



Activity Title: _____ Activity Date: December 6-8, 2017

Company/Organization Name: _____

Nature of Agreement: Exhibitor – Fee \$ _____ Sponsor – Fee \$ _____

Payment

Company agrees to exhibit at/sponsor the above program. Total amount of \$ _____ will be made payable PCICS, Attn: Dana Gibson, 2209 Dickens Road, Richmond, VA 23230.

Payment must be received on or before 11/1/17 for acknowledgment in print materials.

This fee is nonrefundable except in the event of program cancellation.

Exhibit

Each exhibitor will be required to wear a name badge identifying themselves as well as their organization. Should an exhibitor choose to attend one of the educational sessions, name badges must be worn and no questions or feedback are allowed to be given. Failure to comply will result in a breach of contract.

Should the exhibitor host an event for activity participants, unrelated to the educational activity, it cannot be scheduled at the same time as the educational activity. It must be scheduled either before or after the educational activity's allotted time frame.

From the ACCME Standards for Commercial Support:

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 educational activities.

Product-promotion material or product-specific advertisement of any type is prohibited in or during educational 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 educational activities.

- *For **print**, advertisements and promotional materials will not be interleaved within the pages of the educational content. Advertisements and promotional materials may face the first or last pages of printed educational content as long as these materials are not related to the educational content they face **and** are not paid for by the commercial supporters of the educational activity.*
- *For **computer based**, advertisements and promotional materials will not 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 **audio and video recording**, advertisements and promotional materials will not be included within the educational activity. There will be no 'commercial breaks.'*
- *For **live, face-to-face educational activity**, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or*

(cont.)



(cont.)

after an educational activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the educational activity.

Educational materials that are part of an educational activity, such as slides, abstracts and handouts, cannot contain any advertising, trade name or a product-group message.

Print or electronic information distributed about the non-educational elements of an educational 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.

A provider cannot use a commercial interest as the agent providing an educational activity to learners, e.g. distribution of self-study educational activities or arranging for electronic access to educational activities.

Exhibitor assumes all risks and responsibilities for accidents, injuries or damages to person or property and agrees to indemnify and hold harmless Cincinnati Children's Hospital Medical Center, 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.

Sponsorship

Sponsorship is a form of commercial support.

Cincinnati Children's is ultimately responsible for control of content and selection of presenters and moderators. The Company agrees not to direct the content of the activity. All content will promote improvements or quality in healthcare and not a specific proprietary business interest. The commercial supporter will have no influence on or involvement in content development.

CCHMC will ensure meaningful disclosure to the audience, at the time of the activity, of the (a) company funding and (b) any significant relationship between the sponsor and the company (e.g. grant recipient) or between individual speakers or moderators and the company.

No other funds from the commercial company will be paid to the program director, faculty, or others involved with the CME activity (additional honoraria, extra social events, etc.)

The Commercial Supporter and CCHMC agree to abide by all requirements of the **ACCME STANDARDS for Commercial Support of Continuing Medical Education.**

Please acknowledge your intention to exhibit/sponsor and to comply by the above terms and conditions:

Company Representative (Print Name)

Company Representative (Signature)

Date

(cont)



**Cincinnati Children's Hospital Medical Center
Continuing Medical Education
Exhibitor Agreement/Sponsorship Letter of Agreement**

(cont.)

Cincinnati Children's CME Rep. (Print Name)

CME Representative (Signature)

Date

Cincinnati Children's CNE Rep. (Print Name)

CNE Representative (Signature)

Date

Joint Provider Representative (Print)

Joint Provider Rep. (Signature)

Date