

GUIDELINES FOR INDUSTRY SPONSORED SYMPOSIA MAY 2-5, 2009 - BALTIMORE, MARYLAND



The **Pediatric Academic Societies (PAS)** welcomes proposals from industry to present non-commercial scientific symposia during designated hours at the PAS Annual Meeting. Industry Sponsored Symposia (ISS) are educational programs supported by PAS exhibitors. These events are not part of the official scientific sessions as planned by the PAS Program Committee, nor are they endorsed by the PAS. These events are scheduled during time slots that do not compete with PAS programs or exhibit hall hours.

ABOUT THE PAS

The ISS program is the exclusive venue available for educational programs by industry during the PAS Annual Meeting. Available times for ISS for 2009 are noted on page 2. **No educational programs sponsored by any other organization/company or PAS approved alliance directed at the same audience may be offered over the official dates of the PAS Annual Meeting within 100 miles of the PAS meeting location.** There are a limited number of time and space slots available.

CME CREDIT AND COMPLIANCE WITH AMA AND ACCME GUIDELINES

The PAS does not provide AMA-PRA Category 1 credit for ISS. Those wishing to hold symposia **must** obtain credit from another accredited CME provider.

All symposia must be held in compliance with the Accreditation Council for Continuing Medical Education's (ACCME) Standards for Commercial Support of Continuing Medical Education. In addition, although compliance with the AMA's Ethical Opinion on Gifts to Physicians from Industry is the responsibility of the individual physician, every effort should be made to ensure that PAS attendees are not put in a situation that would be considered a violation of these guidelines. Approval of proposed symposium will be based on these and other regulations as outlined below.

UPGRADE YOUR ISS WITH AN ENDURING WEBCAST

A webcast will be produced from your symposium and provides high-quality, uninterrupted delivery of the slides with audio – helping maximize the users' learning experience. The webcast will be linked from the PAS website, providing you corporate visibility and enabling you to reach a much broader target audience. The webcast will be hosted for a full 12-month period. **Additional cost for the webcast is only \$10,000, which must be submitted with application. Payment of \$10,000 is required at the time of submission of application.**

Included in the fee is a royalty that will be paid to PAS for each webcast, supporting PAS in its educational goals and mission, plus providing you a better educational return on your investment.

ENDURING PRODUCTS FOR THE ISS

In addition to the high-quality webcasts, Marathon Multimedia, our technology partner is able to provide you with the following products, to better disseminate your message to your target audience:

- CD/DVDs – Capture the live presentations on CD/DVD, and send it to as diverse an audience as meets your educational goals. Choose from multiple packaging options and designs to best represent your needs.
- Monographs – editorial summaries of sessions written by leading medical writers. Select from multiple mailing options, full or single color and paper stocks. This professional piece will be custom-fit to meet your educational goals in addition to the recipients' educational needs.

Marathon Multimedia is the **EXCLUSIVE** provider of enduring products for the 2009 PAS Industry Supported Satellite Symposium. Because of the partnership between Marathon Multimedia and PAS, we are able to provide special pricing on the enduring products. This will enable you to extend your educational reach with feature-rich products, while providing the best value for your investment.

For pricing of enduring product packages, or further information:

Contact Kathlyn Hunt – Director of Pharmaceutical Relations • 215-262-0036 • khunt@marathonmultimedia.com

GUIDELINES FOR INDUSTRY SPONSORED SYMPOSIA APPLICATION / SELECTION PROCESS



ISS supporters must submit a completed application no later than **February 12, 2009**. Payment of the educational grant must accompany the application when submitted. Late applications will be considered on a case-by-case basis and as space permits.

An application will be considered complete when it includes:

- Rationale for holding the symposium
- Learning objectives
- Complete agenda for the program, including proposed speakers and topics
- Synopsis of program content for publication in the PAS programs
- Complete application form with original signatures
- Contact information for accredited CME sponsor of the symposium
- Sample evaluation form
- Description of how evaluation and CME credits will be handled on-site
- Payment

The PAS Operating Committee and Program Committee Chair will review the application and determine its appropriateness based on the program's scientific merit and audience interest.

Criteria for acceptance of a proposal include the following:

- The topic is timely and of broad interest to the memberships
- The topic meets ACCME guidelines and Standards for Commercial Support, and the content is free of commercial bias for or against any product
- The proposed program is designated for CME credit by an ACCME accredited sponsor

To avoid appearance of conflict, current **PAS Board, Council, Program Committee and PAS Alliance Board** members **may not** be included as speakers or moderators for an ISS. All correspondence with ISS speakers, including honoraria and expense reimbursement, will be the responsibility of the organizer.

The sponsor will be contacted in writing regarding the committee's decision approximately one month after review. Applicants may not contact reviewers directly to provide additional information or to check the status of an application. Once a program is selected and approved it **CANNOT** be changed.

Proposals should be submitted to **Kathy Cannon, Associate Meeting Director, PAS Program Office, 3400 Research Forest Drive, Suite B7, The Woodlands, TX 77381**.

AVAILABLE SESSIONS

Industry Sponsored Symposia may be held on the following dates and times. There are a total of (15) fifteen sessions available.

<i>Date</i>	<i>Session Time</i>	<i>No. of Session Slots Available</i>	<i>Room Blocked</i>
<i>Saturday, May 2</i>	<i>6:00am – 8:00am</i>	<i>3</i>	<i>Friday, 4pm until 9am (one room) and Friday, 7pm until 9am (one room)</i>
<i>Sunday, May 3</i>	<i>6:00am – 8:00am</i>	<i>3</i>	<i>Saturday beginning at 3pm until Sunday 9am</i>
<i>Sunday, May 3</i>	<i>7:30pm – 9:30pm</i>	<i>3</i>	<i>3pm – 10pm</i>
<i>Monday, May 4</i>	<i>6:00am – 8:00am</i>	<i>3</i>	<i>Sunday beginning at 3pm until Monday 9pm</i>
<i>Monday, May 4</i>	<i>5:30pm – 7:30pm</i>	<i>3</i>	<i>3pm – 10pm</i>

Regardless of the time the room is released to you for set up, your program (including registration, breakfast/dinner, etc.) must not begin prior to the start times listed above.

GUIDELINES FOR INDUSTRY SPONSORED SYMPOSIA APPLICATION / SELECTION PROCESS



ADMINISTRATIVE FEE

The fee for hosting an ISS is based on whether or not the commercial supporter will also be an exhibitor at the PAS 2009 Exhibition.

- PAS Exhibitors: \$20,000.00
- Non Exhibitors: \$25,000.00

Include Enduring Webcast – Additional \$10,000 fee must be submitted with application.

Please see page on opportunities for additional Enduring Products. This is a wonderful opportunity to extend the education at a very reasonable cost.

The fee is due at the time of application. Applications will not be considered if payment is not received. Checks should be made payable to the Pediatric Academic Societies. Full payment **will be refunded** if program is **not accepted**.

CANCELLATION POLICY

The PAS must be notified in writing of the cancellation of an approved ISS. For cancellations received by the close of business on March 2, 2009, the PAS will issue a refund of 80%. No refunds will be issued for cancellations received after March 2, 2009.

EVENT ARRANGEMENTS (CATERING AND HOTEL LOGISTICS)

- ISS will be assigned by PAS staff to a meeting room at an official PAS hotel. Rooms will be blocked to accommodate sufficient set-up time. Those scheduled for early morning sessions will have access to the room on the evening preceding the session. In some cases the room may be in use and set up may need to occur after 7:00pm.
- All ISS must include a **plated meal for dinner programs** and **plated or buffet for morning**.
- All ISS must be contained within the assigned meeting room and the assigned time frame.
- The Symposium organizer is responsible for the arrangement of all details regarding room set up, catering arrangements, etc., and will deal directly with the hotel.
- Symposia organizers are responsible for handling pre-registration and on-site management of the event.
- No sales activities may take place and no promotional materials may be distributed in the session room or the registration area.
- All expenses associated with room set up and clean up, food and beverage, audio visual, electrical, telephone, shipping, signage, etc. are the sole responsibility of the Symposium organizer. NO meeting room rental fee is assessed.
- Symposium organizers are required to work with the Official PAS Audio/visual provider for the meeting. Audio Visual Management Group (AVMG) is the Official PAS AV Company. Please Contact Amy Goetz, AGoetz@avmg.com or Larry Young, lyoung@avmg.com or call 214-343-2864 for additional information.

PLEASE NOTE!!! One person must be designated as the contact for your company for all communications with PAS Office. PAS will then deal directly with that person throughout the planning process. THIS WILL BE STRICTLY ENFORCED.

ALL PROGRAM EDUCATIONAL MATERIALS

- All promotional and program materials must be reviewed and approved by the PAS. Once approved, revisions and final materials must be submitted to the PAS in writing.
- The PAS wishes to avoid any implication that ISS are planned, implemented or sponsored by the PAS. Promotional material may **in no way mention the PAS**, individual **PAS partner societies** or the **PAS Annual Meeting**. Phrases such as “presented during,” “presented in conjunction with,” “preceding” or “prior to” may not be used. This rule applies to materials developed for use before, during and after the conference.
- ***The distribution/display of any materials promoting an ISS is strictly prohibited in all public spaces of the event venue, convention center or other hotels, except as outlined below.***
- **Advance Mailing To Pre-Registrants** – Upon approval of your first promotional piece to be mailed, the PAS will provide one set of pre-registrant mailing labels at no cost. *This list is approved for a one-time use only to promote the ISS.* **For subsequent mailings, additional copies of the PAS pre-registrant list will be available for purchase for \$300.**
- **Included in the PAS On-site Program Guide** – PAS will list ISS, including a brief synopsis, in the On-site Program Guide.

GUIDELINES FOR INDUSTRY SPONSORED SYMPOSIA APPLICATION / SELECTION PROCESS



- **Hotel Room Drops** – The PAS offers an official distribution service that provides exhibitors with a means to distribute marketing pieces directly to hotel rooms. Hotel room drops will be allowed for symposia sponsors only through this service at the expense of the symposium organizer.
- **Signage** – A total of three (3) promotional signs are permitted in the venue at which the symposium is being held. Two (2) signs may be placed in public spaces of the event venue and one (1) sign may be placed at the door of the symposium room. No other signs are permitted. Sign dimensions may not exceed 24" x 36". Signs may not be posted for more than 24 hours prior to the start of the event and must be removed no later than two hours after the event. *Distribution of invitations, tickets, etc., promoting an ISS is strictly prohibited in all other public spaces of the event venue, convention center or other hotels. **Hotels may have restrictions on placement of signage. Please inquire with your event manager.***
- **Registration counters:** PAS will provide space at the Baltimore Convention Center for representatives from your company to register attendee's onsite. There is no additional cost to your company; however it is the company's responsibility to provide name of representative and exact times representative will be available. Further details will be forthcoming at a later date. Cost of staffing is the organizer's responsibility.

PROGRAM FOLLOW-UP

ISS sponsors must submit an evaluation summary report and final attendance list by **June 1, 2009**.

VIOLATION POLICY

The PAS reserves the right to restrict and/or dismiss at any time any event, topic, format or materials it deems inappropriate, in poor taste or offensive to attendees. By applying to host an ISS, you agree to adhere to the guidelines set forth by the PAS for Industry Sponsored Symposia. Any violation of these guidelines may result in the immediate dismissal of your company as an exhibitor or your program and the PAS reserves the right not to consider future applications for ISS submitted on behalf of any sponsor, credit provider or commercial supporter who has violated these guidelines. **No educational programs sponsored by any other organization/company or PAS approved alliance directed at the same audience may be offered over the official dates of the PAS Annual Meeting within 100 miles of the PAS meeting location.**

Consequences of non-adherence to PAS Policy

First violation: Written warning and/or banned from future PAS ISS programs. **Second violation:** Banned from future participation at PAS Annual Meeting Exhibitor and ISS.

TIMELINE

February 16, 2009	Advertising Onsite Program Guide– commitment form due	April 10, 2009	Deadline for PAS approval of publicity materials
February 20, 2009	Payment due for advertising: Onsite Program Guide	April 13, 2009	Door Drop materials submitted to PAS for approval and promotional flyer for registration counters are due
March 2, 2009	Deadline for cancellations	April 17, 2009	Mailing lists must be used by this date
March 13, 2009	Registration at Conv Center, participation (details to be sent at later date)	April 17, 2009	Publicity course materials, including handouts and speaker slides due
March 2, 2009	Media materials due to Champions for Advertising in Onsite Program Guide	April 20, 2009	Copy of Event Order to PAS
March 27, 2009	PAS will provide one set of mailing labels for pre-registrations for conference if requested (see form)	April 24, 2009	Door Drop materials must be received by Convention Communications
March 30, 2009	Audio Visual requirements due to AVMG	June 1, 2009	Summary of program evaluations and registration list due to PAS post conference

GUIDELINES FOR INDUSTRY SPONSORED SYMPOSIA SOCIETY AND SUPPLIER CONTACTS



PAS Program Office

Kathy Cannon
PAS Associate Meeting Director
3400 Research Forest Drive, Suite B7
The Woodlands, TX 77381
281-419-0052
281-419-0082 (fax)
kathyc@aps-spr.org

Audio Visual Management Company

Larry Young or
Amy Goetz
AVMG, Inc.
3310 Matrix Drive
Suite 200
Richardson, TX 75082
214-343-2864
214-349-4658 (fax)
lyoung@avmg.com
AGoetz@avmg.com

Web Cast and Enduring Products

Kathlyn J. Hunt
Director of Pharmaceutical Relations
Marathon Multimedia
215-262-0036
215-348-9838 (fax)
Email: khunt@marathonmultimedia.com

Hotel Door Drops

Tom Marshall
Convention Communications
513-934-3700
253-550-1668 (fax)
tom@doordrop.com

Hotel Assigned

**The Hilton Baltimore Convention Center and
The Renaissance Harborplace**

LETTER OF AGREEMENT INDUSTRY SPONSORED SYMPOSIA MAY 2-5, 2009 ~ BALTIMORE, MARYLAND



CME CREDIT AND COMPLIANCE WITH AMA AND ACCME GUIDELINES

The PAS does not provide AMA-PRA Category 1 credit for ISS. Companies that are approved for ISS during the PAS Annual Meeting must obtain credit from another accredited CME provider.

All symposia must be held in compliance with the Accreditation Council for Continuing Medical Education's (ACCME) Standards for Commercial Support of Continuing Medical Education. In addition, although compliance with the AMA's Ethical Opinion on Gifts to Physicians from Industry is the responsibility of the individual physician, every effort should be made to ensure that PAS attendees are not put in a situation that would be considered a violation of these guidelines.

To avoid appearance of conflict, current PAS Board and Council/Program Committee members may not be included as speakers or moderators for an ISS. All correspondence with ISS speakers, including honoraria and expense reimbursement, will be the responsibility of the organizer.

CANCELLATION POLICY

The PAS must be notified in writing of the cancellation of an approved ISS. For cancellations received by the close of business on **March 2, 2009** the PAS will issue a refund of 80%. No refunds will be issued for cancellations received after **March 2, 2009**.

EVENT ARRANGEMENTS (CATERING AND HOTEL LOGISTICS)

- ISS will be assigned by PAS staff to a meeting room at an official PAS hotel. Rooms will be blocked to accommodate sufficient set up time. Those scheduled for early morning sessions will have access to the room on the evening preceding the session. In some cases the room may be in use and set up may need to occur after 10:00pm.
- All ISS evening sessions must include a **plated meal** for dinner. Morning sessions may be a buffet.
- All ISS must be contained within the assigned meeting room and the assigned time frame.
- The Symposium organizer is responsible for the arrangement of all details regarding room set up, catering arrangements, etc., and will deal directly with the hotel.
- Symposia organizers are responsible for handling pre-registration and on-site management of the event.
- No sales activities may take place and no promotional materials may be distributed in the session room or the registration area.
- All expenses associated with room set up and clean up, food and beverage, audio visual, electrical, telephone, shipping, signage, etc. are the sole responsibility of the Symposium organizer.
- Symposium organizers are required to work with the Official PAS Audio Visual Company.
- Copy of Banquet and Event Orders must be sent to PAS by **April 20, 2009**.

ALL PROGRAM EDUCATIONAL MATERIALS

- All promotional and program materials must be reviewed and approved by the PAS. Once approved, revisions and final materials must be submitted to the PAS **in writing**.
- The PAS wishes to avoid any implication that Industry Sponsored Symposia are planned, implemented or sponsored by the PAS. Promotional material may in no way mention the PAS, individual PAS partner societies or the PAS Annual Meeting. Phrases such as "presented during," "presented in conjunction with," "preceding" or "prior to" may not be used. This rule applies to materials developed for use before, during and after the conference.
- The distribution/display of any materials promoting an ISS is strictly prohibited in all public spaces of the event venue, convention center or other hotels, except as outlined below.

LETTER OF AGREEMENT
INDUSTRY SPONSORED SYMPOSIA
MAY 2-5, 2009 ~ BALTIMORE, MARYLAND



- *Advance Mailing To Pre-Registrants* – Upon approval of your first promotional piece to be mailed, the PAS will provide one set of pre-registrant mailing labels at no cost. *This list is approved for a one-time use only to promote the ISS. For subsequent mailings, additional copies of the PAS pre-registrant list will be available for purchase for \$300.*
- *Included in the PAS On-site Program Guide* – PAS will list ISS, including a brief synopsis, in the PAS Onsite Program Guide.
- *PAS Hotel Room Drops* – The PAS offers an official distribution service that provides a means to distribute marketing pieces directly to hotel rooms. Hotel room drops will be allowed for symposia sponsors only through this service at the expense of the symposium organizer.
- *Signage* – A total of three (3) promotional signs are permitted in the venue at which the symposium is being held. Two (2) signs may be placed in public spaces of the event venue and one (1) sign may be placed at the door of the symposium room. No other signs are permitted. Sign dimensions may not exceed 24" x 36". Signs may not be posted for more that 24 hours prior to the start of the event and must be removed no later than two hours after the event. *Distribution of invitations, tickets, etc., promoting an ISS is strictly prohibited in all other public spaces of the event venue, convention center or other hotels.*
- PAS will allow ISS registration to be set up in the PAS registration area. See attachment.

PROGRAM FOLLOW-UP

ISS sponsors must submit an evaluation summary report and final attendance list by **June 1, 2009**.

VIOLATION POLICY

The PAS reserves the right to restrict and/or dismiss at any time any event, topic, format or materials it deems inappropriate, in poor taste or offensive to attendees. By applying to host an ISS, you agree to adhere to the guidelines set forth by the PAS for Industry Sponsored Symposia. Any violation of these guidelines may result in the immediate dismissal of your program and the PAS reserves the right not to consider future applications for ISS submitted on behalf of any sponsor, credit provider or commercial supporter who has violated these guidelines.

Please **sign** and **fax** 2nd page to 281-419-0082, or mail to 3400 Research Forest Drive, Suite B7, The Woodlands, Texas 77381

Attn: Kathy Cannon

No later than **February 12, 2009**

I have read, understand and agree to adhere to the **PAS 2009** Industry Sponsored Symposia Guidelines and Policies.

Sponsoring Company Name

ISS Representative (print) Title

Date

ISS Representative Signature

GUIDELINES FOR INDUSTRY SPONSORED SYMPOSIA PAS HOTEL DOOR DROP SERVICE-SATELLITE SYMPOSIA



WHAT IS A DOOR DROP?

A convenient marketing tool that delivers your Industry Satellite Symposium announcement directly to the hotel rooms of attendees. Door Drops are a very effective way of reaching your attendees and giving them an opportunity to plan which events to attend.

WHO IS CONVENTION COMMUNICATIONS?

Convention Communications is the leading provider of Door Drop services. Hotel marketing is our only business.

HOW DOES CONVENTION COMMUNICATIONS OPERATE?

We work with the show hotels to have your materials delivered to the hotel room door of each guest registered under the room block.

DO WE NEED APPROVAL FROM SHOW MANAGEMENT TO DO A DOOR DROP?

Yes. You must email your request to kathyc@aps-spr.org by **April 13th**.

WHY SHOULD I WORK WITH CONVENTION COMMUNICATIONS INSTEAD OF CONTACTING THE HOTELS MYSELF?

PAS has designated Convention Communications as the exclusive provider of Door Drop services. Instead of having to coordinate all the details with many hotels, you work only with us. Convention Communications does all of the legwork.

WILL CONVENTION COMMUNICATIONS SAVE MY COMPANY MONEY?

Because we work with several sponsors and exhibitors, we are able to combine all Door Drop items in a single door-hanger bag. You will pay quite a bit less to have us do everything than if you made all the arrangements, shipped materials and cut checks to the all the hotels yourself!

HOW DO I WORK WITH CONVENTION COMMUNICATIONS?

Call Tom Marshall at (513) 934-3700 to discuss your requirements, or email to tom@doordrop.com

Convention Communications will:

- Coordinate logistics with each hotel.
- Deliver your materials to each hotel.
- Be on-site to ensure that your literature is distributed on schedule.

Your materials will be delivered on Saturday night, May 2, 2009 to attendees' rooms of the Baltimore hotels affiliated with the **PAS 2009 Annual Meeting**.

DOOR DROP DETAILS:

Hotels: The Hilton Baltimore Convention Center and the Renaissance Harborplace

*Call for Details

* Pricing for a single item. Over 2.0 ounces additional.

Deadline for Approval Request: **April 8** and deadline for materials: **April 20**.



]

ADVANCED ATTENDEE REGISTRANT LIST
INDUSTRY SPONSORED SYMPOSIA
MAY 2-5, 2009 ~ BALTIMORE, MARYLAND



Pre-show mailings increase booth traffic and exposure of your company's products and services. Excel files for the PAS pre-registrants are made available to contracted exhibitors at no cost. Please complete this Advanced Attendee Registrant List request form and return to the PAS Exposition Office by **March 27, 2009**, if you wish to receive the list in time for your mailing. Lists will be sent out in electronic format (Microsoft™ Excel spreadsheet) the week of **March 30, 2009**. As the PAS does require that your promotional piece be approved before it is mailed to the registrants, please send your promotional proofs to the PAS Exposition Office together with your completed Advanced Attendee Registrant List request form.

DEADLINE — MARCH 27, 2009

Please complete (type or print legibly):

Company Name _____

Physical Address _____

City, State, Zip _____

Country (if other than U.S.) _____

Contact Person _____

Phone _____ Email _____

Contact information to be provided in the Advanced Attendee Registrant List will include the registrant's full name, mailing address and subspecialty (area of interest).

The Registrant List is for one-time use only and must be used by April 17, 2009.

Check all specific specialities that you would like to receive:

- | | |
|---|--|
| <input type="checkbox"/> Adolescent Medicine | <input type="checkbox"/> Hematology |
| <input type="checkbox"/> Allergy, Immunology and Rheumatology | <input type="checkbox"/> Infectious Diseases |
| <input type="checkbox"/> Cardiology | <input type="checkbox"/> Medical Education |
| <input type="checkbox"/> Critical Care | <input type="checkbox"/> Neonatal Epidemiology and Follow Up |
| <input type="checkbox"/> Developmental Biology | <input type="checkbox"/> Neonatal Fetal Nutrition & Metabolism |
| <input type="checkbox"/> Developmental-Behavioral Pediatrics | <input type="checkbox"/> Neonatal Infectious Diseases |
| <input type="checkbox"/> Dysmorphology & Teratology | <input type="checkbox"/> Neonatal Neurology |
| <input type="checkbox"/> Emergency Medicine | <input type="checkbox"/> Neonatal Pulmonology |
| <input type="checkbox"/> Endocrinology & Diabetes | <input type="checkbox"/> Neonatology - General |
| <input type="checkbox"/> Epidemiology | <input type="checkbox"/> Nephrology |
| <input type="checkbox"/> Gastroenterology | <input type="checkbox"/> Neurology |
| <input type="checkbox"/> General Pediatrics and Preventive Pediatrics | <input type="checkbox"/> Oncology |
| <input type="checkbox"/> Genetics/Inborn Errors of Metabolism | <input type="checkbox"/> Pulmonology |
| | <input type="checkbox"/> All Specialties |
| | <input type="checkbox"/> Other: _____ |

Please complete and return to:
Kathy Cannon
Associate Meeting Director
PAS Program Office
3400 Research Forest Drive,
Ste. B-7
The Woodlands, TX 77381
or
fax to: (281) 419-0052