



6th Annual Aspen Conference on Pediatric Cerebrovascular Disease and Stroke

**July 12-14, 2023
Viceroy Snowmass
Snowmass Village, CO**

Promotional & Exhibit Opportunities



From the Committee Chair

On behalf of the Division of Neurosurgery, Cerebrovascular Disease Stroke Center, at Cincinnati Children's, I invite you to take part in the 6th Annual Aspen Conference on Pediatric Cerebrovascular Disease and Stroke, which will be held in Snowmass Village, Colorado, July 12-14, 2023. We are thrilled to gather in person again!

Presentations will focus on these major themes:

- Cavernomas
- Moyamoya
- Post radiation vasculopathy
- CSVT— protocol for venous thrombosis



The target audience of this conference consists of medical professionals from neurosurgery, neurology, interventional radiology, hematology, emergency medicine, neonatology, cardiology, physical medicine and rehabilitation, radiation/ oncology, and neuro-radiology. This reflects the multidisciplinary, interprofessional care provided for patients with conditions affecting the blood vessels in and around the brain & spine.

The faculty is world-renowned from national and international institutions. The intimate conference atmosphere ensures that attendees will be able to discuss and interact with faculty and colleagues throughout the week. The design of the conference — morning learning sessions, ending at approximately mid-day — allows the learner to absorb and digest content while providing many opportunities for attendees to interact with sponsors and exhibitors during the conference and informally during optional activities.

We have a number of exhibit and sponsorship opportunities for your consideration. These opportunities serve to maximize your visibility and exposure to attendees at the conference, as well as demonstrate your full support of cerebrovascular education.

Space is limited for all opportunities, so we encourage you to book early. We look forward to working with you.



Best regards,

A handwritten signature in black ink, which appears to read "Sudhakar".

Sudhakar Vadivelu, DO
Conference Chair

Host Institution

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 2022-2023 U.S. News & World Report survey of best children's hospitals, Cincinnati Children's ranks No. 3 among all Honor Roll hospitals.

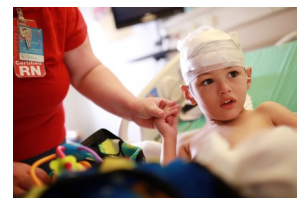
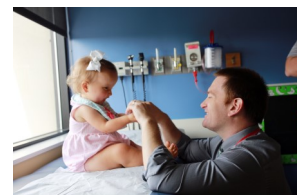
With more than 700 registered beds, Cincinnati Children's had nearly 1.5 million patient encounters and served patients from all 50 states and 51 countries, including 589 international patients, in fiscal 2021.

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.



Meeting Venue

At Viceroy Snowmass luxury year-round resort, mountain adventure glows with modern spirit as Viceroy Hotels and Resorts offers its first resort at the base of one of the world's finest ski mountains. Only seven miles from downtown Aspen in the heart of Snowmass Base Village, the sophistication and sense of place that distinguish Viceroy destinations from California to the Caribbean perfectly blend with the Colorado high country.

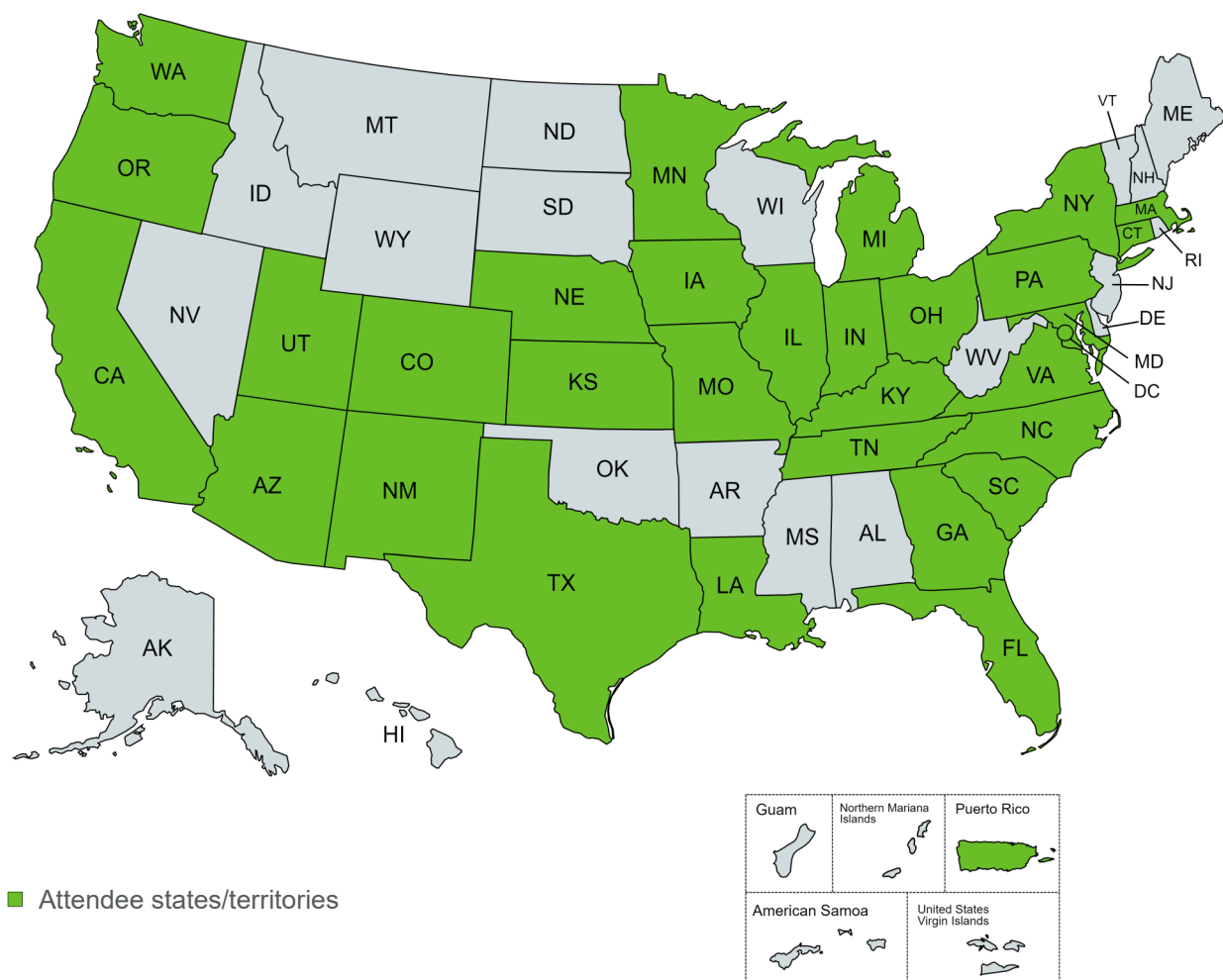
Opened in December 2009, Viceroy Snowmass is the first luxury hotel in Colorado to receive Gold LEED Certification. For couples, families and friends, Viceroy Snowmass offers 163 residentially-appointed, ski-in/ski-out luxury guest rooms and suites, ranging from studios to four-bedroom lodging. In-room comforts include stainless steel kitchens, glowing fireplaces, deep soaking tubs, in-room washer and dryer and wireless internet access.

Your Viceroy Snowmass experience is complemented by Latin contemporary dining and lounging at TORO Kitchen and Lounge, Nest, a year-round pool terrace and outdoor bar, and a 7,000-square-foot Spa at Viceroy Snowmass offering treatments that include signature rituals inspired by ancient Ute, Nordic and Asian ceremonies and culture, as well as traditional massage, facial, and beautification journeys.



Our Audience

Specialists from around the globe come together to network about interprofessional care provided for patients with conditions affecting the blood vessels in and around the brain & spine.



Including International attendees from Canada, Columbia, Costa Rica, Ireland, and United Kingdom.

Course Director

Sudhakar Vadivelu, DO

Faculty Endovascular Neurosurgeon
Director, Cerebrovascular Program
Division of Pediatric Neurosurgery
Cincinnati Children's



Course Planning Team

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Malformation Program
Director, HHT Center of Excellence
Director, Sturge-Weber Center/Clinical Care
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J. Michael Taylor, MD

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Andrea Thrasher, MEd

Educational Consultant
Continuing Medical Education
Cincinnati Children's
Cincinnati, OH

Daily Agenda

*Times subject to change

7:15 - 7:45 am	Breakfast and Registration
7:45 - 9:45 am	Presentations & Discussion
9:55 - 10:15 am	Break
10:15 - 12:15 pm	Presentations & Discussion

*Times vary by day.

Topics

Wednesday: Stroke Trial Readiness, Cerebral Revascularization in Sickle Cell Disease and Cancer Survivors

- NIH, StrokeNet and Important Components to Stroke Trial Readiness
- Cerebrovascular screening tools in SCD stroke assessment
- Vasculopathy and Stroke imaging modalities in SCD Trials
- Lightning Cases with Fellow's Panel Review
- Revascularization in Asymptomatic and Silent Ischemic SCD Stroke
- Techniques for revascularization in childhood cancer survivors and radiation
- Aspirin in Moyamoya vasculopathy

Thursday: Molecular Targets and Definitive Therapies in Cerebral Vascular Malformations

- Lightning Cases with Fellow's Panel Review
- Molecular pathways and medical trials for cerebral cavernoma
- Identification and Indication for treatment in Spinal cavernomas
- Endovascular embolization for subdural hematomas - What's in a membrane?
- Lightning case with fellow's panel review
- Hemorrhagic risk in Hereditary Hemorrhagic

Teleangiectasia Cerebral Arteriovenous Malformations

- HHT Micro-AVMs: To treat or not to treat
- Approaches and Success for Definitive Cerebral AVM Treatment: Stereotactic Radiosurgery versus Microsurgery

Friday: Multicenter Coordination for Treating Acute Pediatric and Young Adult Stroke, Endovascular and medical management options for systemic and cerebral sinus venous thrombosis: mechanical thrombectomy, patient selection, and protocol variations

- Lightning case
- Regional coordination hurdles in treating acute pediatric stroke
- Pearls and Pitfalls in Application of Endovascular Management Strategies in Arterial and Venous Thrombectomies
- Anticoagulation approaches in pediatric systemic and cerebral sinovenous thromboses
- Imaging biomarkers in pediatric stroke vasculopathies
- Stroke rehabilitation following neonatal stroke
- Post-hemorrhagic hydrocephalus: When and How to intervene
- Neurostimulation for Epilepsy and Movement Disorders

*Days/topics subject to change

Promotional Opportunities

Levels

Diamond		\$25,000
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Platinum level supporters will receive recognition through organization name or logo as follows:

- Recognition signage in exhibit room
- Choice of:
 - Logo on printed bag in exhibit room
 - Logo on key card
- Verbal recognition of support during the opening session
- Logistics & Technology sponsorship
- Daily Sponsor - Choice of up to 3 days

Platinum		\$10,000
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Platinum level supporters will receive recognition through organization name or logo as follows:

- Recognition signage in exhibit room
- Choice of:
 - Logo on printed bag in exhibit room
 - Logo on key card
- Verbal recognition of support during the opening session

Gold		\$5,000
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Gold level supporters will receive recognition through organization name or logo as follows:

- Recognition signage in exhibit room
- Verbal recognition of support during the opening session

Silver		\$2,500
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Silver level supporters will receive recognition through organization name or logo as follows:

- Recognition signage in exhibit room

Donations & Grants

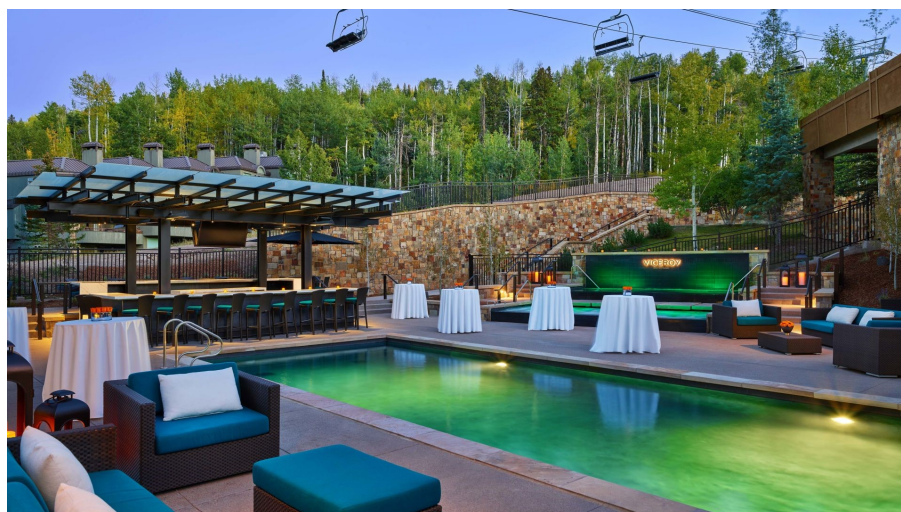
All opportunities listed in this prospectus are promotional in nature. Donations, grants, and contributions provided by Ineligible Companies, as defined by the [Standards for Integrity and Independence in Accredited Continuing Education \(2020\)](#), are considered separate from Promotional Opportunities and are Commercial Support. If you are interested in providing a donation or educational grant, please contact andrea.thrasher@cchmc.org.

Promotional Opportunities

Special Wine & Cheese Poster Session Sponsor

\$2,500

- Connect with colleagues and faculty while celebrating cerebrovascular research
- Tentative Date & Time: Thursday, July 13th, 6 pm
- In addition to the fee, vendor must directly order and pay for any catering, entertainment, and additional signage within the Poster Session space with Viceroy.
- Space, 1 recognition poster, electronic/physical poster boards will be provided.
- While not an accredited session, Cincinnati Children's and the planning team will retain responsibility for collecting abstracts and approving posters for the session.
- The principal selection criteria for the abstract is educational value for conference attendees. Topics may include:
 - Basic science
 - Vascular developmental biology
 - Novel clinical approaches
 - Quality improvement efforts
 - Interesting cases.
- *Note: plan to hold outside*



Promotional Opportunities

Special Virtual Hybrid Session Sponsor	\$3,500
<ul style="list-style-type: none">• Sponsor a LIVE Virtual Hybrid educational session• Tentative Date & Time: Thursday, July 13th, 2 pm• In addition to the fee, vendor must directly order and pay for any catering and additional signage within the Educational Session space with Viceroy.• Space, 1 recognition poster, electronic/physical poster boards will be provided.• Logo recognition and verbal in the live session.• While not an accredited session, Cincinnati Children's and the planning team will retain responsibility for planning and approving content for the session.• The principal selection criteria for the abstract is educational value for conference attendees. Topics may include:<ul style="list-style-type: none">• Basic science• Vascular developmental biology• Novel clinical approaches• Quality improvement efforts• Interesting cases.	

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.

Daily Sponsor		Limit 2 per day. \$4,500 each
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- Recognition signage in exhibit room
- Verbal recognition during the session
- Choice of:
 - Branded table cloth on catering table
 - Branded napkins
 - Branded coffee sleeves
 - Floor cling by catering table

Activities		
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- Mountainside Activity - \$2,500*
 - Cornhole tournament in the center of Base Village
- Trainee & Allied Health Social - \$2,500*
 - Social activity of purchasing organization's choosing, held in Snowmass Village (Ex. Ice cream social, S'mores, Alpine coaster)

*Date/Time to be determined in collaboration with the purchasing organization. In addition to the above fee, vendor must directly order and pay for any catering, entertainment, and additional signage within the activity space. 1 recognition poster will be provided. Activity may not begin before 12:45pm.

Logistics & Technology		
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- AV - \$5,500
 - Verbal recognition during the session
 - Recognition on microphones in the session (no logo)
- Wifi - \$5,000
 - Verbal recognition during the session
 - Recognition on wifi and online syllabus instruction handouts (no logo)

Custom Opportunities		\$1,000
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The amount listed reflects the opportunity purchase price. Fulfillment (design, production, etc.) is the responsibility of the purchaser. Cincinnati Children's IPCE must review and approve prior to production. If product has already been produced (example: pens) Cincinnati Children's must still approve the product. Directions regarding logistics (vendor, size, delivery, etc.) will be provided.

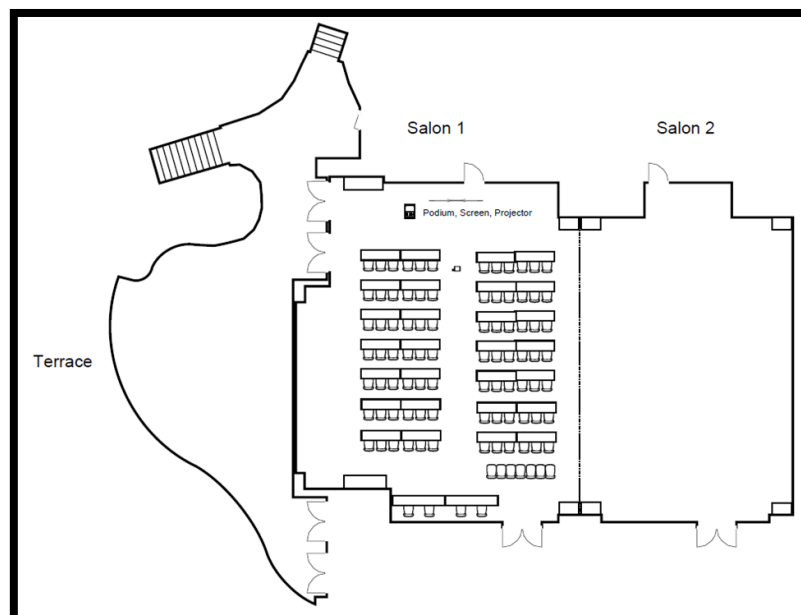
- Hand Sanitizer
- Water Bottles
- Bear Spray
- Hand Lotion
- Camelback
- Other Giveaway
- Travel Sunscreen
- Hiking/Treking Poles

Exhibit Opportunities

Standard Single Booth	(Limit 6)	\$2,000
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Table Top Exhibit:

- 6' table with two side chairs
- Recognition as exhibitor in conference materials



Exhibits will be located in Salon 2
on the Lower Level.
Breakfast and breaks will be held
in this space.

Rules & Guidelines

The following rules and regulations have been established by the Cincinnati Children's Hospital Medical Center ("CCHMC"), and the Viceroy Snowmass (the "Conference Center") for the Annual Aspen Conference on Pediatric Cerebrovascular Disease and Stroke.

COVID-19 Policy

Cincinnati Children's will implement health-and-safety protocols appropriate to the public health circumstances existing at the time of the conference. Protocols will be announced as soon as possible and will be available on the conference website.

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 40.

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.

(Continued on next page.)

Rules & Guidelines, cont.

Parking

Loading dock space is reserved for loading and unloading only. Valet parking is available at the Viceroy Snowmass.

Cleaning

The Conference Center will provide general lighting, heat/air conditioning and daily cleaning of 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. The following regulations apply:

Written cancellations received by April 15, 2023 will receive a refund of 80%.

Written cancellations received between April 16, 2023 and June 1, 2023 will receive a refund of 25%.

No refunds will be issued for cancellations received after June 1, 2023.

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 on Tuesday, July 11, 2023 from 6am-7am or Wednesday, July 12, 2023 from 6am—7am on the lower level of the Viceroy. Because of the adjoining GI conference, vendors are also able to set up Sunday, July 9, 2023 from 3:30pm-5:30pm or Monday, July 10, 2023 from 6am—7am.

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

Complete the information below Email a completed **Interest Form** and **Letter of Agreement** to andrea.thrasher@cchmc.org.

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

	Cost	✓
Promotional Opportunities & Exhibit Opportunity		
Diamond Level (Specify Option + Days: _____)	\$25,000	
Platinum Level (Specify Option: _____)	\$10,000	
Gold Level	\$5,000	
Silver Level	\$2,500	
Special Wine & Cheese Poster Session Sponsor	\$2,500	
Special Virtual Hybrid Session Sponsor	\$3,500	
Daily - Wednesday (Cavernoma)	\$4,500	
Daily - Thursday (Moyamoya & Post radiation vasculopathy)	\$4,500	
Daily - Friday (CSVT- protocol for venus thrombosis)	\$4,500	
Mountainside Activity Social	\$2,500	
Trainee & Allied Health Social	\$2,500	
AV	\$7,500	
Wifi	\$5,000	
Custom (Specify option: _____)	\$1,000	
Exhibit Booth	\$2,000	
TOTAL		



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 (inclusive of advertising, sales, exhibits, and promotions) of a good and/or service by an ineligible company and are not accredited continuing education. Associated standards related to promotional activities include but are not limited to (see enclosed Standards for Integrity and Independence in Accredited Continuing Education):

- Live continuing education activities: Marketing, exhibits, and nonaccredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.
- Print, online, or digital continuing education activities: Learners must not be presented with marketing while engaged in the accredited education activity. Learners must be able to engage with the accredited education without having to click through, watch, listen to, or be presented with product promotion or product-specific advertisement.
- Educational materials that are part of accredited education (such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information) must not contain any marketing produced by or for an ineligible company, including corporate or product logos, trade names, or product group messages.
- Information distributed about accredited education that does not include educational content, such as schedules and logistical information, may include marketing by or for an ineligible company.
- Ineligible companies may not provide access to, or distribute, accredited education to learners.

Individual promotional activities can utilize logos as allowed by the Integrity Guidelines and as agreed to by Cincinnati Children's IPCE staff. Commercial interests may not purchase promotional opportunities connected to the education place and space.

Any promotional opportunities – including those offered in a promotional/marketing/exhibit/sponsorship prospectus – must be agreed upon in writing by Cincinnati Children's IPCE 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 an Ineligible Company which is used to pay all or part of the costs of an Accredited Continuing Education activity. Commercial support is not tied to any promotional benefits. A donation, grant, or gift from an Ineligible Company is a form of commercial support.

Cincinnati Children's maintains responsibility for control of content, including speaker and moderator selection. All content will be based on current science, evidence, and clinical reasoning, while giving a fair and balanced view of diagnostic and therapeutic options. The Company will have no influence on or involvement in content development. No promotional activity or messaging will be permitted during the accredited education. 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 disclosure to the audience, at the time of the activity, regarding (a) company financing and (b) any relevant relationships between the company and individuals in control of content. Ineligible Company contributions will be acknowledged by company name (No logos).

Agreement

The Company and Cincinnati Children's to abide by all requirements of the enclosed *Standards for Integrity and Independence in Accredited Continuing 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

Standards for Integrity and Independence in Accredited Continuing Education

(as related to promotion and commercial support, version 12.2020)

Standard 1: Ensure Content is Valid

Accredited providers are responsible for ensuring that their education is fair and balanced and that any clinical content presented supports safe, effective patient care.

1. All recommendations for patient care in accredited continuing education must be based on current science, evidence, and clinical reasoning, while giving a fair and balanced view of diagnostic and therapeutic options.
2. All scientific research referred to, reported, or used in accredited education in support or justification of a patient care recommendation must conform to the generally accepted standards of experimental design, data collection, analysis, and interpretation.
3. Although accredited continuing education is an appropriate place to discuss, debate, and explore new and evolving topics, these areas need to be clearly identified as such within the program and individual presentations. It is the responsibility of accredited providers to facilitate engagement with these topics without advocating for, or promoting, practices that are not, or not yet, adequately based on current science, evidence, and clinical reasoning.
4. Organizations cannot be accredited if they advocate for unscientific approaches to diagnosis or therapy, or if their education promotes recommendations, treatment, or manners of practicing healthcare that are determined to have risks or dangers that outweigh the benefits or are known to be ineffective in the treatment of patients.

Standard 2: Prevent Commercial Bias and Marketing in Accredited Continuing Education

Accredited continuing education must protect learners from commercial bias and marketing.

1. The accredited provider must ensure that all decisions related to the planning, faculty selection, delivery, and evaluation of accredited education are made without any influence or involvement from the owners and employees of an ineligible company.
2. Accredited education must be free of marketing or sales of products or services. Faculty must not actively promote or sell products or services that serve their professional or financial interests during accredited education.
3. The accredited provider must not share the names or contact information of learners with any ineligible company or its agents without the explicit consent of the individual learner.

Standard 4: Manage Commercial Support Appropriately

Standard 4 applies only to accredited continuing education that receives financial or in-kind support from ineligible companies. Accredited providers that choose to accept commercial support (defined as financial or in-kind support from ineligible companies) are responsible for ensuring that the education remains independent of the ineligible company and that the support does not result in commercial bias or commercial influence in the education. The support does not establish a financial relationship between the ineligible company and planners, faculty, and others in control of content of the education.

- 1. Decision-making and disbursement:** The accredited provider must make all decisions regarding the receipt and disbursement of the commercial support.
 - a. Ineligible companies must not pay directly for any of the expenses related to the education or the learners.
 - b. The accredited provider may use commercial support to fund honoraria or travel expenses of planners, faculty, and others in control of content for those roles only.
 - c. The accredited provider must not use commercial support to pay for travel, lodging, honoraria, or personal expenses for individual learners or groups of learners in accredited education.
 - d. The accredited provider may use commercial support to defray or eliminate the cost of the education for all learners.
- 2. Agreement:** The terms, conditions, and purposes of the commercial support must be documented in an agreement between the ineligible company and the accredited provider. The agreement must be executed prior to the start of the accredited education. An accredited provider can sign onto an existing agreement between an accredited provider and a commercial supporter by indicating its acceptance of the terms, conditions, and amount of commercial support it will receive.
- 3. Accountability:** The accredited provider must keep a record of the amount or kind of commercial support received and how it was used, and must produce that accounting, upon request, by the accrediting body or by the ineligible company that provided the commercial support.
- 4. Disclosure to learners:** The accredited provider must disclose to the learners the name(s) of the ineligible company(ies) that gave the commercial support, and the nature of the support if it was in-kind, prior to the learners engaging in the education. Disclosure must not include the ineligible companies' corporate or product logos, trade names, or product group messages.

Standard 5: Manage Ancillary Activities Offered in Conjunction with Accredited Continuing Education

Standard 5 applies only when there is marketing by ineligible companies or nonaccredited education associated with the accredited continuing education. Accredited providers are responsible for ensuring that education is separate from marketing by ineligible companies—including advertising, sales, exhibits, and promotion—and from nonaccredited education offered in conjunction with accredited continuing education.

1. Arrangements to allow ineligible companies to market or exhibit in association with accredited education must not:
 - a. Influence any decisions related to the planning, delivery, and evaluation of the education.
 - b. Interfere with the presentation of the education.
 - c. Be a condition of the provision of financial or in-kind support from ineligible companies for the education.
2. The accredited provider must ensure that learners can easily distinguish between accredited education and other activities.
 - a. Live continuing education activities: Marketing, exhibits, and nonaccredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.
 - b. Print, online, or digital continuing education activities: Learners must not be presented with marketing while engaged in the accredited education activity. Learners must be able to engage with the accredited education without having to click through, watch, listen to, or be presented with product promotion or product-specific advertisement.
 - c. Educational materials that are part of accredited education (such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information) must not contain any marketing produced by or for an ineligible company, including corporate or product logos, trade names, or product group messages.
 - d. Information distributed about accredited education that does not include educational content, such as schedules and logistical information, may include marketing by or for an ineligible company.
3. Ineligible companies may not provide access to, or distribute, accredited education to learners.