

## PAS MEETING PHASE III - VIRTUAL SATELLITE COMMERCIAL SEMINAR (SCS)

### Definition:

For purposes of these guidelines, a Satellite Commercial Seminar (SCS) is an educational program for which no CME credits are offered by an organization external to the PAS, is not endorsed by the PAS, and not part of the PAS official conference program. These events are scheduled during time slots that do not compete with PAS programs.

### Application/Selection Process

To submit an application, follow these steps:

- Contact [Carmen Beck](#), Resource Development Director, 832.404.2413 or [Kelly Schmalfeldt](#), Resource Development Coordinator, 832.371.6016 to discuss your topic, time slot, submit sponsorship contract and payment.
- Next, send all session details to above contact: Title, session description, learning objectives, target audience, CME accrediting organization, start time, and end time.

SCS supporters must submit a completed application no later than **four weeks prior to your session date**. Payment of the educational grant must accompany the application when submitted. Late applications will be considered on a case-by-case basis as space permits.

An application will be considered complete when it includes:

- Rationale for holding the seminar
- Any Learning objectives
- Complete agenda for the program, including any proposed speakers and topics
- Synopsis of program content for publication in the PAS programs
- Complete application with original signatures
- 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 an SCS 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

To avoid the appearance of conflict, current PAS Board, Council, Program Committee and PAS Alliance Board members may **not** be included as speakers or moderators for an SCS. All correspondence with SCS 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 may not be modified.

Symposia applications are reviewed and accepted on a first-come, first-served basis. Your preferred time slot is based on approval and the schedule of applicants who may have been approved prior to your submission. We encourage organizers to submit applications early in the process.

<b>Date</b>	<b>Session Time</b>
Tuesday, August 3	9:00 am - 11:00 am CT
Tuesday, August 3	11:00 am – 1:00 pm CT
Tuesday, August 3	1:00 pm – 3:00 pm CT
Tuesday, August 10	9:00 am - 11:00 am CT
Tuesday, August 10	11:00 am – 1:00 pm CT
Tuesday, August 10	1:00 pm – 3:00 pm CT
Wednesday, August 18	9:00 am - 11:00 am CT
Wednesday, August 18	11:00 am – 1:00 pm CT
Wednesday, August 18	1:00 pm – 3:00 pm CT
Wednesday, August 25	9:00 am - 11:00 am CT
Wednesday, August 25	11:00 am – 1:00 pm CT
Wednesday, August 25	1:00 pm – 3:00 pm CT
Tuesday, September 14	9:00 am - 11:00 am CT
Tuesday, September 14	11:00 am – 1:00 pm CT
Tuesday, September 14	1:00 pm – 3:00 pm CT
Tuesday, September 22	9:00 am - 11:00 am CT
Tuesday, September 22	11:00 am – 1:00 pm CT
Tuesday, September 22	1:00 pm – 3:00 pm CT
Don't see a symposia slot you want? Contact us to discuss your proposed time/date.	

- Symposia fee is \$7,500.
- Payment is due at the time of application. Applications will not be considered until payment is received.
- Checks should be made payable to the Pediatric Academic Societies. Full payment will be refunded if the program is not accepted.

**Symposia Production and Arrangements:**

The administrative fee is strictly an application fee and does not include AV, faculty, or any other ancillary charges. The SCS organizer is responsible for the arrangement of all details regarding AV, virtual symposia production, Q&A, and pre-registration, and audio visual etc. We will link your webinar event page in our program materials and website for attendees to access.

### **Cancellation Policy**

The PAS must be notified in writing of the cancellation. For cancellations received by the close of business of **July 16, 2021**, the PAS will issue a refund of 80%. No refunds will be issued for cancellations received after **July 16, 2021**.

**PLEASE NOTE:** One person must be designated as the contact for all company communications. PAS will only work with that designee throughout the planning process.

Final attendance numbers are dependent on your virtual facilitation and bandwidth. Attendance for live symposia at PAS can range anywhere between 30-250 attendees. This range is based on topic, targeted audience, promotion, and advanced registration. Promotion of the symposium is the responsibility of the symposia organizer. Because the PAS Meeting directs neither the topic nor the marketing efforts, PAS is not responsible for final symposia attendance numbers.

### **Program/Promotional 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 SCS are planned, implemented, or sponsored by the PAS. Promotional material may in no way mention the PAS, individual PAS partner societies or the PAS 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.

### **Promotional Opportunities Include:**

- **Pre-Registrant Mailing List** – Upon approval of your first promotional piece to be mailed, the PAS will provide a single pre-registrant (address-only) list 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 \$600.
- **Social Media Posts**—10 promotional tweets delivered via PAS Twitter account.
- **Retargeted Advertising Campaign**—100,000 impression symposium ad retargeting campaign. PAS will need your ad in four different file sizes. Please contact for more information.
- **Know Before You Go Email**— Symposium banner ad and link in pre-meeting emails sent out to email database of 55,000+ pre-registered and prospective PAS 2021 Meeting attendees: pediatricians, research scientists, and health care professionals.
- **PAS Meeting App Icon**—Clickable icon on the front page of the PAS Meeting App. Users will click icon to view listing of all ISS/Symposia with clickable sessions to view details.
- **PAS Meeting Navigation Bar**-- Symposia listing link on the main page of the PAS Meeting left-hand navigation bar that takes attendees to listing of all symposia.
- **PAS Website** —Symposium banner ad with link to registration site.
- For other symposium marketing opportunities, contact [Carmen Beck](#), Resource Development Director, 832.404.2413 or [Kelly Schmalfeldt](#), Resource Development Coordinator, 832.371.6016.

### **Enduring Content and Material**

Enduring materials may be produced based on symposia held during the PAS 2021 Meeting. All enduring materials must be approved by PAS. Similar to the promotional and program materials for symposia, enduring materials based on symposia and their related promotional materials may not bear reference to the PAS Meeting.

**Program Follow-up**

SCS organizers must submit an evaluation summary and final attendance list by **October 15, 2021**.

**Violation Policy**

The PAS reserves the right to restrict and/or dismiss at any time any event, topic, format, or materials it deems inappropriate. By applying to host an SCS, you agree to adhere to the SCS guidelines set forth by the PAS. Any violation of these guidelines may result in the immediate dismissal of your company as an exhibitor or your program. PAS reserves the right to dismiss future SCS applications submitted on behalf of any sponsor, credit provider or commercial supporter who has violated these guidelines. Consequences result in written warning and/or banned from future participation at the PAS Meeting and/or SCS function.

**Contact Information:**

**Carmen Beck**

**Resource Development Director**

[cbeck@pasmeeting.org](mailto:cbeck@pasmeeting.org)

832.404.2413

**Kelly Schmalfeldt**

**Resource Development Coordinator**

[kSchmalfeldt@pasmeeting.org](mailto:kSchmalfeldt@pasmeeting.org)

832.371.6016