



PRECISION GENOMICS MIDWEST

MAY 10, 2019

For more information: www.cincypgm.com

To register: <https://cchmc.cloud-cme.com/pgm2019>

Follow us on Twitter @CincyKidsGenomX

Exhibitor Prospectus &
Promotional Opportunities

Letter of Invitation

On behalf of Cincinnati Children's and the University of Cincinnati, we invite you to exhibit, promote, or give to our third annual Precision Genomics Midwest conference on May 10, 2019. We are offering a variety of exhibit spaces, demo and promotional opportunities, and gift levels ranging from \$125 to \$2,500.

Our sophomore year was a terrific success, with over 500 registrants from more than 90 different institutions across the Midwest, including academia, industry, and nonprofit organizations. Those attendees included physicians, research scientists, genetic lab managers, genetic counselors, bioinformaticists, nurses, bioethicists, and students.

This year, we plan to increase our regional reach even further to become the premier genomics conference in the Midwest— and the only one in the area focused on genomic clinical translation, research, and ethics.

We are expanding our agenda, which will feature keynotes from Matthew Porteus, MD, Associate Professor in the Department of Pediatrics and Institute of Stem Cell Biology and Regenerative Medicine at Stanford and Bing Ren, PhD, Professor of Cellular and Molecular Medicine at the University of California San Diego and Director of the UCSD Center for Epigenomics. Our break-out sessions included:

- Cancer Genomics
- Cell-Mapping Informatics
- Clinical Genomics
- Ethical, Legal, and Social Implications in Cancer Genomics
- New Genomic Technologies
- Translational Genomics

Our success over the past two years, combined with free registration to attendees, guarantees you will get your product or service in front of a large audience focused on genomics.

We look forward to seeing you at Precision Genomics Midwest!

Best Regards,

Pete White, PhD
Director, Division of Biomedical Informatics
Co-Director, Center for Pediatric Genomics

Louis Muglia, MD, PhD
Chair, Division of Human Genetics
Vice-Chair, Research, Cincinnati Children's Research Foundation
Co-Director, Center for Pediatric Genomics

John Harley, MD, PhD
Director, Center for Autoimmune Genomics and Etiology
Co-Director, Center for Pediatric Genomics

Precision Genomics Midwest 2018



General Information for Exhibitors

Conference Co-Chairs

Pete White, PhD

Director, Division of Biomedical Informatics
Co-Director, Center for Pediatric Genomics
Peter.White@cchmc.org

Lou Muglia, MD, PhD

Chair, Division of Human Genetics
Vice Chair, Research, Cincinnati Children's
Research Foundation
Co-Director, Center for Pediatric Genomics
Louis.Muglia@cchmc.org

John Harley, MD, PhD

Director, Center for Autoimmune Genomics &
Etiology
Co-Director, Center for Pediatric Genomics
John.Harley@cchmc.org

Conference Operational Lead

Heide Aungst, MA

Senior Specialist, Outreach & Communication
Center for Pediatric Genomics
Heide.Aungst@cchmc.org

Conference Coordinator

Sarah DeLaat, CMP

Project Manager, CME
Cincinnati Children's Hospital Medical Center
(513) 636-6732
Sarah.Delaat@cchmc.org

Promotion/Exhibit Coordinator

Melissa Worrell, MA

Project Manager, CME
Cincinnati Children's Hospital Medical Center
(513) 636-6732
Melissa.Gardner@cchmc.org

Host Institution

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. Cincinnati Children's, ranked second in the nation among children's hospitals, by U.S. News & World Report, is a full-service, nonprofit academic medical center with more than 600 registered beds.

Clinical Services

We offer comprehensive clinical services, from treatments for rare and complex conditions to well-child care. In the 2018-19 *U.S. News & World Report* survey of best children's hospitals, Cincinnati Children's ranks No. 2 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.

Welcome to the Third Annual Precision Genomics Midwest

Precision Genomics Midwest (PGM) is the premier genomics conference in the region. Cincinnati Children's and the University of Cincinnati launched Precision Genomics Midwest in 2017 to advance genomic knowledge by bringing together renowned researchers, clinicians, and thought leaders in the field. PGM is the only Midwest regional conference focused exclusively on all aspects of genomics, including scientific research, clinical translation, bioinformatics, and bioethics. Our anticipated audience is 500 clinicians, researchers, genetic lab managers, and genetic counselors, nurses, bioethicists, bioinformaticians, and students.

Meeting Venue: Kingsgate Marriott Conference Center at the University of Cincinnati

Discover unparalleled service and convenience at the Kingsgate Marriott Conference Center, a hotel on the campus of University of Cincinnati. This Cincinnati hotel showcases stylish meeting spaces to create a unique setting for business or leisure. Delight in our inviting lobby fireplace as you make your way to spacious rooms with 50 inch HDTVs. With celebrated service and flexible space, the Kingsgate Marriott is a premier conference destination in one of the fastest growing tourist regions. As a responsible meeting choice, this hotel presents 26 meeting rooms, complimentary wireless Internet, green meeting space and over 20,000 square feet of hotel gathering space highlighted by two amphitheatres. Experience delectable dining at Caminetto or enjoy drinks and snacks on the Bearcat Lounge Patio overlooking the UC campus. Take advantage of our shuttle to local hospitals and the main UC Campus as well as access for a fee, to UC's award-winning recreational facility.



Promotional, Exhibit, and Gift/Grant Opportunities

Promotion: Opportunities that are purchased in order to market a good and/or service and are not continuing medical education. The use of these funds and the planning/content of the activity must be unrestricted by the organization donating the funds. This must be coordinated through the CME office.

Exhibitor: Organizations or persons who pay for promotional space (e.g. a display table) at an activity. The use of these funds and the planning/content of the activity must be unrestricted by the organization donating the funds. This must be coordinated through the CME office.

Gift/Grant: Financial, or in-kind, contributions given by a commercial or non-commercial interest which is used to pay all or part of the costs of a CME activity. Donation/gift/grant is not tied to any promotional benefits. This must be coordinated through the CME office. Donation, grant, or gift from a Commercial Interest is a form of commercial support.

Promotional Opportunities*

- **Exhibitor Bags (T-shirt style T-Pac with self-storage pouch)**
 - \$2000 (includes cost of promotional production by conference team)
 - Company name/large logo on front side of bag - 1 available
 - \$500 (includes cost of promotional production by conference team)
 - Back small logo with others - Multiple available

- **Custom 5-color Sticky Note Pad - 1 available**
 - \$1500 (includes cost of promotional production by conference team)
 - Company logo on cover page of sticky note pad
 - Presented on a special promotional table
 - Remaining note pads are yours to take

- **Custom Spiral Notebook - 1 available**
 - \$1500 (includes cost of promotional production by conference team)
 - Company logo on cover page of spiral notebook
 - Presented on a special promotional table
 - Remaining notebooks are yours to take

- **Single Promotional Item - Multiple available**
 - \$500 (includes cost of the item by the conference team)
 - Promotional pen placed in exhibitor bag
 - \$250 (company supplies)
 - Presented on a special promotional table
 - \$125 (company supplies)
 - Placed in exhibitor bag

- **Beverage Station - 2 available: 1 upstairs and 1 downstairs**
 - \$1000 (includes cost of promotional production by conference team)
 - Company name/logo on tablecloth and napkins
 - Tablecloth and remaining napkins are yours to take

- **First Cocktail's On Us - 2 available**
 - \$1500 (includes cost of promotional production by conference team)
 - Company name/logo on the drink tickets
 - Remaining drink tickets are yours to take
 - Company name/logo on cocktail napkins

- **Breakfast and Morning Break - 1 available**
 - \$1500 (includes cost of promotional production by conference team)
 - Company name/logo on 2 tablecloths
 - Tablecloths are yours to take

- **Lunch and Afternoon Break - 1 available**
 - \$2500 (includes cost of promotional production by conference team)
 - Company name/logo on 2 tablecloths
 - Company name/logo on dinner napkins
 - Remaining tablecloths and dinner napkins are yours to take

Exhibit Opportunities* (see pages 8-10 for floor plans and guidelines)

- Until Dec 31st, 2018: Exhibitor fee = \$750 per day for premiere upstairs location outside of the ballroom, \$500 per day for downstairs location outside of the break-out rooms.
- After Dec 31st, 2018: Exhibitor fee = \$1000 per day for premiere upstairs location outside of the ballroom, \$650 per day for downstairs location outside of the break-out rooms.
- Exhibitors will be provided:
 - One 6' table with linens and 2 side chairs in the Exhibit Space
 - 2 complimentary exhibitor registrations, includes breaks and lunches.
 - Wireless Internet
 - Power strip if requested
- Exhibitor demos = In addition to exhibitor fee, \$250 for 15 minutes or \$500 for 30 minutes when no other programming is taking place (12:30-1:15 PM)
 - Basic AV capabilities are available an additional cost

Important: Due to space limitations, exhibit tables will be held with signed agreement and received payment on a first-come, first-served basis.

Gift/Grant*

- Gold Level: \$1500 or above

- Silver Level: \$1000 to 1499

- Bronze Level: \$500 to 999

****Promotional, Exhibitor, and Gift/Grants Packages Include:***

- Acknowledgement text of company on a slide running throughout the day (during breaks/lunch)
- Acknowledgement text of company in the conference program
- Company logo will be displayed on supporter poster board in the meal pick-up area

Please contact Heide Aungst (Heide.Aungst@cchmc.org) if you are interested in supporting this interdisciplinary educational event.

Premiere Exhibit Floor Plan-Upstairs

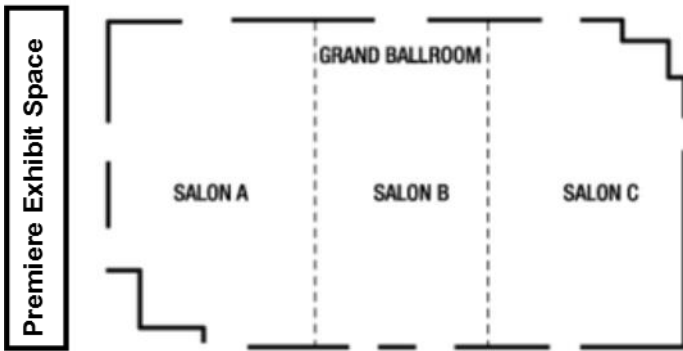


Exhibit Floor Plan-Downstairs

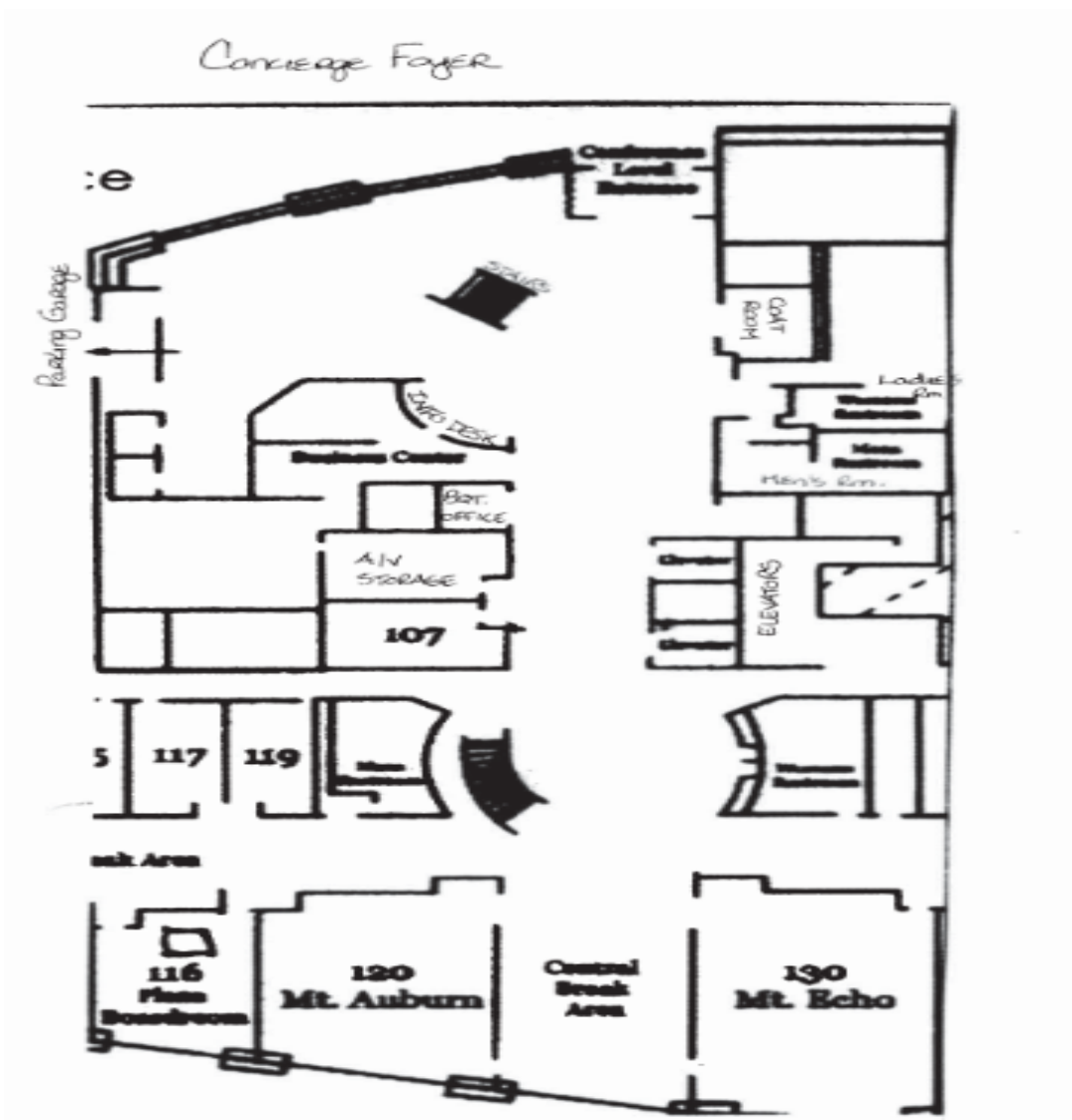


EXHIBIT RULES AND GUIDELINES

The following rules and regulations have been established by the Cincinnati Children's Hospital Medical Center ("CCHMC") and Kingsgate Marriott Conference Center at the University of Cincinnati for Precision Genomics Midwest 2019:

Application to Exhibit

CCHMC reserves the right to determine eligibility of any exhibit at the meeting.

Table Assignments

Table assignments will be made when full payment is received.

Cancellation Policy

A written notice of requests for cancellation must be transmitted to: Melissa Worrell, 3333 Burnet Ave, MLC 3003, Cincinnati, OH 45229-3039. The following regulations apply:

- a. Written cancellations received by April 1, 2019 will receive a refund of 80%.
- b. Written cancellations received between April 1 and May 7 will receive a refund of 25%.
- c. No refunds will be issued for cancellations received after May 7, 2019.

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 at each table for the duration of the conference. Tables may not be shared.

Installation of Exhibits

Set-up is from 6:00am-7:30am on Friday, May 10, 2019 in the Hotel's exhibitor hall. Additional set-up times can be arranged through the Conference Coordinator, Sarah DeLaat.

Rules Governing Exhibitors

No combustible materials, such as crepe paper, tissue paper, cardboard, corrugated paper, shall be used at any time for construction or decoration. "Fireproofed" paper is not considered noncombustible as interpreted by fire inspectors. All muslin, velvet, silken or any other cloth decorations must stand a flame proof test as prescribed by fire ordinances. All materials and fluids which are flammable must be kept in safety containers. All displays, exhibit equipment and merchandise to be displayed must conform to the requirements of the Fire Department of Cincinnati.

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. Painter's tape however is permissible. 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 his exhibit into place before the show and to dismantle and remove his exhibit immediately after the close of the show. In addition, property shipped to or from the hotel 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 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 hotel except within the limits of the exhibit space contracted for with the CCHMC and assigned to the exhibitor.
 - h. Hospitality Rooms and Exhibitor Events: It is requested that exhibitors confine these activities to times when no educational sessions are in progress. Private rooms for entertainment will be available only to companies which have contracted for exhibit space. All activities must be approved by the CCHMC.
 - i. Distribution of Literature and Promotional Items: Exhibitors may not distribute any promotional literature or other items of this type in hotel corridors, under guest room doors, or guest mail boxes, without written permission from CCHMC.
 - j. Exhibitor Attendance/Registration: The exhibit area is limited to individuals, business firms, manufacturers, and dealers who have contracted and paid for booth space, and whose products are in keeping with the educational interests of the CCHMC. Representatives of non-exhibiting firms will not be allowed in the exhibit area, nor will they be permitted to display their products or services.

Signage

Only professionally made signs are permitted in the hotel, and must be displayed on hotel 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 and exhibit space. Adhesive-backed (stick-on) decals or similar items should not be distributed.

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.

Removal of Exhibits

Exhibitors expressly agree not to begin packing or dismantling displays until after the official closing of the Exhibit Hall on Friday, May 10, 2019 at 4:00pm.

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. A service center will be open throughout the conference.

Parking

Loading In/Out information will be provided at a later time with additional conference details. Parking will be validated on site.

Cleaning

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

Liability

Exhibitors must surrender space occupied in the same condition as it was at the time of the occupation.

Security

Exhibitors must make provisions for the safeguarding of goods, material, equipment and displays at all times. CCHMC, the hotel, and the Conference Services Contractor do not guarantee or protect exhibitors against loss or damage of any kind incurred by exhibitors.

Indemnification

Exhibitor assumes all risks and responsibilities for accidents, injuries or damages to person or property and agrees to indemnify and hold harmless Cincinnati Children's Hospital Medical Center, 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.

EXHIBITOR/Promotion/Gifts/Grants REGISTRATION FORM

This is the Exhibitor/Promotion/Gifts registration form for Precision Genomics Midwest 2019 in Cincinnati, OH. Details of Promotional Opportunities, Exhibits, and Gifts are available on pages 6-7.

Instructions:

1. Please email the completed registration forms (pages 11-12) and agreement (pages 13-14) to Melissa Worrell, CME Project Manager at: melissa.gardner@cchmc.org.

2A. If you are ATTENDING the conference, please register at: <https://cchmc.cloud-cme.com/pgm2019>
To Pay:

- a. Exhibiting only - payment collected through registration site.
- b. Exhibitor + Promotional Package or Promotional Package only -
call 513-636-6732 to pay via credit card or send check to:
Cincinnati Children's CME- ML3003
c/o Melissa Worrell
3333 Burnet Ave
Cincinnati, OH 45229
- c. Donating/gifting - see #2 above.

2B. If you ARE NOT attending the conference, but buying a promotional package and/or donating/gifting - see payment instructions under #2 above.

Exhibitor/Promotion/Gifts/Grants

Company/Organization Name: <i>Please list exactly as name should appear in promotional materials.</i>	
Address:	
City:	
State:	
Postal Code:	
Country:	

Promotional, Exhibitor, and Gift/Grants Packages Include:

- Acknowledgement text of company on a slide running throughout the day (during breaks/lunch)
- Acknowledgement text of company in the conference program
- Company logo will be displayed on supporter poster board in the meal pick-up area

Exhibit Opportunities - rep(s) please register and pay through registration site.
If you are purchasing Exhibit Space, please check the appropriate box.

Premiere Exhibit Table-upstairs	\$750 through 12/31/18 and \$1000 after 12/31/18	
Exhibit Table-downstairs	\$500 through 12/31/18 and \$650 after 12/31/18	
Exhibit Demo- 30 minutes	\$500	
Exhibit Demo-15 minutes	\$250	

Promotional Opportunities - if planning to attend, please register.
If you are purchasing a promotional opportunity, please check the appropriate box.

Exhibitor Bags – Large Name/Logo on Front	\$2000	
Exhibitor Bags – Small Name/Logo on Back	\$500	
Custom 5-color Sticky Note Pad with Name/Logo	\$1500	
Custom Spiral Notebook with Name/Logo	\$1500	
Single Promotional Item - Pen Placed in Exhib. Bag	\$500	
Single Promotional Item – Placed on Promotional Table (Supplied)	\$250	
Single Promotional Item – Placed in Exhibitor Bag (Supplied)	\$125	
Beverage Station – Name/Logo on Tablecloth and Napkins	\$1000	
First Cocktail's On Us – Name/Logo on Drink Tickets/Logo on Cocktail Napkins	\$1500	
Breakfast and Morning Break – Name/Logo on 2 Tablecloths	\$1500	
Lunch and Afternoon Break – Name/Logo on 2 Tablecloths and Dinner Napkins	\$2500	

Major Gifts/Grants
If you are interested in providing a major gift, please check the appropriate box.

Gold	\$1500 or above	
Silver	\$1000 to 1499	
Bronze	\$500 to 999	

Totals		
Exhibitor Totals		
Promotional Opportunities Totals		
Major Gifts/Grants Totals		
Grand Total		



Activity Title: Precision Genomics Midwest 2019

Activity Date: 5/10/19

Company:

Nature of Agreement: Promotion Exhibitor and/or Commercial Support Donation/gift from
Promotional Package Commercial company

Payment

Total amount of \$ _____ will be made payable to Cincinnati Children's Hospital Medical Center and mailed to Cincinnati Children's Hospital Medical Center, ATTN: Melissa Worrell CME-ML3003, 3333 Burnet Avenue, Cincinnati, OH 45229 or to make a credit card payment call: 513-636-6732. Payment must be received on or before April 1, 2019 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

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 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.