



2020 Special Online Webinar Series
ANNUAL ASPEN CONFERENCE ON PEDIATRIC
GASTROINTESTINAL DISEASE: Advances in
Pediatric Liver Disease and Liver Transplantation

July 14-16, 2020
Online Webinar

Promotional Opportunities

From the Committee Chair

In response to the current COVID-19 pandemic, we are transitioning the live program in Aspen to an interactive webinar. On behalf of the Division of Pediatric Gastroenterology, Hepatology and Nutrition at the Cincinnati Children's Hospital Medical Center, I invite you to take part in the "2020 Special Online Webinar Series* Annual Aspen Conference on Pediatric Gastrointestinal Disease: Advances in Pediatric Liver Disease and Liver Transplantation" which will be held July 14-16, 2020.



These interactive sessions will last approximately an hour and will focus on the following major themes:

- Neonatal Cholestasis
- Metabolic Liver Diseases and Obesity-related Liver Disease
- Viral Hepatitis and Cholangiopathies Treatment Options
- The Failing Liver
- Liver Transplantation

The target audience of this highly successful conference consists of pediatric gastroenterologists, hepatologists, nutritionists, transplant surgeons, nurse practitioners, and transplant coordinators. The live conference historically attracts 80-90 participants from throughout the United States as well as from various countries such as Saudi Arabia, Israel, Australia, Belgium, Nigeria, Mexico, Canada, and the United Kingdom.



The faculty is world renown "experts in the field". 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 webinar will be highly interactive and allow dialogue among participants and faculty.



In addition to virtual exhibit options, we have developed a number of support opportunities for your consideration. These opportunities will serve to maximize your visibility and exposure to attendees at the conference, as well as demonstrate your support of pediatric gastrointestinal disease education.

We appreciate your support during these unprecedented time. We look forward to working with you.

Best regards,



William Balistreri, MD, Conference Chair
Cincinnati Children's

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 Gastroenterology and GI Surgery ranked #3 as well.

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

Education & Training

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

Research

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



Course Director

William Balistreri, MD

Pediatric Liver Care Center
Division of Gastroenterology, Hepatology, & Nutrition
Cincinnati Children's

Course Faculty

Estella Alonso, MD

Medical Director, The Siragusa Transplantation Center
Lurie Children's Hospital of Chicago
Professor of Pediatrics and Medical Social
Sciences, Northwestern University Feinberg School of
Medicine

Alexander Bondoc, MD

Assistant Professor
Pediatric General and Thoracic Surgery
Cincinnati Children's
University of Cincinnati Department of Surgery &
Department of Pediatrics

Kathleen Campbell, MD

Associate Professor of Pediatrics
Division of Pediatric Gastroenterology,
Hepatology and Nutrition
Cincinnati Children's

Ron Sokol, MD

Director, Colorado Clinical and Translational
Sciences Institute
Chief, Section of Pediatric Gastroenterology,
Hepatology and Nutrition, and the Digestive
Health Institute University of Colorado Denver
and Children's Hospital Colorado

James Squires, MD, MS

Program Director, Pediatric Transplant Hepatology
Fellowship Program,
UPMC Children's Hospital of Pittsburgh
Assistant Professor of Pediatrics
University of Pittsburgh School of Medicine

Frederick Suchy, MD, FAASLD

Chief Research Officer
Director, Children's Hospital Colorado
Research Institute
Professor of Pediatrics
Associate Dean for Child Health Research
University of Colorado School of Medicine
Children's Hospital of Colorado

Greg Tiao, MD

Director, Division of General & Thoracic Surgery
Frederick C. Ryckman Chair, Pediatric Surgery
Surgical Director, Liver Transplantation
Associate Director, Pediatric Surgery Fellowship
Cincinnati Children's



Promotional Opportunities

Levels

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

- Organization name recognition on handout posted for participants during the webinar
- Recognition logo on scavenger hunt document
- Verbal recognition of support during opening remarks

Gold		\$1,000
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Gold level supporters will receive recognition through organization name or logo as follows:

- Recognition logo on scavenger hunt document
- Verbal recognition of support during opening remarks

Silver		\$550
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Silver level supporters will receive recognition through organization name or logo as follows:

- Verbal recognition of support during the opening session

Daily Sponsor		\$500
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- Verbal recognition during the session
- Organization name recognition on handout posted for participants during the webinar on the day of sponsorship only

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.



Virtual Exhibit Opportunities

Online Scavenger Hunt

\$500

- Participants complete a trivia scavenger hunt that requires them to visit exhibitor websites to retrieve the answer.
 - Ex. Name one of the four cities where Mead Johnson has Centers of Innovation
- Exhibitors will provide 5 questions to be used on the Scavenger Hunt.
- Webinar registrants who complete the Scavenger Hunt will be entered into a raffle for a free registration to the “2021 Annual Aspen GI Annual Aspen Conference on Pediatric Gastrointestinal Disease”



Interest Form - 2020 Webinar Series

Organization Information

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

Organization Name	
Contact Name (s)	
Email	
Phone	

	Cost	✓
Promotional Opportunities		
Platinum Level	\$2,500	
Gold Level	\$1,000	
Silver Level	\$550	
Daily - Tuesday, July 14, 2020 (Limit 1)	\$500	
Daily - Wednesday, July 15, 2020 (Limit 1)	\$500	
Daily - Thursday, July 16, 2020 (Limit 1)	\$500	
Exhibit Opportunity		
Online Scavenger Hunt	\$500	



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.