



## **2021 Symposia Guidelines & FAQ**

The 2021 National Conference & Exhibition will be planned as a robust hybrid experience both in-person in Philadelphia and virtually, reaching a broader audience than ever before! We will offer live sessions and have a robust library of on-demand content. Attendees will have numerous opportunities to engage and connect with their fellow pediatric community.

Symposia are education programs planned and implemented by an ACCME-accredited organization external to the AAP in which *AMA PRA Category 1 Credit™* is designated. Symposia take place outside of the National Conference education program and are the responsibility of the symposium sponsor.

*Symposia are not sponsored, endorsed or accredited by the American Academy of Pediatrics.*

Application submissions will be accepted beginning March 1, 2021. As a reminder, it is a first come, first serve basis for desired event day and time.

### **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 2020 during our first-ever virtual conference, over 14,700 professionals attended the National Conference.

### **Definition of Industry/Foundation-Sponsored Symposium**

For purposes of these guidelines, an industry/foundation-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;
- Not sponsored, endorsed or accredited by the AAP; and
- Takes place outside of the National Conference education program and is the responsibility of the symposium sponsor.

### **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 ACCME-accredited CME provider.



All symposia must be held in compliance with the Accreditation Council for Continuing Medical Education's (ACCME) Standards for Integrity and Independence in Accredited Continuing 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 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.

### **2021 Symposia Overview**

- Symposia will be offered, on a first come first serve bases, in the evening on Saturday, Oct 9, Sunday, Oct 10, and Monday, Oct 11.
  - Evening: Due to other programming taking place, evening symposia must occur between 7pm-9pm EST. This must include registration and any pre-meeting setup information required.
- The fee to host a symposium is \$20k
- We suggest having your programs be 1-1.5 hours in duration based on virtual education best practices but will leave that up to you to confirm (max of 2 hours).
- Your event should be a 'live webinar' format vs pre-recorded content and offer outstanding educational programming and credit for attending. If you wish to pre-record parts and stream live with a production company to minimize any technical issues, that is fine.
- All groups are responsible for facilitating their own webinar through their own software and must have an online platform for attendees to register beforehand.
  - AAP will need to be provided a registration login for your meeting to audit your event.
  - There are no restrictions on which platform you decide to choose.
- We encourage groups to be creative in ways to engage virtually with attendees as long as there is compliance with the Accreditation Council for Continuing Medical Education's (ACCME) Standards for Integrity and Independence in Accredited Continuing Education
- The content creation and promotion of your meeting will remain on the responsibility of each group and the AAP will provide access to our attendees.
  - A listing that evening symposia will be taking place beginning at 7pm EST will be noted in our main conference schedule with a link driving to a symposium landing page which will include the date, time, and title for all the programs along with a website link (to be provided by each group) to your event page.
  - Each group will be provided one-time access to use our attendee mailing list of addresses, we typically release this 4-weeks prior to the meeting
  - AAP will promote symposia (along with exhibitors, product theaters) in one email to attendees in the weeks leading up to the meeting.
- Groups should continue to utilize creative advertising opportunities, contact [Joe Frank](#) with our advertising company for more info.

### **Guidelines**

#### **Proposal Submission Deadline**



The deadline to submit a proposal is September 1, 2021. Symposium 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 (once available) for further details on special events.

There are a limited number of spots available. Symposia will be offered, on a first come first serve bases, in the evening on Saturday, Oct 9, Sunday, Oct 10, and Monday, Oct 11.

- Evening: Due to other programming taking place, evening symposia must occur between 7pm-9pm EST. This must include registration and any pre-meeting setup information required.

### **Application and Administrative Fee**

The \$20K 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 and credit cards can be processed over the phone.

If an application (including payment) is submitted after September 1, 2021 an additional administrative fee of \$2,500 will be applied and must be included with your application.

### **Application Process**

Symposium sponsors must submit a completed application form with payment information no later than September 1, 2021. In order to be considered, the application form must be completed in its entirety. Symposium 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 symposium 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](mailto: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, 2021, the AAP will issue a refund of 80%. No refunds will be issued for cancellations after August 3, 2021.

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

### **Professionalism**

We expect all symposium sponsors and affiliated parties to uphold the highest level of professionalism in alignment with AAP standards to facilitate a positive, professional, and inclusive 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). Information on the Planning Group members can be requested online at [www.AAPexperience.org](http://www.AAPexperience.org) [click on About| Planning Group]. A list of COCME voting members may be obtained [here](#).

### **Attendees**

While symposium sponsors may limit participant capacity, all AAP National Conference attendees should be invited and welcome to attend.

### **Use of AAP Name, Logo, or Seal**

The AAP expects symposium sponsors will avoid any implication that Industry/Foundation-Sponsored Symposia are planned, implemented, or sponsored by the AAP. For that reason, promotional materials may in no way mention the AAP or the 2021 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](mailto:ngould@aap.org) no later than September 15, 2021.



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 not sponsored, endorsed or accredited 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. 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 symposium sponsor and/or commercial supporter. **Please note, however, that the distribution of invitations, tickets, etc promoting symposia is strictly prohibited in all other public forums of the**



**event venue, such as virtual chat rooms, meeting room hallways, discussion boards, q&a channels, and other general areas of gathering.**

### **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, 2021. 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](mailto:ngould@aap.org).

The AAP suggests that symposium sponsors factor this requirement into their production timelines for program materials. In addition, we recommend that groups do not print materials before approval from the AAP has been received. The AAP is not liable for any expenses the symposium 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 October 29, 2021 to Nikki Gould at [ngould@aap.org](mailto: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](mailto:ngould@aap.org).

The AAP suggests that symposium sponsors factor this requirement into their production timelines for enduring materials and related promotions. In addition, we recommend that symposium 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/Foundation-Sponsored 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 Integrity and Independence in Accredited Continuing Education, and ACCME policies.

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

- “This symposium is not sponsored, endorsed or accredited 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.
- The ACCME Accreditation Statement and AMA Credit Designation Statement for the symposium.

### **Frequently Asked Questions**

#### **When will I receive the AAP Tax ID #?**

Upon acceptance of the application and processing of payment, a PDF copy of the AAP “W-9 Request for Taxpayer Identification Number and Certification” may be sent to you upon request.



**Must the Industry/Foundation-Sponsored Symposium offer continuing medical education credit?**

Yes, the symposium must be designated for *AMA PRA Category 1 Credit™*, but not provided by the AAP. The CME provider must be accredited by the Accreditation Council for Continuing Medical Education (ACCME) ([www.accme.org](http://www.accme.org)).

**Who designates CME credit?**

Go to [www.accme.org](http://www.accme.org) for a list of accredited CME providers and medical societies.

**Does the administration fee for holding a symposium at the AAP National Conference & Exhibition include AV, CME credits or speakers?**

The administrative fee is strictly an application fee and does not include AV, faculty, or any other ancillary charges. We will link your webinar event page in our program materials for attendees to access.

**Can you tell me how many conference attendees can typically be accommodated at a symposium at this conference?**

This is completely dependent upon your virtual facilitation/bandwidth, topic, promotion, and advanced registration. At the 2020 Virtual National Conference, attendance at symposia was in the range of 70-340 attendees. You are responsible for promotion of your symposium.

**If accepted to host a symposium, are we responsible for securing the speakers and for the content?**

Yes, upon review and approval by the AAP. 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). Information on the Planning Group members can be requested online at [www.AAPexperience.org](http://www.AAPexperience.org) [click on About| Planning Group]. A list of COCME voting members may be obtained [here](#).

**Are the symposia listed in the AAP National Conference Website?**

A title and location/time are the only items displayed on the conference website, however, this is not considered a promotional listing. **AAP recommends strategic advertising to attract attendees.** Contact Joseph Frank Jr. MSB, Director of Sales at The Walchi Tauber Group, Inc. by phone 443-521-8899 X114 or email [joseph.frank@wt-group.com](mailto:joseph.frank@wt-group.com) for assistance.

**How are dates assigned?**

Symposia applications are reviewed for acceptance on a first-come, first-served basis once payment is received. Your preferred time slot (indicated as rankings on your application) is based on approval and the schedule of applicants who may have been approved prior to your submission. It is best to submit applications early in the process.



### **Who approves Enduring Material?**

The AAP must approve any enduring materials that result from any symposium.

### **What conditions affect the success of a symposium?**

The success of a symposium is based on many things: the type of symposia offered/topic area, and any activities that are promoted to advance registrants and on-site registrants. It is recommended that you offer advance registration for your symposium.

### **Are we able to submit a partial payment with our application?**

The full amount is due with the application. We accept payment via check and credit card.

There is an opportunity to withdraw the application per our 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, 2021 the AAP will issue a refund of 80% of the application and administrative fee. No refunds will be issued for cancellations after August 3, 2021.