

INDUSTRY SYMPOSIUM GUIDELINES

About the American Academy of Pediatrics

The American Academy of Pediatrics (AAP) and its member pediatricians dedicate their efforts and resources to the health, safety and well-being of infants, children, adolescents and young adults. The AAP has approximately 67,000 members worldwide. Members include physicians in-training, pediatricians, pediatric medical and surgical specialists, and other pediatric providers.

AAP National Conference & Exhibition

The AAP National Conference & Exhibition is a forum for pediatric professionals to come together for practical updates and reviews of pediatric practice, research, and advocacy. In 2019, over 9,500 professionals attended the National Conference. In 2020, professional attendance is expected to exceed 10,000.

Definition of Industry Symposium

For purposes of these guidelines, an industry sponsored symposium is:

- An educational program, on which *AMA PRA Category 1 Credit™* is designated;
- Planned and implemented by an ACCME-accredited organization external to the AAP;
- Neither sponsored, nor endorsed by the AAP; and
- Not part of the AAP's official conference program.

CME Credit and Compliance with AMA and ACCME Guidelines

The AAP does not provide *AMA PRA Category 1 Credit™* for symposia. Those wishing to hold a symposium **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. 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 AAP members and other conference attendees are not put in a situation that would be considered a violation of these guidelines. Approval of proposed symposia will be based on these and other regulations outlined below.

Proposal Submission Deadline

The deadline to submit a proposal to sponsor a symposium is July 1, 2020. Symposia applications will be reviewed for acceptance on a first-come, first-served basis. The AAP reserves the right to continue the selection process if all slots are not filled.

Available Sessions

Symposia may be held on the following dates and times. Please note: special events are varied throughout the National Conference and may occur against these dates and times (subject to change). Please check the online conference schedule (available May 1st) for further details on special events.

There are a limited number of spots available:

- Saturday, Oct. 3: 6:00 pm – 9:00pm
- Sunday, Oct. 4: 6:00 pm – 9:00pm
- Monday, Oct. 5: 6:00 pm – 9:00pm

The availability of the meeting room for set up will be determined by your venue and official AAP events that are currently scheduled prior to your event. Regardless of the time the room is released to you for set up, your program (including registration, dinner, etc.) must not begin prior to the start times listed above.

Application and Administrative Fee

The fee for hosting a symposium at the 2020 National Conference is based on whether the commercial supporter of the symposium will also be an exhibitor at the 2020 National Conference. Please refer to the application form for specific information about the administrative fee for exhibitors and non-exhibitors.

This fee is due at the time of application submission. Applications will not be considered until this payment is received. Checks should be made payable to the American Academy of Pediatrics.

If an application (including payment) is submitted after July 1, 2020 an additional administrative fee of \$2,500 will be applied and must be included with your application.

Application Process

Symposia sponsors must submit a completed application form with the administrative fee no later than July 1, 2020. In order to be considered, the application form must be completed in its entirety. Symposia applications will be reviewed for acceptance on a first-come, first-served basis.

The AAP Senior Vice President, Education will review the application and determine its appropriateness. The sponsor will be contacted in writing regarding the outcome of the application. Once approved, all revisions to a symposium's content, faculty, or format must be communicated to the AAP in writing.

The AAP reserves the right to restrict and/or dismiss at any time any event it deems undesirable, in poor taste, or offensive to attendees or for non-compliance with these guidelines.

Applications should be submitted to Nikki Gould at ngould@aap.org. Nikki can also be contacted at 630/626-6282 with any application questions.

Cancellation Policy

The AAP must be notified in writing of the cancellation of an approved symposium. For cancellations received by the close of business on August 3, 2020, the AAP will issue a refund of 80%. No refunds will be issued for cancellations after August 3, 2020.

Because we direct neither the topic nor the marketing efforts, the AAP is not responsible for final attendance of symposia.

Professionalism

We expect all sponsors and affiliated parties to uphold the highest level of professionalism in alignment with AAP standards to facilitate a positive and professional learning environment.

Faculty

All symposium faculty must be reviewed and approved by the AAP prior to promotion of the symposia. The Committee on Continuing Medical Education (COCME) does not allow the AAP Board of Directors, AAP National Conference faculty, National Conference Planning Group members, COCME voting members, and AAP Section/Council Executive Committee members to participate in a symposium (as planning group or faculty). A list of the Planning Group members can be obtained online at www.AAPexperience.org [click on About Us| Planning Group]. A list of COCME voting members may be obtained at http://pedialink.aap.org/visitor/cme/about_aap_cme [click on AAP Committee on Continuing Medical Education].

Event Arrangements

Space Assignments

Once your event has been approved, you will receive confirmation from the AAP within 30 days. Space requests will be reviewed by the venue coordinators in July/August, and you will receive confirmation of space allocation by late July/August. Please note that the AAP does not provide a speaker ready room for symposia faculty. Symposia may not be held at the San Diego Convention Center.

Catering & Hotel Logistics

You will be working directly with representatives at your event venue to make your arrangements for room set up, food and beverage selections, and billing. They can provide you with menus and floor plans on request. Symposium sponsors are responsible for all expenses incurred related to their program. The AAP bears no financial obligation for expenses incurred for symposia.

Once your program has been accepted and your event venue has been determined, you will receive a description of services available to sponsors at an additional cost through Tradeshow Logistics, including rental of lead retrieval machines, printed signage, shipping assistance, and list procurement.

Production/Audio Visual Equipment Rental

The administrative fee does not include audiovisual equipment rental or labor costs. You must make these arrangements directly with Projection, Inc. the AAP's National Conference Audio Visual provider. Please contact Bob McConnell at bmcconnell@projection.com to arrange your audio-visual needs. When you are designing your staging and production for the event, please keep in mind that, in most cases, you will be limited to one hour of set up time.

Use of AAP Name, Logo, or Seal

The AAP expects symposium sponsors will avoid any implication that Industry Symposia are planned, implemented, or sponsored by the AAP. For that reason, promotional materials may in no way mention the AAP or the 2020 National Conference. Promotional materials of any kind as well as program materials may not use the AAP's logo or name or make mention of the AAP National Conference & Exhibition, except in the disclaimer statement that is required for inclusion. 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.

Invitation/Promotion Content

ALL promotional and program materials for a symposium must be reviewed and approved by the AAP Department of Education and your credit provider, including flyers; brochures; invitations; envelopes; advertisements; websites; slides; signage; and press releases/media communications.

Please allow 7 business days for approval upon receipt of materials for review. Once approved, any proposed revisions must be submitted for approval as well. A final copy of all promotional materials must be submitted to Nikki Gould at ngould@aap.org no later than September 15, 2020.

The AAP suggests that symposium sponsors factor this requirement into their production timelines for promotional materials. In addition, we recommend that sponsors do not print materials or go live with web sites before approval from the AAP has been received. The AAP is not liable for any expenses that may be incurred if changes must be made to pieces that have already been produced.

Required Information in Materials

Promotional Materials

Prior to submitting promotional materials to the AAP for approval, please be sure that you have considered and included the following:

- Name of symposium sponsor (must be on front cover);
- Name of credit provider (must be on front cover);
- Acknowledgment of all commercial support (must be on front cover);
- Instructions for potential attendees about the registration procedure for the event.
- AAP disclaimer statement
 - "This symposium is neither sponsored nor endorsed by the American Academy of Pediatrics."

Handouts and Presentation Slides

In addition to including the items listed above under Promotional Materials, handouts and presentation slides must also include the following:

- ACCME Accreditation Statement
- AMA Credit Designation Statement.

Promotional Opportunities

Take advantage of the following opportunities offered by the AAP to promote your symposium and reach your attendance goals:

Advance Mailing to Pre-registrants

Following the close of advance registration and upon approval of your first promotional piece to be mailed, the AAP will provide an electronic set of pre-registrant mailing labels at no cost. The list will be available through Tradeshow Logistics. This list is approved for a ONE-TIME USE ONLY. The pre-registrant list will be available approximately four weeks prior to the National Conference. For subsequent approved mailings, additional copies of the pre-registrant mailing labels will be available for purchase, and the full AAP membership list will be available for rental. Additional fees for delivery of the list in other formats will apply.

Exhibits

Exhibit booth representatives and representatives of the symposium sponsor, credit provider, and commercial supporter may distribute invitations, tickets, etc., from within the exhibit space assigned to the sponsor and/or commercial supporter of a symposium. **Please note, however, that the distribution of invitations, tickets, etc promoting symposia is strictly prohibited in all other public spaces of the event venue, convention center, or other hotels, such as washrooms, meeting hallways and foyers, and other general areas of gathering.**

Signage

A total of 3 promotional signs are permitted in the venue at which a symposium is being held. Two (2) signs may be placed in approved 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. Representatives of the symposium sponsor, credit provider, and commercial supporter cannot distribute invitations, tickets, etc., in, nor can they direct attendees to the symposia from any public spaces of the event venue, convention center, or other hotels, such as washrooms, meeting hallways and foyers, and other general areas of gathering. Sign dimensions may not exceed 24" x 36". Signs may not be posted more than 16 hours prior to the start of the event and must be removed no later than two hours after the event.

Please note, however, that the placement of additional signage promoting symposia is strictly prohibited in all other public spaces of the event venue, convention center, or other hotels.

Program Materials

Program materials (handouts, syllabi, etc. for use during the event), and promotional materials, may in no way indicate that the educational program is connected, sponsored, or endorsed in any way by the AAP or the National Conference. Program materials of any kind may not use the AAP logo or name or make mention of the AAP National Conference & Exhibition, except in the disclaimer statement that is required for inclusion. Phrases such as "presented during," "presented in conjunction with," "preceding," "prior to," "following," or "after" are prohibited.

The AAP requests that all program materials (handouts, syllabi, etc.), be submitted for approval no later than September 15, 2020. Please allow 7 business days for approval. Once approved, any proposed revisions must be submitted for approval as well. A final copy of all program materials must be submitted to Nikki Gould at ngould@aap.org.

The AAP suggests that symposia sponsors factor this requirement into their production timelines for program materials. In addition, we recommend that sponsors do not print materials before approval from the AAP has been

received. The AAP is not liable for any expenses the sponsor may incur if changes must be made to pieces that have already been produced.

Evaluation and Program Follow-up

The AAP expects that your evaluation tool will include the following question:

Do you feel a **commercial** product, device, or service was inappropriately promoted in the educational content?

No

Yes - If yes, please comment: _____

Symposium sponsors must submit an evaluation summary report, including learners' responses to the aforementioned question, and final attendee list by January 15, 2021 to Nikki Gould at ngould@aap.org.

Enduring Materials

Enduring materials, whether credit bearing or not, may be produced based on symposia held during the AAP National Conference & Exhibition, pending approval by the AAP Department of Education. Like promotional and program materials for symposia, enduring materials based on symposia and related promotional materials may not bear reference to the AAP or the National Conference, except in the disclaimer statement that is required for inclusion (see "Required Information in Materials" section above).

Program and promotional materials of any kind may not use the AAP logo or name or make mention of the AAP National Conference & Exhibition, except in the disclaimer statement that is required for inclusion (see "Required Information in Materials" section above). Phrases such as "presented during," "presented in conjunction with," "preceding," "prior to," "following," or "after" are prohibited.

The AAP requests that all materials related to an enduring material be submitted for approval. Please allow 7 business days for approval. Once approved, any proposed revisions must be submitted for approval as well. A final copy of all program materials must be submitted to Nikki Gould at ngould@aap.org.

The AAP suggests that sponsors factor this requirement into their production timelines for enduring materials and related promotions. In addition, we recommend that sponsors do not print materials or go live with web sites before approval from the AAP has been received. The AAP is not liable for any expenses the sponsor may incur if changes must be made to pieces that have already been produced.

Violations Policy

The AAP reserves the right to restrict and/or dismiss at any time any event it deems undesirable, in poor taste, or offensive to attendees or for non-compliance with these guidelines. By applying to host a symposium, you agree to adhere to the guidelines set forth by the AAP Guidelines for Industry Symposia, which includes the authorized distribution of promotional materials on site and the ACCME guidelines. Any violation of these guidelines may result in the immediate dismissal of your program and removal from the exhibit floor (if applicable), and the AAP reserves the right to reject future applications for symposia submitted on behalf of any sponsor, credit provider, and/or commercial supporter who has violated these guidelines.

Disclosure to Symposium Learners

The AAP expects that symposium sponsors, credit providers, and commercial supporters will adhere to the ACCME Accreditation Criteria, Standards for Commercial Support, and ACCME policies.

At the beginning of the symposium, the sponsor will disclose the following information to learners:

- "This symposium is neither sponsored nor endorsed by the American Academy of Pediatrics."
- Relevant financial relationship(s) of everyone in a position to control the content of the education activity and the source of all support from commercial interests.

AAP
experience | **SAN DIEGO**
2020
NATIONAL CONFERENCE & EXHIBITION

OCTOBER 2-6, 2020
AAPEXPERIENCE.ORG | #AAP2020

American Academy of Pediatrics
DEDICATED TO THE HEALTH OF ALL CHILDREN®



90 Years of Caring for Children—1930–2020

- The ACCME Accreditation Statement and AMA Credit Designation Statement for the symposium.