



3rd Annual Aspen Conference on Pediatric Cerebrovascular Disease and Stroke

July 13-17, 2020
Viceroy Snowmass
Snowmass Village, CO

Promotional & Exhibit Opportunities



From the Committee Chair

On behalf of the Division of Neurosurgery, Cerebrovascular Disease Center, at Cincinnati Children's, I invite you to take part in the 3rd Annual Aspen Conference on Pediatric Cerebrovascular Disease and Stroke, which will be held in Snowmass Village, Colorado, July 13-17, 2020.



Presentations will focus on major themes during the week-long conference:

- Emergency stroke presentations, Management, Rehabilitation, and Outcomes
- Hereditary Hemorrhagic Telangiectasia and brain arteriovenous malformations
- PHACEs, Inflammatory arteriopathy, and arterial tortuosity syndromes
- Neurophakomatoses, Vascular anomalies of the head and neck, and mTOR inhibitors
- Infection induced stroke, Neuropsychology of patients and family, and heat stroke!



Reflecting the multidisciplinary, interprofessional care provided for pediatric patients with conditions affecting the blood vessels in and around the brain & spine, the target audience of this conference consists of pediatric medical professionals in a variety of disciplines who interface with pediatric stroke and recovery. This includes physicians and surgeons, advanced practice practitioners, nurses, physician assistants, OT/PT, and other allied health professionals.

The faculty is world-renowned and has been recruited from Cincinnati Children's and other institutions. The intimate conference atmosphere ensures that attendees will be able to discuss and interact with these faculty members throughout the week.



The design of the conference – morning didactic lectures with extensive Q&A and case presentations ending at approximately mid-day – provides many opportunities for attendees to interact with sponsors and exhibitors both during the conference and informally during optional activities.

In addition to exhibit opportunities, we have developed a number of sponsorship opportunities for your consideration. These opportunities will 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,

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 2019-20 U.S. News & World Report survey of best children's hospitals, Cincinnati Children's ranks No. 3 among all Honor Roll hospitals.

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



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.



Course Director

Sudhakar Vadivelu, DO

Faculty Pediatric Endovascular Neurosurgeon
Director, Cerebrovascular Center
Associate Professor, Neurosurgery and Radiology
Division of Pediatric Neurosurgery
Cincinnati Children's

Course Faculty

Nathan K. Evanson, MD, PhD

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

Adrienne Hammill, MD, PhD

Associate Professor
Research Director, Hemangioma & Vascular
Malformation Program
Division of Hematology
Cincinnati Children's

Rebecca Ichord, MD

Attending Neurologist
Director, Pediatric Stroke Fellowship Program
Director, Pediatric Stroke Program
Section Chief, ICU Neurology Consultation Service
The Children's Hospital of Philadelphia
Philadelphia, PA

Taizo Nakano, MD

Medical Director, Vascular Anomalies Center
Assistant Professor, Pediatrics-Heme/Onc and
Bone Marrow Transplantation
Children's Hospital Colorado
Aurora, CO



Edward R. Smith, MD

Director, Pediatric Cerebrovascular Neurosurgery
Co-Director, Cerebrovascular Surgery and
Interventions Center
Co-Director, Head, Neck and Skull Base Surgery
Program
Associate, Department of Neurosurgery
R. Michael Scott Chair in Neurosurgery
Boston Children's Hospital
Professor, Harvard Medical School
Boston, MA

Conference Agenda

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.

Conference Topics

- Emergency stroke presentations, Management, Rehabilitation, and Outcomes
- Hereditary Hemorrhagic Telangiectasia and brain arteriovenous malformations
- PHACEs, Inflammatory arteriopathy, and arterial tortuosity syndromes
- Neurophakomatoses, Vascular anomalies of the head and neck, and mTOR inhibitors
- Infection induced stroke, Neuropsychology of patients and family, and heat stroke!

Promotional Opportunities

Levels

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

- Logo on floor cling at entry to exhibit room
- Recognition signage in exhibit room
- Choice of:
 - Logo on printed bag in exhibit room (Limit 1)
 - Logo on key card (Limit 1)
- Verbal recognition of support during the opening session

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

- Logo on floor cling at entry to exhibit room
- Recognition signage in exhibit room
- Verbal recognition of support during the opening session

Silver	\$4,000+
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Silver 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

Donations & Grants

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



Promotional Opportunities

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

Daily Sponsor	Limit 1 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 coffee sleeves
 - Branded napkins
 - Floor cling by catering table

Activities

- Mountainside Activity - \$1,500*
 - Cornhole tournament in the center of Base Village
- Trainee & Allied Health Social - \$1,500*
 - 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

- AV (1) - \$7,500
 - Verbal recognition during the session
 - Recognition on microphones in the session (no logo)
- Wifi (1/day) - \$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
 - Hand Lotion
 - Travel Sunscreen
- Water Bottles
 - Camelback
 - Hiking/Treking Poles
- Bear Spray
 - Other Giveaway



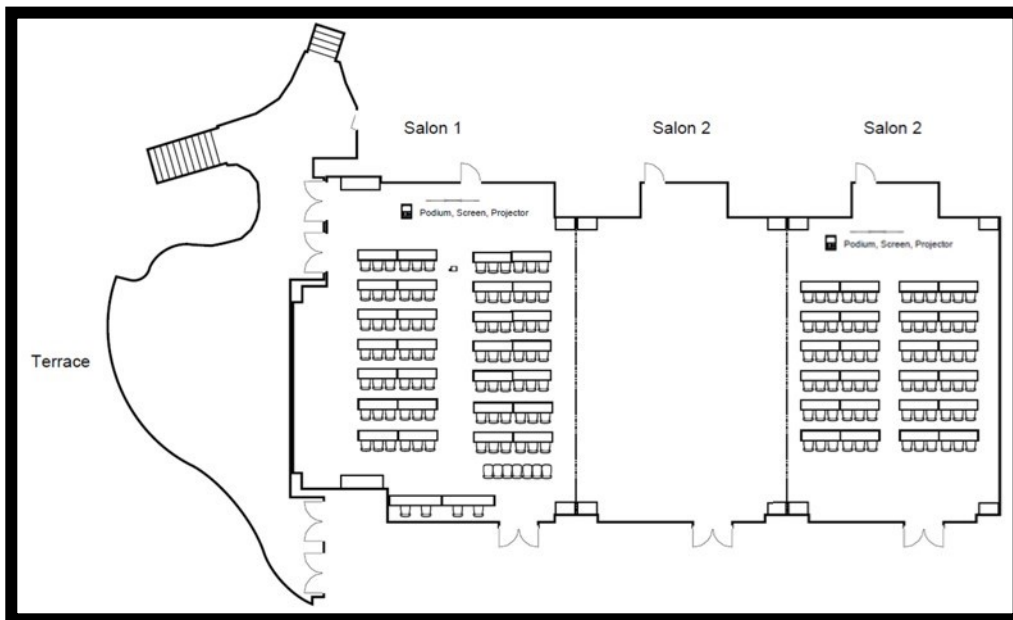
Exhibit Opportunities

Standard Single Booth (Limit 6)

\$1,500

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 3rd Annual Aspen Conference on Pediatric Cerebrovascular Disease and Stroke.

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.

Parking

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

(Continued on next page.)

Rules & Guidelines, cont.

Cleaning

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

Booth Cancellation Policy

A written notice of requests for cancellation must be transmitted to: Cincinnati Children's CME, 3333 Burnet Ave ML 3003, Cincinnati, OH 45229 / cme@cchmc.org. The following regulations apply:

Written cancellations received by April 1, 2020 will receive a refund of 80%.

Written cancellations received between April 1, 2020 and June 1, 2020 will receive a refund of 25%.

No refunds will be issued for cancellations received after June 1, 2020.

Assignment of Space by Exhibitor

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

Installation of Exhibits

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

Rules Governing Exhibitors

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

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

Interest Form

Complete the information below to indicate the appropriate person to serve as the contact for this program. If this includes an exhibit booth, please include the name of the individual who will be onsite at the activity. Email a completed **Interest Form** and **LOA** to andrea.thrasher@cchmc.org.

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

	Cost	
Promotional Opportunities		✓
Platinum Level (Specify Option: _____)	\$25,000	
Gold Level	\$10,000	
Silver Level	\$4,000	
Daily - Emergency stroke presentations, Management, Rehabilitation, and Outcomes	\$4,500	
Daily - Hereditary Hemorrhagic Telangiectasia and brain arteriovenous malformations	\$4,500	
Daily - PHACEs, Inflammatory arteriopathy, and arterial tortuosity syndromes	\$4,500	
Daily - Neurophakomatoses, Vascular anomalies head & neck, & mTOR inhibitors	\$4,500	
Daily - Infection induced stroke, Neuropsychology-patients and family, & heat stroke!	\$4,500	
Mountainside Activity Social	\$1,500	
Trainee & Allied Health Social	\$1,500	
AV	\$7,500	
Wifi	\$5,000	
Custom (Specify option: _____)	\$1,000	
Exhibit Opportunity		
Booth	\$1,500	
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 of a good and/or service and are not continuing medical education. Associated standards related to promotional activities include but are not limited to (see enclosed *Standards for Commercial Support*):

Exhibits, Promotion, or Advertisements Cannot:

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

Exhibits, Promotion, or Advertisements Can:

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

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

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

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

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



Commercial Support (Donation/Grant/Gift)

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

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

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

Agreement

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

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

Company Representative (Print Name)

Company Representative (Signature)

Date

Cincinnati Children's IPCE Representative
(Print Name)

Cincinnati Children's IPCE Representative
(Signature)

Date

Activity Joint Provider Representative
(Print Name)

Activity Joint Provider Representative
(Signature)

Date

ACCME Standards for Commercial Support of Continuing Medical Education

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

Standard 1: Independence

Standard 1.1 A CME provider must ensure that the following decisions were made free of the control of a commercial interest. (See www.accme.org 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.