



# 7<sup>th</sup> Annual Aspen Conference on Pediatric Cerebrovascular Disease and Stroke

July 8-11, 2024  
Viewline Snowmass,  
Autograph Collection by Marriott  
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 7<sup>th</sup> Annual Aspen Conference on Pediatric Cerebrovascular Disease and Stroke, which will be held in Snowmass Village, Colorado, July 8-11, 2024.

### Conference Highlights:

- Direct vs Indirect Surgical Revascularization in Moyamoya, Sickle Cell, Aneurysms: Worldly Perspectives, Challenges, Future Directions
- Post Hemorrhagic Hydrocephalus of Prematurity: Identification, Management and Long-Term Sequelae
- Traumatic Vascular Injury, Intracerebral Vasospasm, Non-accidental Head Trauma, Subdural Hematomas
- Cryptogenic and Cardioembolic Stroke: Role for Device Closure of PFO in Children, Stroke in Advanced Cardiac Support
- Infection versus Inflammation: Complications in Cerebral Sinus Venous Thrombosis, Endovascular Thrombectomy and Thrombolysis
- Developmental Venous Anomalies and Cerebral Cavernous Malformations
- Gene Associated Arteriopathies



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.

Our world-renowned faculty hails from national and international institutions, ensuring a rich learning experience. The intimate conference setting facilitates engaging discussions with faculty and peers. Structured morning sessions, concluding around mid-day, allow for optimal content absorption. This unique design offers numerous opportunities to interact with supporters, exhibitors, and colleagues during the conference and optional activities.



Maximize your visibility and underscore your commitment to cerebrovascular education by exploring our exhibit and sponsorship options. Act swiftly as space is limited, ensuring prime exposure to our engaged audience.

Join us in shaping the future of pediatric cerebrovascular care. We anticipate a successful collaboration and look forward to your early booking. Let's make this conference an unforgettable experience together!

Best regards,



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 2023-2024 U.S. News & World Report survey of best children's hospitals, Cincinnati Children's ranks No. 1 among all Honor Roll hospitals.

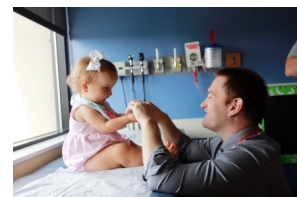
With more than 762 registered beds, Cincinnati Children's had nearly 1.6 million patient encounters and served patients from all 50 states and 51 countries, including 589 international patients, in fiscal 2023.

### 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.



## Course Director

### **Sudhakar Vadivelu, DO**

Faculty Endovascular Neurosurgeon  
Director, Cerebrovascular Disease and Stroke Center  
Division of Pediatric Neurosurgery  
Cincinnati Children's



## Course Planning Team

### **Silia Creech**

Conference & Fundraising Coordinator  
Division of Pediatric Neurosurgery  
Cincinnati Children's

### **Sarah DeLaat, CMP**

Conference and Meeting Planner  
Continuing Medical Education  
Cincinnati Children's

### **Nathan Evanson, MD, PhD**

Attending Physician, Division of Rehabilitation  
Medicine  
Assistant Professor, UC Department of Pediatrics  
Cincinnati Children's

### **Adrienne Hammill, MD, PhD**

Research Director, Hemangioma & Vascular  
Malformation Program  
Director, HHT Center of Excellence  
Director, Sturge-Weber Center/Clinical Care  
Network  
Associate Professor, UC Department of Pediatrics  
Cincinnati Children's

### **Lori Luchtman-Jones, MD**

Medical Director, Hemostasis & Thrombosis  
Laboratory  
Director, Thrombosis Research  
Professor, UC Department of Pediatrics  
Cincinnati Children's

### **Teri Slusher, RN, BSN**

Business Director  
Division of Pediatric Neurosurgery  
Cincinnati Children's

### **J. Michael Taylor, MD**

Pediatric Stroke and Neurocritical Care Specialist  
Division of Neurology  
Assistant Professor, UC Department of Pediatrics  
Cincinnati Children's

### **Andrea Thrasher, MEd**

Educational Consultant  
Continuing Medical Education  
Cincinnati Children's



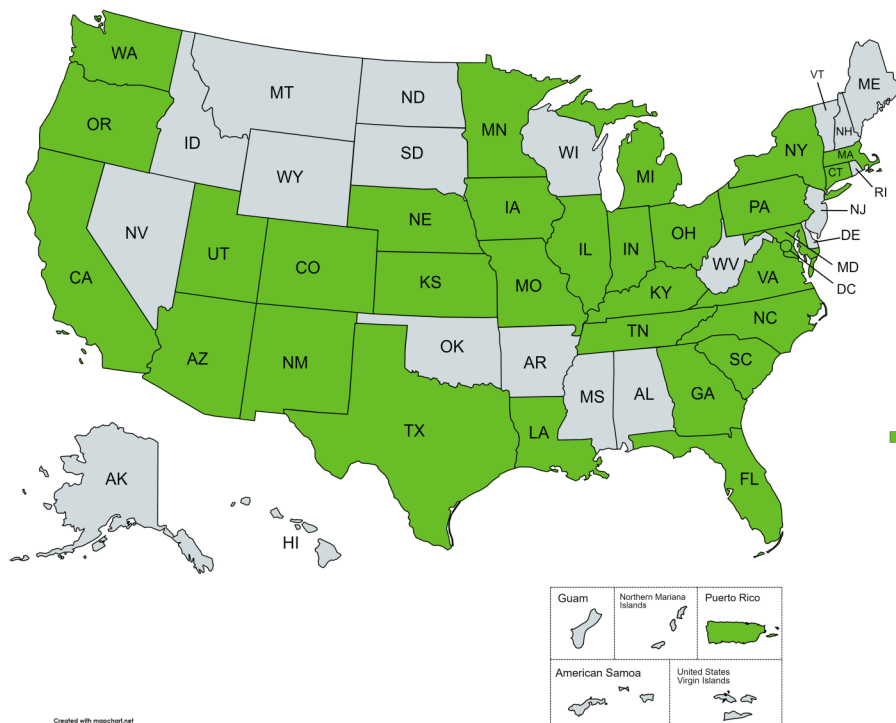
# Daily Agenda

\*Times vary by day (Monday afternoon, Tuesday-Thursday morning)

30 min	Breakfast and Networking
2 hours	Presentations & Discussion
20 min	Break
2.5 hours	Presentations & Discussion

## Our Learners

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.*

# Promotional Opportunities

## Levels

Platinum	\$20,000
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Platinum level supporters will receive recognition through organization name or logo as follows:

- Recognition as the Platinum Supporter
- Prominent recognition in conference materials
- Recognition during opening & closing remarks
- Post Meeting Email Blast
- Twitter Shout-out
- Choice of:
  - Logo on printed bag in exhibit room (Limit 1)
  - Logo on key card (Limit 1)
- Logo on sign in exhibit/food area
- Logo on the conference website
- Registration list
- Handout at hotel guest check in

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

- Recognition as the Gold Supporter
- Prominent recognition in conference materials
- Recognition during opening & closing remarks
- Choice of:
  - Post meeting email blast
  - Twitter Shout-out
- Logo on sign in exhibit/food area
- Logo on the conference website
- Registration list

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

- Recognition as the Silver Supporter
- Recognition in conference materials
- Recognition during opening & closing remarks
- Logo on sign in exhibit/food area
- Logo on the conference website
- Registration list

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

- Recognition as the Bronze Sponsor
- Recognition in conference materials
- Recognition during opening & closing remarks
- Registration list

## 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](mailto:andrea.thrasher@cchmc.org).



# Promotional Opportunities

## Networking

Wine & Cheese Poster Welcome Session (Limit 1)	\$2,500
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- Sponsorship of the poster session to connect with colleagues and faculty while celebrating cerebrovascular research
- Opportunity to address attendees during session
- Logo on the conference website
- Text recognition on agenda
- Logo and signage at the reception venue
- Two complimentary conference registrations
- Text recognition in attendee handouts
- Email invitation sent to attendees
- Registration list
- Date & Time: Monday, July 8th, Time TBD
- In addition to the fee, vendor must directly order and pay for any catering, entertainment, and additional signage within the Poster Session space with the venue.
- Space, 1 recognition poster
- Electronic poster boards for the scientific posters 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
  - Novel clinical approaches
  - Interesting cases.
  - Vascular developmental biology
  - Quality improvement efforts

Post-Session Networking Reception (Limit 1)	\$2,500
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- Sponsorship of a networking session after accredited content ends
- Opportunity to address attendees during session.
- Logo on the conference website
- Text recognition on agenda
- Logo and signage at the reception venue
- Two complimentary conference registrations
- Text recognition in attendee handouts
- Email invitation sent by CME to attendees
- Registration list
- Date & Time: Wednesday, July 10th, Time TBD or Thursday, July 11th, Time TBD
- In addition to the fee, vendor must directly order and pay for any catering, entertainment, and additional signage within the Networking Session space with the venue
- Space, 1 recognition poster, electronic poster boards will be provided
- **ORDER EARLY TO BE INCLUDED IN AGENDA AND CONFERENCE REGISTRATION!**

# Promotional Opportunities

## Symposia

In-person Satellite Symposium (Limit 1)	\$2,500
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- Sponsorship of in-person satellite symposium session after accredited content ends
- Content directed by purchaser
- Two complimentary conference registrations
- Text recognition in attendee handouts
- Email invitation sent to attendees
- Logo and signage at the symposium venue
- Logo on the conference website
- Text recognition on agenda
- Registration list
- Date & Time: Wednesday, July 10th, Time TBD or Thursday, July 11th, Time TBD
- In addition to the fee, vendor must directly order and pay for any catering, entertainment, and additional signage within the Symposium Session space with the venue.
- Space, 1 recognition poster
- **ORDER EARLY TO BE INCLUDED IN AGENDA AND CONFERENCE REGISTRATION!**

Pre-Session Virtual Satellite Symposium (Limit 1)	\$5,000
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- Sponsorship of online pre-session satellite symposium session
- Content directed by purchaser
- Logo on the conference website
- Text recognition in attendee handouts
- Logo and signage at the symposium venue
- Email invitation sent to attendees
- Registration list
- Date & Time: TBD, June 2024
- A Zoom link and light technical support will be provided
- **ORDER EARLY TO BE INCLUDED IN CONFERENCE REGISTRATION!**





## Promotional Opportunities

Daily Sponsor (Limit 1 per day)	\$6,000
<ul style="list-style-type: none"> <li>• Recognition signage in exhibit room</li> <li>• Logo on the conference website</li> <li>• Registration list</li> <li>• Choice of:             <ul style="list-style-type: none"> <li>• Branded Menu at end of buffet</li> <li>• Branded coffee sleeves or napkins</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Verbal recognition during the session</li> <li>• Recognition in conference materials</li> <li>• Social Media Shout-out</li> <li>• Branded Food Labels</li> <li>• Branded Tablecloth</li> </ul>
AV Sponsor (Limit 1)	\$5,000
Wifi Sponsor (Limit 1)	\$5,000
<ul style="list-style-type: none"> <li>• Verbal recognition during the session</li> <li>• Recognition on technology information handout (no logo)</li> <li>• Ability to play pandora playlist during Breakfast (A/V) or Break (Wifi) daily, with verbal recognition.</li> <li>• Registration list</li> <li>• Social Media Shout-out</li> </ul>	<ul style="list-style-type: none"> <li>• Logo on the conference website</li> <li>• Text recognition in attendee handouts</li> </ul>
Have a Drink on Us (Limit 1)	\$2,500
<ul style="list-style-type: none"> <li>• Sponsor a drink at the hotel bar for all attendees</li> <li>• Verbal recognition of support during the opening session</li> <li>• Recognition in conference materials</li> <li>• Recognition on the drink ticket.</li> </ul>	<ul style="list-style-type: none"> <li>• Registration list</li> <li>• Text recognition in participant materials</li> </ul>
Altitude & Attitude - Branded Merchandise	\$1,000 (Purchaser Fulfilled) \$5,000 (CCHMC Fulfilled)
<ul style="list-style-type: none"> <li>• Sponsor branded conference materials (examples below)</li> <li>• Logo and recognition on sponsored items</li> <li>• Registration list</li> <li>• Purchaser Fulfilled: Purchaser designs (with conference staff approval), fulfills, and ships logo'd item of purchaser's choice. Pre-made products accepted, pending approval</li> <li>• CCHMC Fulfilled: Conference staff designs, fulfills, and ships logo'd item of purchaser's choice</li> </ul>	<ul style="list-style-type: none"> <li>• Logo on the conference website</li> <li>• Text recognition in attendee handouts</li> <li>• Hydration Pack</li> <li>• Travel Sunscreen</li> <li>• Hiking/Treking Poles</li> <li>• Bear Spray</li> </ul>
<ul style="list-style-type: none"> <li>• Water Bottles</li> <li>• Hand Lotion</li> </ul>	

# Exhibit Opportunities

## In-person & Virtual

Standard Booth (Limit 6) \$2,500

- 6' table with two side chairs
- In-person networking with learners
- Shared experiences and informal conversations that happen outside the conference rooms
- Ability to attend (with purchase) social activities with learners
- Text recognition in the attendee materials
- Two complimentary conference registrations
- Logo on the conference website
- Registration list
- Logo on vendor recognition poster in food area

Virtual Exhibit \$2,500

- Link to website on conference webpage
- Up to 4 additional posted resources/links on conference webpage
- Text recognition in the attendee materials
- Logo on the conference website
- Registration list
- Logo on vendor recognition poster in food area

Dedicated Marketing Email Pre-Conference (Limit 2) \$2,500  
Post-Conference (Limit 2) \$2,500

- Send a dedicated email to conference attendees
- Highlight your products, services, or special offers
- Email sent on behalf of the conference organizers

# Rules & Guidelines

*The following rules and regulations have been established by the Cincinnati Children's Hospital Medical Center ("CCHMC"), and the Viewline (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 and self parking is available at the Viewline.

### 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](mailto:cme@cchmc.org). The following regulations apply:

Written cancellations received by April 19, 2024 will receive a refund of 80%.

Written cancellations received between April 20, 2024 and June 1, 2024 will receive a refund of 25%.

No refunds will be issued for cancellations received after June 1, 2024.

### 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 Monday, July 8, 2024 from 10am - 12pm at the Viewline.

### 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

Email a completed **Interest Form** and **Letter of Agreement** to [andrea.thrasher@cchmc.org](mailto:andrea.thrasher@cchmc.org).

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

Promotional & Exhibit Opportunities	Cost	✓
Platinum Level (Specify Option: _____)	\$20,000	
Gold Level (Specify Option: _____)	\$10,000	
Silver Level	\$5,000	
Bronze Level	\$2,500	
Wine & Cheese Poster Welcome Session	\$2,500	
Post-Session Networking Reception	\$2,500	
In-person Satellite Symposium	\$2,500	
Pre-Session Virtual Satellite Symposium	\$5,000	
Post-Session Virtual Satellite Symposium	\$5,000	
Daily Sponsor (Specify Day(s): _____)	\$6,000	
AV Sponsor	\$5,000	
Wifi Sponsor	\$5,000	
Have a Drink on Us	\$2,500	
Altitude & Attitude - Branded Merchandise (Purchaser Fulfilled)	\$1,000	
Altitude & Attitude - Branded Merchandise (CCHMC Fulfilled)	\$5,000	
Standard Booth	\$2,500	
Virtual Exhibit	\$2,500	
Dedicated Marketing Email	\$2,500	
<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 (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.