

2014 ACM Symposia/Special Events

The American College of
Obstetricians and Gynecologists
WOMEN'S HEALTH CARE PHYSICIANS



The American College of Obstetricians and Gynecologists (the College) continues its policy of inviting industry to host symposia and special events during the Annual Clinical Meeting (ACM), but limits when those events may take place.

No industry-sponsored activities are allowed to be scheduled during the official program of the ACM, the times of which are listed below. No activities can conflict with the **Welcome Reception** held on **Sunday, April 27, 2014**, and the **"Party With The President"** event held on **Tuesday, April 29, 2014**.

Symposia and special events must not overlap with ACOG official program. The approved times are listed below (*the schedule below is subject to change*).

Saturday, April 26, 2014 • Before 7:00 AM and after 5:30 PM

Sunday, April 27, 2014 • Before 7:00 AM and after 5:30 PM to 6:00 PM

Monday, April 28, 2014 • Before 7:00 AM and after 5:30 PM

Tuesday, April 29, 2014 • Before 7:00 AM only

Wednesday, April 30, 2014 • Before 7:00 AM only

Rules and Regulations Governing Sponsored Symposia and Special Events

To receive approval for an unofficial activity, a company or organization must be accepted as an Exhibitor to the 2014 ACM and all of its fees must be paid. If the Exhibitor's exhibit space is cancelled, the Exhibitor will not be allowed to sponsor a symposium or special event, or any unofficial activity during the ACM. If an Exhibitor wishes to host an event, the 2014 ACM Symposium/Special Event Application must be completed and sent with the appropriate fee by **Friday, March 28, 2014**. Applications will be processed on a first-come, first-served basis. The College does not offer CME accreditation for industry-sponsored symposia.

Unofficial Social and Educational Activities

Unofficial activities are defined as any activities or events that are not sponsored by the College. This includes, but is not limited to, industry education symposia, a combined symposium/social function, focus groups and social events (symposium and special events).

Symposium and special event requests for venues currently under contract by the College for use during the 2014 ACM may not be approved for Exhibitor-sponsored events. If an unofficial event is permitted by the College, it may not be held at the Headquarters hotel or the convention center. It will be assigned a space (pending space availability) to a hotel in the College's hotel block depending on the choices listed on the submitted application form.

Symposia/Special Event Fees

Industry educational symposia may be held for a fee of \$25,000.

The fee provides access to the ACM attendees and does not include hotel charges for room rental, audio visual, food, airline travel, etc.

Social events/food functions may be held for a fee of \$10,000.

Events are recognized as social functions if they provide no continuing medical educational (*i.e.*, *receptions, dinners, breakfasts at which no featured, scheduled, or impromptu speaker will provide an educational presentation, no posters or abstracts are displayed and/or there is no discussion of a company's services/products*).

Focus groups of 20 people or less may be held for a fee of \$5,000. Focus group meetings follow a structured format led by a prepared facilitator.

Sponsors whose programs are not placed due to lack of space or refusal of application will be refunded the total symposium/event fee. **No refunds will be given for symposium/event cancellations unless the College cancels the event.**

If an Exhibitor is scheduling an event involving any of the ACM attendees or faculty in the city in which the College is hosting its ACM between April 26-30, 2014, the Exhibitor must complete the Symposium/Special Event Application and pay the appropriate fee.

Exhibitor Staff Meeting Space

Meeting space requests for Exhibitor staff meetings must also be submitted through the College. Limited space may be provided depending on availability. **Additional Staff Meeting Space may be provided a fee of \$2,000, on a case-to-case basis.** Staff meeting space must be for Exhibitor staff use only. Exhibitors will be required to follow the same restricted meeting schedule that applies to symposia and special events, with one exception. Staff meeting space may be requested for anytime on Saturday and Sunday. **If meeting space is required, you must contact the College directly (not a hotel) to reserve space and complete the Symposium/Special Event Application.** If requesting staff meeting space, a letter must accompany the Symposium/Special Event Application that affirms that only employees of the Exhibitor will be in attendance, and that no ACM attendees will be participating in the meeting.

Third-Party Medical Education Provider

Exhibitors that sponsors symposium and special events that choose to use a third-party planner must submit a letter on the Exhibitor's letterhead notifying the College of the party planner's company name, address, phone number, and any additional contact information. Symposium/Special Event Applications received from third-party planners without a letter from the Exhibitor sponsoring the symposium or event will be rejected. The Exhibitor agrees that it will be held responsible for all actions of its third party planner, and any accident(s) or suit(s) arising from or in connection with the event.



Promotional Brochures and Invitations

All announcements and invitations should clearly indicate on the COVERS the name(s) of the sponsor of the symposium or social event and the source of financial support for the event. The materials in no manner may imply, either directly or indirectly, that the symposium or social event is an official activity of the College. Materials related to symposia or special events must not use language or terms such as "presented during," "presented in conjunction with," "preceding," "prior to," "following," "live from," in reference to the ACM. Use of the College logo, name, seal, or the ACM logo or name are also not permitted. Booth activities and symposium or special events cannot be promoted together on the same promotional literature.

All marketing and promotional materials for all symposium and special events must display on the covers the disclaimer: "This event is neither sponsored nor endorsed by the American College of Obstetricians and Gynecologists."

The Meetings and Exhibits Department must approve, prior to printing, all promotional announcements, invitations, and all materials intended for distribution to ACM attendees. In addition, all advertisements or invitation brochures must be approved in order to participate in any of the ACM marketing opportunities. All materials must be distributed through one of the ACM marketing opportunities (*i.e. mailing labels, Doctor's Bag, Obstetrics & Gynecology Journal (Green Journal), ACOG Today advertising, Exhibit Guide advertising, and/or ACM Show Daily advertising*).

Symposia and special events may only be held during restricted days and times. If a symposium or special event is held without the College's approval, the sponsoring Exhibitor will be charged the applicable fee for the appropriate event plus 25% and may lose priority placement points. The College also reserves the right to bar violators from participation in future meetings. Symposium and special event sponsors may not deny ACM attendee(s) access to their event (except due to space limitations). Sponsored events must be open to all ACM professional registrants.

In this regard, the education provided at a symposium or special event should be consistent with the scientific evidence available, promote the professionalism, compassion and trust inherent in the physician/patient relationship and should not conflict with the mission of the College.

Promotional or distribution schemes or products that create or potentially

create financial conflicts of interest for physicians, or are of potential physical, emotional or financial harm to patients are prohibited. Likewise, exhibits that are actually or potentially discriminatory or demeaning to women, men, racial-ethnic populations, or any other groups are prohibited. Additional guidelines and restrictions may also be provided.

Signage/Flyer Distribution

Organizations may only advertise, promote or distribute information using the College's marketing opportunities. At no time is distribution of promotional materials permitted anywhere within the convention center, hotel lobbies, shuttle buses, restrooms, or other common areas.

Unapproved signs will be removed without advance notification to the Exhibitor and destroyed.

Symposium or special event signs may only be placed in the hotel where the symposium or special event is scheduled to take place, on the day of the event, with written permission of the hotel management and the College. All signage must be submitted to the Meetings and Exhibits Department for approval.

Audio Visual

The official symposia and special event audio visual provider is Audio Visual Management Group, Inc. (AVMG). The College has selected AVMG as our exclusive audio visual provider and requires all symposia and special event organizers to use AVMG for all audio visual requirements, within the ACM hotel block.

If your organizers have a preferred A/V vendor, AVMG will work with your vendor; however, AVMG must retain management of the event. To discuss audio visual needs contact AVMG at **(214) 343-2864**.

Convention Center Meeting Rooms

Sponsors will not be assigned meeting space in the convention center. All sponsored activities must be confined to the company's exhibit space or a hotel (except for the Headquarters Hotel) in the College's rooming block.

The College does not guarantee the quality/condition of any facility's function space or the service of its staff. Sponsors will be held solely responsible for any accident(s) or suit(s) arising from or in connection with their events.

APPLICATION

2014 ACM Symposia/Special Events

The American College of
Obstetricians and Gynecologists
WOMEN'S HEALTH CARE PHYSICIANS



I/We agree to abide by all rules and regulations governing industry-sponsored symposia and events, (etc.) as set forth in the 2014 ACM Exhibitor Prospectus, and any supported or related materials as it pertains to industry-sponsored symposia/events (etc.). The American College of Obstetricians and Gynecologists (the College) reserves the right to deny any application for symposia/events (etc.), if in the College's opinion it does not serve the best interest of its members or is considered inappropriate. Limited meeting space is available. Symposia/Special Event application deadline is **March 28, 2014**.

You must complete this form if you are planning an event between **April 26-May 2, 2014**.

Please note: Credit Cards are not accepted, CHECKS ONLY.

- ☐ Educational Symposia \$25,000
☐ Staff Meeting Space Complimentary
☐ Social Events \$10,000
☐ Additional Staff Meeting Space \$2,000
☐ Focus Groups (20 or less) \$5,000

PLEASE TYPE OR PRINT

Company Name

Company Contact

Company Address

Company Phone

Fax

Company Email

Preferred Hotel/Facility: *(Symposiums/events are not allowed at headquarter hotel or convention center)*

- 1) _____
2) _____
3) _____

Preferred day and time of symposium/event: *(Please list three selections, example: Monday, April 28, 6:00 AM – 7:00 AM)*

- 1) _____
2) _____
3) _____

Expected number of attendees: _____

Approx. size of room desired: _____

Room Set-up:

☐ reception ☐ theatre ☐ rounds ☐ classroom ☐ conference

☐ Other: _____

Audio/Visual needs: _____

Will food or beverages be served? ☐ No ☐ Yes

If yes, please describe: _____

Title of Symposium/Event: _____

*(This information will be listed in the ACM Exhibit Guide, if received by **March 28, 2014**.)*

Please list all speakers below: *(if more space is needed please attach an additional page)*

- 1) _____
2) _____
3) _____

Will CME credits be given? ☐ No ☐ Yes

If yes, please specify quantity: _____

No industry-sponsored activities can be scheduled during the official program of the ACM. No activities can conflict with the **Welcome Reception** held on **Sunday, April 27, 2014**, and the **President's Dinner Party** event held on **Tuesday, April 29, 2014**. All morning symposia/events must end by the AM time listed below and all afternoon symposia/events may not start prior to the listed PM time *(this schedule is subject to change)*:

Saturday, April 26, 2014 • Before 7:00 AM and after 5:30 PM

Sunday, April 27, 2014 • Before 7:00 AM and after 5:30 PM to 6:00 PM

Monday, April 28, 2014 • Before 7:00 AM and after 5:30 PM

Tuesday, April 29, 2014 • Before 7:00 AM only

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The sponsor agrees to notify the College in writing of any changes in the content of this application prior to the start of the ACM. This agreement is not valid until an approval letter has been received from the College's Meetings and Exhibits Department. I have read and agree to the rules, regulations, and stipulations made by the College regarding symposia/events at the 2014 ACM.

Signature of Authorized Company Representative

Date

Please mail this completed form to:

American College of OB/GYN

Attn: Symposia/Events

409 12th Street SW

Washington, DC 20024-2188

Tel.: **(202) 863-2437** or email to **acmexhibit@acog.org**

FOR COLLEGE USE ONLY

Batch: _____ Total Due: _____

Date Received: _____ Venue Assigned: _____

Check #: _____ Date Assigned: _____

**** The appropriate fee must accompany this application to ensure processing. ****

62nd Annual Clinical Meeting

McCormick Place Convention Center • Chicago, Illinois • April 26-30, 2014

www.acog.org/acm