proprietary business interest. The Company will have no influence on or involvement in content development. The activity will not promote the company's products, directly or indirectly. Cincinnati Children's will make every effort to ensure that data regarding the company's products (or competing products) are objectively selected and represented, with favorable and unfavorable information and balanced discussion of prevailing information on the product(s) and/or alternative treatments. Cincinnati Children's will ensure meaningful opportunities for questioning or scientific debate. No social event or meal may compete with or take precedence over educational events.

Cincinnati Children's will ensure meaningful disclosure to the audience, at the time of the activity, regarding (a) company financing and (b) any significant relevant relationships between the company and individuals in control of content. No promotional activities will be permitted in the same room as the educational activity. No product advertisements will be permitted in the program room. Commercial interest contributions will be acknowledged by company name (No logos).

**Agreement**

The Company and Cincinnati Children's to abide by all requirements of the enclosed *ACCME Standards for Commercial Support of Continuing Medical Education*.

Please acknowledge your intention to finance this activity and to comply by the above terms and conditions:

Company Representative (Print Name)

Company Representative (Signature)

Date

Cincinnati Children's IPCE Representative  
(Print Name)

Cincinnati Children's IPCE Representative  
(Signature)

Date

Activity Joint Provider Representative  
(Print Name)

Activity Joint Provider Representative  
(Signature)

Date



# ACCME Standards for Commercial Support of Continuing Medical Education

*(as related to promotion and commercial support, version 3.12.2018)*

## **Standard 1: Independence**

Standard 1.1 A CME provider must ensure that the following decisions were made free of the control of a commercial interest. (See [www.accme.org](http://www.accme.org) for a definition of a "commercial interest" and some exemptions.) (a) Identification of CME needs; (b) Determination of educational objectives; (c) Selection and presentation of content; (d) Selection of all persons and organizations that will be in a position to control the content of the CME; (e) Selection of educational methods; (f) Evaluation of the activity.

Standard 1.2 A commercial interest cannot take the role of non-accredited partner in a joint provider relationship.

## **Standard 3: Appropriate Use of Commercial Support**

Standard 3.1 The provider must make all decisions regarding the disposition and disbursement of commercial support.

Standard 3.2 A provider cannot be required by a commercial interest to accept advice or services concerning teachers, authors, or participants or other education matters, including content, from a commercial interest as conditions of contributing funds or services.

Standard 3.3 All commercial support associated with a CME activity must be given with the full knowledge and approval of the provider.

Standard 3.4 The terms, conditions, and purposes of the commercial support must be documented in a written agreement between the commercial supporter that includes the provider and its educational partner(s). The agreement must include the provider, even if the support is given directly to the provider's educational partner or a joint provider.

Standard 3.5 The written agreement must specify the commercial interest that is the source of commercial support.

Standard 3.6 Both the commercial supporter and the provider must sign the written agreement between the commercial supporter and the provider.

Standard 3.7 The provider must have written policies and procedures governing honoraria and reimbursement of out-of-pocket expenses for planners, teachers and authors.

Standard 3.8 The provider, the joint provider, or designated educational partner must pay directly any teacher or author honoraria or reimbursement of out-of-pocket expenses in compliance with the provider's written policies and procedures.

Standard 3.9 No other payment shall be given to the director of the activity, planning committee members, teachers or authors, joint provider, or any others involved with the supported activity.

Standard 3.10 If teachers or authors are listed on the agenda as facilitating or conducting a presentation or session, but participate in the remainder of an educational event as a learner, their expenses can be reimbursed and honoraria can be paid for their teacher or author role only.

Standard 3.11 Social events or meals at CME activities cannot compete with or take precedence over the educational events.

Standard 3.12 The provider may not use commercial support to pay for travel, lodging, honoraria, or personal expenses for non-teacher or non-author participants of a CME activity. The provider may use commercial support to pay for travel, lodging, honoraria, or personal expenses for bona fide employees and volunteers of the provider, joint provider or educational partner.

Standard 3.13 The provider must be able to produce accurate documentation detailing the receipt and expenditure of the commercial support.

## **Standard 4: Appropriate Management of Associated Commercial Promotion**

Standard 4.1 Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

Standard 4.2 Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME. For print, advertisements and promotional materials will not be interleaved within the pages of the CME content. Advertisements and promotional materials may face the first or last pages of printed CME content as long as these materials are not related to the CME content they face and are not paid for by the commercial supporters of the CME activity. For computer based, advertisements and promotional materials will not be visible on the screen at the same time as the CME content and not interleaved between computer 'windows' or screens of the CME content. Also, ACCME-accredited providers may not place their CME activities on a Web site owned or controlled by a commercial interest. With clear notification that the learner is leaving the educational Web site, links from the Web site of an ACCME accredited provider to pharmaceutical and device manufacturers' product Web sites are permitted before or after the educational content of a CME activity, but shall not be embedded in the educational content of a CME activity. Advertising of any type is prohibited within the educational content of CME activities on the Internet including, but not limited to, banner ads, subliminal ads, and pop-up window ads. For computer based CME activities, advertisements and promotional materials may not be visible on the screen at the same time as the CME content and not interleaved between computer windows or screens of the CME content. For audio and video recording, advertisements and promotional materials will not be included within the CME. There will be no 'commercial breaks.' For live, face-to-face CME, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CME activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity. For Journal-based CME, None of the elements of journal-based CME can contain any advertising or product group messages of commercial interests. The learner must not encounter advertising within the pages of the article or within the pages of the related questions or evaluation materials.

Standard 4.3 Educational materials that are part of a CME activity, such as slides, abstracts and handouts, cannot contain any advertising, corporate logo, trade name or a product-group message of an ACCME-defined commercial interest.

Standard 4.4 Print or electronic information distributed about the non-CME elements of a CME activity that are not directly related to the transfer of education to the learner, such as schedules and content descriptions, may include product-promotion material or product-specific advertisement.

Standard 4.5 A provider cannot use a commercial interest as the agent providing a CME activity to learners, e.g., distribution of self-study CME activities or arranging for electronic access to CME activities.