

face to face



Corporate Symposia

*Application and
Guidelines*

AADE American Association
of Diabetes Educators

**38th ANNUAL MEETING
LAS VEGAS AUG 3-6 2011**

www.diabeteseducators.org/corpsym

AADE 2011 Annual Meeting & Exhibition

Corporate Symposia Application and Guidelines

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application



AADE American Association
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38th ANNUAL MEETING
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Application Checklist

Deadline for Application Submission: Tuesday, March 1, 2011

Please check off these items and submit this page with your application to assist in making sure all materials are correctly completed. **Only complete applications will be reviewed.**

Yes, these sections have been completed in their entirety:

- SECTION 1: Program Session Materials
 - SECTION 2: Symposium Contacts and Record Keeper
 - SECTION 3: Speaker and Planning Team List
 - SECTION 4: Program Assessment, Topics and Goals
 - SECTION 5: Educational Strategy
 - SECTION 6: Educational Activity Plan Documentation Form
 - SECTION 7: Agreement Between AADE and Program Administrator
 - SECTION 8: Due Date and Payment Agreement Form
-

Yes, these additional requirements have been met and/or noted:

- This electronic application and attachments must have typed responses and be submitted as a digital file. See the submission instructions on page 10 of the application for complete details
 - A letter of agreement between the supporting organization (Grantor) and medical education, marketing or communication company has been submitted with this application. It has been noted that a three-party letter of agreement that includes AADE as the CE provider is preferred.
 - Submitted information will be used in AADE Annual Meeting & Exhibition promotional materials and website
 - Applications submitted after the final application deadline of Friday, March 1, 2011 will incur a penalty fee
 - Payment must be received by Wednesday April 15, 2011
-

Yes, these forms have been completed for EACH speaker and planning team member:

- Biographical Data Form
- Financial Relationship(s)/Disclosure Statement

Section 1: Program Session Materials

Session Title

Educational grant provided by

Session Description

Provide a brief abstract/description of this program. This description will be included in the Annual Meeting on-site Meeting Guide, listed on the Annual Meeting & Exhibition website, and must be **100 words or less**.

Target audience for this program is dietitians, nurses, pharmacists and other healthcare professionals who provide diabetes education and management.

This knowledge-based program must be designed for learners to systematically acquire factual knowledge based on scientific evidence and provide assessment questions to determine recall of facts. Feedback to learners must include rationale for correct response to questions.

Section 2: Symposium Contacts and Record Keeping

Supporting Organization (Grantor) Contact

Company	<input type="text"/>		
Corporate Address	<input type="text"/>		
City	<input type="text"/>	State <input type="text"/>	Zip <input type="text"/>
Key Contact Name	<input type="text"/>	Title	<input type="text"/>
Department	<input type="text"/>		
Phone #	<input type="text"/>	Fax <input type="text"/>	Email <input type="text"/>

Medical Education, Marketing or Communication Company Contact

Company	<input type="text"/>		
Corporate Address	<input type="text"/>		
City	<input type="text"/>	State <input type="text"/>	Zip <input type="text"/>
Key Contact Name	<input type="text"/>	Title	<input type="text"/>
Department	<input type="text"/>		
Phone #	<input type="text"/>	Fax <input type="text"/>	Email <input type="text"/>

Program Administrator

Company	<input type="text"/>		
Corporate Address	<input type="text"/>		
City	<input type="text"/>	State <input type="text"/>	Zip <input type="text"/>
Key Contact Name	<input type="text"/>	Title	<input type="text"/>
Department	<input type="text"/>		
Phone #	<input type="text"/>	Fax <input type="text"/>	Email <input type="text"/>

As Program Administrator for this program, I agree to keep the above listed required program records on file for seven years from the date of this program's presentation August 3 – 6, 2011. I am providing the following information to document compliance with ANCC Commission on Accreditation criteria on maintenance of continuing education records.

Individuals authorized to access these records:

Name	<input type="text"/>	Title	<input type="text"/>
Name	<input type="text"/>	Title	<input type="text"/>

Person responsible for maintaining records for seven years (i.e., official Record Keeper - if different from Program Administrator)

Name	<input type="text"/>	Title	<input type="text"/>
Address	<input type="text"/>		
Phone #	<input type="text"/>	Email	<input type="text"/>

Site or location for storage of records for this program (must allow for retrieval of essential information).

Describe the record filing, storage, retrieval, retention, and method for assuring confidentiality.

Section 3: Speaker and Planning Team List

AADE is a multidisciplinary organization. We encourage the planning team and speakers to consist of a minimum of 2 different disciplines.

- **Required:** One (1) planning team member must be a Registered Nurse (RN) with a baccalaureate degree or higher in Nursing.
- **Required:** A speaker may not speak more than 2 times during the entire Annual Meeting. You will be notified if a speaker you have selected has been requested for another session.
- **Recommended:** No more than 3 speakers are recommended.

Note: AADE is the accredited approver of all CE Credit for registered nurses, and pharmacists for all programs presented at its Annual Meeting. Additional accreditation may be obtained for the session from another source with approval from AADE.

Program Administrator (Required)

Name Credentials

Title(s)

Check if Applicable: Planner Speaker Both

Participated in the development of objectives

Participated in the development of content outline

Reviewed objectives/content outline

RN Team Member (Required)

Name Credentials

Title(s)

Check if Applicable: Planner Speaker Both

Participated in the development of objectives

Participated in the development of content outline

Reviewed objectives/content outline

Team Member

Name Credentials

Title(s)

Check if Applicable: Planner Speaker Both

Participated in the development of objectives

Participated in the development of content outline

Reviewed objectives/content outline

Section 3: Speaker and Planning Team List (continued)

Team Member

Name Credentials

Title(s)

Check if Applicable: Planner Speaker Both

Participated in the development of objectives

Participated in the development of content outline

Reviewed objectives/content outline

Team Member

Name Credentials

Title(s)

Check if Applicable: Planner Speaker Both

Participated in the development of objectives

Participated in the development of content outline

Reviewed objectives/content outline

Team Member

Name Credentials

Title(s)

Check if Applicable: Planner Speaker Both

Participated in the development of objectives

Participated in the development of content outline

Reviewed objectives/content outline

Moderator (if applicable)

Name Credentials

Title(s)

Check if Applicable: Planner Speaker Both

Participated in the development of objectives

Participated in the development of content outline

Reviewed objectives/content outline

Section 4: Program Assessment, Topics and Goals

Check all that apply for each specific discipline – Please check which discipline(s) completed the needs assessment to identify a gap in care. If you surveyed all three disciplines then check off each discipline. If you are seeking CE credit for all three disciplines then you must check off what type of needs assessment you performed for each discipline.

Needs Assessment

- Previous Program Evaluations
- Survey of Target Audience
- Management/Chapter Leadership Identified
- Learner Request
- New Technology, Evidence or Treatment
- Change in Practice Guidelines

Discipline

- | | | |
|-----------------------------|-----------------------------|------------------------------|
| <input type="checkbox"/> RD | <input type="checkbox"/> RN | <input type="checkbox"/> RPh |
| <input type="checkbox"/> RD | <input type="checkbox"/> RN | <input type="checkbox"/> RPh |
| <input type="checkbox"/> RD | <input type="checkbox"/> RN | <input type="checkbox"/> RPh |
| <input type="checkbox"/> RD | <input type="checkbox"/> RN | <input type="checkbox"/> RPh |
| <input type="checkbox"/> RD | <input type="checkbox"/> RN | <input type="checkbox"/> RPh |
| <input type="checkbox"/> RD | <input type="checkbox"/> RN | <input type="checkbox"/> RPh |

Recommendations From

- Quality Assurance Study
- Education Committee
- AADE Member Survey/Data
- ADtA Need Survey/Data
- Standards of Practice/Care
- CE Required on Topic

- | | | |
|-----------------------------|-----------------------------|------------------------------|
| <input type="checkbox"/> RD | <input type="checkbox"/> RN | <input type="checkbox"/> RPh |
| <input type="checkbox"/> RD | <input type="checkbox"/> RN | <input type="checkbox"/> RPh |
| <input type="checkbox"/> RD | <input type="checkbox"/> RN | <input type="checkbox"/> RPh |
| <input type="checkbox"/> RD | <input type="checkbox"/> RN | <input type="checkbox"/> RPh |
| <input type="checkbox"/> RD | <input type="checkbox"/> RN | <input type="checkbox"/> RPh |
| <input type="checkbox"/> RD | <input type="checkbox"/> RN | <input type="checkbox"/> RPh |

(Example, if you surveyed pharmacists about their learning needs then check off Survey of Target Audience and RPh boxes.)

Overall Program Topic(s)

Check all applicable boxes

- Latest Technology
- Disease Management
- Business and Emerging Models
- Cultural Disparities

Overall Program Goal(s)

Check all applicable boxes

- Implement effective community models of self-management that facilitate lifestyle modification to help prevent or delay chronic disease and improve outcomes
- Establish innovative partnerships that promote chronic disease management through measurable outcomes
- Describe new methodologies used to support and enhance the quality of patient centered care

Section 5: Educational Strategy

Overall Program Learning Objectives (3-4 objectives for a 90-minute session)

Describe what participants may be able to accomplish as a result of your session. Start each bullet with a verb. These objectives will also appear on the AADE-provided evaluation forms, to make sure that participants will be able to evaluate whether they reached each objective at the end of the program.

At the end of this presentation, the participant will be able to:

-
-
-
-

(Suggested Verbs: Encourage, Describe, Consider, Observe, Develop, Provide, Compare, Discuss, Facilitate, Summarize.)

Teaching Methods

Check all applicable boxes

Lecture with slides Case studies Discussion Examples Demonstrations

Other

Adult Learning Principles

Evaluate your teaching methodology to make sure that your program will be an adequate educational activity for adults of different learning styles.

Check all applicable boxes

Recognizes Autonomy Encourages Participation/Involvement Utilizes Previous Experience
 Uses Problem Oriented Approach Uses Inquiry Focused Activity Recognizes the Need to Share
 Involves Learner in Evaluation Uses Experiential Learning Activity

Learning Assessment

Describe how this session will assess participant learning and ascertain the level of fulfillment of the overall program goals and objective.

Check all applicable boxes. **If a box is checked the information MUST accompany application.**

- Post-testing alone with group discussion and critique of answers
- Patient case study discussions and problem solving exercises
- Audience response system to questions with correct answer explained
- Action planning or goal setting activity specific to presented topic
- Other

Section 6: Educational Activity Plan Documentation Form

This form is required to help you map the program's content outline to the objectives, teaching methods, adult learning principles and learning assessment methods listed on the previous page. All columns must be completed for each learning objective. **Do not include introductory/welcome remarks or housekeeping notes, only educational content.**

Supporting Organization Med Ed Company

Session Title

Program Goal(s) Purpose

Program Learning Objectives <i>(Copy verbatim from previous page)</i>	Content Outline <i>(Topics to be discussed)</i>	Faculty Presenting	Teaching Method, Adult Learning Method, Learning Assessment
I. <input type="text"/> Time Frame Minutes = <input type="text"/> <i>Sections I - IV must add up to 90 minutes</i>	I. <input type="text"/> A. <input type="text"/> B. <input type="text"/>	<input type="text"/>	<input type="text"/>
II. <input type="text"/> Time Frame Minutes = <input type="text"/>	II. <input type="text"/> A. <input type="text"/> B. <input type="text"/>	<input type="text"/>	<input type="text"/>
III. <input type="text"/> Time Frame Minutes = <input type="text"/>	III. <input type="text"/> A. <input type="text"/> B. <input type="text"/>	<input type="text"/>	<input type="text"/>
IV. <input type="text"/> Time Frame Minutes = <input type="text"/>	IV. <input type="text"/> A. <input type="text"/> B. <input type="text"/>	<input type="text"/>	<input type="text"/>

Section 7: Agreement Between AADE and Program Administrator

The following agreement is to be adhered to by the Program Administrator (Record Keeper listed on page 3 of application) and AADE. Records of the documents **must be kept on file for seven years** from the date of the program by the Program Administrator and AADE – All record keeping requirements are based on the final documentation of all require materials.

Task	Date	AADE (Provider)	Program Administrator (Co-Provider)
Program Title		X	
Educational Needs Assessment Results			X
Faculty Roster		X	
Financial Relationship Disclosures Forms (See separate document)			X
Resolution of Conflict of Interest Form (if applicable) and available upon request)			X
Selection Objectives		X	
Disclosure For Relevant Financial Relationships and Commercial Support to Learners			X
Program Content		X	
Pharmacist Designation (UPN)		X	
Determination of Activity Type (Knowledge, Application or Practice-Based)			
Determination of Program Schedule and Amount of Credit to be Awarded		X	
Program Promotional Material		X	
Active Learning Method			X
Distribution of Educational Materials in Conjunction with Program		X	
Learning Assessment Activity		X	
Program Evaluation Instrument		X	
Process For Determining the Basis Upon Which Credit Will Be Awarded		X	
Documentation that Participants Met Requirements for Obtaining Statement of Credit		X	
Statements of Credit		X	
Summarize Evaluation Forms		X	
Grievances as Submitted in Writing			X
Guidance Provided to Faculty		X	
Faculty Guidance Materials			X
Budget			X

Continuing Education Administrator's
Signature (AADE Staff)

Date

Program Administrator's Signature

Date

Name typed

Date typed

Section 8: Due Date and Payment Agreement Form

The Program Administrator agrees to adhere to the due dates stated below (please initial each item):

Monday, March 1, 2011

Completed Application

Friday, April 15, 2011

Full Application Fee (Applications received after deadline subject to a late fee of \$5,000)

Tuesday, June 1, 2011

Finalized Participation Handouts and Presentation Slides for AADE Peer Review (Digital Format Accepted)

Final Date to Request Additional Audio Visual (Late requests subject to additional fees)

By signing below I hereby agree that I have received and read the AADE 2011 Corporate Symposia Guidelines, and that all of the information contained in this application is true and correct to the best of my knowledge.

Signature of Program Administrator

Date

Payment Information

Only checks are accepted. Make payable to: American Association of Diabetes Educators

Application Fee

- | | | | |
|--|--------------------------|-------------------|----------|
| <input type="checkbox"/> Afternoon Symposia | Thursday, August 4, 2011 | 4:30 pm – 6:00 pm | \$75,000 |
| <input type="checkbox"/> Morning Symposia | Friday, August 5, 2011 | 6:30 am – 7:30 am | \$65,000 |
| <input type="checkbox"/> Evening (Dinner) Symposia | Friday, August 5, 2011 | 5:45 pm – 7:45 pm | \$90,000 |

Total Enclosed \$

Submission Instructions

Please email a completed digital application to mweingarden@aadnet.org and mail a printed and signed copy of the application and corresponding application fees to:

American Association of Diabetes Educators
Attention: Matt Weingarden
200 W. Madison Street, Suite 800
Chicago, Illinois 60606
Office: (312) 601-4876
Fax: (312) 601-4891

guidelines



AADE American Association
of Diabetes Educators

**38th ANNUAL MEETING
LAS VEGAS AUG 3-6 2011**

www.diabeteseducators.org/corpsym

Timeline and Important Dates

Application Deadline	March 1, 2011
Listing in the Annual Meeting Exhibitor Directory in the May/June 2011 issue of <i>The Diabetes Educator</i> journal	Automatic inclusion (Mails 4/1)
Sponsor logo due to AADE (<i>EPS format preferred</i>).....	April 1, 2011
Full Application Fee Deadline	April 15, 2011
Completed Program Materials Due to AADE for review..... (<i>Handouts/Slides/Certificates in final electronic format</i>)	April 15, 2011
Automatic posting of Corporate Symposia description	April 15, 2011 on AADE Annual Meeting website
Listing in the AADE Annual Meeting <i>Daily News</i> preview edition newspaper	Automatic inclusion (Mails 5/31)
Additional Meeting Room Request Form and Fee Deadline	June 1, 2011
Additional Audio Visual Request Form and Fee Deadline	June 1, 2011
Requests for customized evaluations due	June 15, 2011

Advance Advertising Opportunities

Contact Maureen Mauer, mmauer@ascendmedia.com or 913.780.6633

- Annual Meeting and Symposia Preview Edition
 - Mailed to all members and registered attendees in June 2011
- Meeting Guide
 - Distributed to all attendees at registration
- Educator's Bag Room Drops
 - Distributed Wednesday and Thursday mornings to all attendees in the AADE Official Hotels
- Annual Meeting Show Daily
 - Distributed Wednesday, Thursday, Friday and Saturday to all attendees
- The Diabetes Educator Journal

Contact Diane Diamond, diane.diamond@sagepub.com

For display advertising in any issue of *The Diabetes Educator* journal, **Contact Now**

Contact Information

Corporate Symposia Management

Matt Weingarden

Telephone: (312) 601-4876

Fax: (312) 601-4891

Email: mweingarden@aadenet.org

Corporate Symposia Enduring Materials

Chris Olsen

Telephone: (312) 601-4872

Email: colsen@aadenet.org

Corporate Symposia Materials Mailing Address

American Association of Diabetes Educators

c/o Matt Weingarden

200 W. Madison Street, Suite 800

Chicago, IL 60606

Application and Approval Process

Applications are considered on a first-come, first-served basis. Only those applications completed with all required documentation are considered. AADE will continue to accept applications after the deadline date of March 1, 2011 if all time slots are not filled at the time of the initial deadline.

The standard approval process includes:

- Application (March 1, 2011)
- AADE staff reviews for all sections for completion and necessary signatures (2 business days)
- AADE Peer Review (30 business days)

The approval process may take longer based on staff and/or Peer Review feedback.

Once the application is approval process is complete, the Corporate Symposia contacts listed within the application will be notified in writing via email.

Accreditation

AADE is the accredited approver of all CE credit for registered nurses and pharmacists for all programs presented at its Annual Meeting. Additional accreditation may be obtained for the session from another accredited co-provider.

AADE is a multidisciplinary organization. We encourage the Corporate Symposia planning team and speakers to consist of a minimum of 2 different disciplines.

- **Required:** One (1) planning team member must be a Registered Nurse with a baccalaureate degree or higher in nursing.
- **Required:** A speaker may not speak more than 2 times during the entire Annual Meeting. You will be notified if a speaker you have selected has been requested for another session.
- **Recommended:** No more than 3 speakers.

Payment

The supporting organization is responsible for paying the application fee. This fee, payable to AADE, is due no later than April 15, 2011. If the fee is not received by AADE by this date, AADE reserves the right to cancel the application.

Corporate Symposia Fee Structure

Fees received by April 15, 2011

\$75,000	Thursday Afternoon: 4:30 pm – 6:00 pm
\$65,000	Friday Morning: 6:30 am – 7:30 am
\$90,000	Friday Evening: 5:45 pm – 7:45 pm

Fees received after April 15, 2011

\$80,000	Thursday Afternoon: 4:30 pm – 6:00 pm
\$80,000	Friday Morning: 6:30 am – 7:30 am
\$95,000	Friday Evening: 5:45 pm – 7:45 pm

All expenses beyond those included in the Corporate Symposia package and/or agreed to in writing with AADE are the responsibility of the supporting organization. If AADE is the grant recipient, a \$5,000 service fee will apply.

Included Services, Available Upgrades and Responsibilities

Service	Included in AADE Fee	Supporting Organization/Designate Opportunity or Responsibility
Application Processing Fee*	INCLUDED	
Program Management and AADE Staff dedicated to working with Supporting Organization	INCLUDED	Please indicate key contact(s) to work with AADE Staff
Meeting Room	INCLUDED: <ul style="list-style-type: none"> • Room rental • Seating determined by AADE staff • Head table and chairs • Podium on an elevated stage/riser 	
Audio Visual	INCLUDED: <ul style="list-style-type: none"> • 3 lavalier microphones • 1 podium microphone • 2 wired aisle microphones • Projection screen appropriate to ceiling height/room size • Computer to run presentation • LCD Projector • VGA Switch • Sound amplification No outside equipment or labor permitted	Additional AV available. For more information see Guidelines page 7.
Food and Beverage	INCLUDED: 400 people inclusive of tax and gratuity Attendance cannot be guaranteed	
Signage	INCLUDED: One sign placed outside Meeting Room and additional signage throughout Convention Center	Please submit supporting organization logo by April 1, 2011
Accreditation	INCLUDED: For RN and RPh	
On-Site Admission Staff and Badge Scanning	INCLUDED: A team of 2-4 staff will scan/register attendees at the beginning of the session	
Attendance Report	INCLUDED: Report containing attendee name, credentials, and mailing address will be distributed 2 weeks after the program	
Evaluation Forms	INCLUDED: Evaluation results processing and summary report will be distributed 90 days after program	Customized evaluations available for an additional fee of \$5,000. Request and payment due by June 15, 2011
Application Review and Consultation	INCLUDED	
Peer Review by AADE Staff and AADE Approver Unit Reviewers	INCLUDED	
Course Materials	INCLUDED: Review and approval of slides, handouts and promotional copy	Ship your handouts to the convention center. See page 9 for details
Program Content	INCLUDED: Program development assistance based upon approved topic and speakers	Supporting organization/designate maintains program development responsibility
Content Development		Develops all content and handles all speaker support
Program Listing/Promotional Advertising	INCLUDED: Listing in the Preview edition of the Show Daily newspaper, in the On-site Meeting Guide, and on the AADE Website	Extended advertising opportunities are available, see Guidelines page 11 for more information

*If AADE is the grant recipient, a \$5,000 service fee will apply.

Scheduling and Location of Sessions

AADE has designated the following dates, times and locations for the 2011 Corporate Symposium. All Corporate Symposia will be held in the Mandalay Bay Convention Center, with all AADE Annual Meeting Activities occurring in the Mandalay Bay Resort.

AADE reserves the right to make all final decisions on the Corporate Symposia program schedule. Convention Center cannot respond to requests or questions regarding Corporate Symposia. Please communicate directly with AADE Staff.

Thursday, August 4

Symposia Fee: \$75,000

Time: 4:30 pm - 6:00 pm

Note: Program must conclude by 6:00 pm

Attendance: 400 maximum

Certification Hours: 1.5

(Only 4 Program Time Slots are available)

Friday August 5

Symposia Fee: \$65,000

Time: 6:30 am - 7:30 am

Note: Program must conclude by 7:30 am

Attendance: 400 maximum

Certification Hours: 1.0

(Only 3 Program Time Slots are available)

Friday August 5

Symposia Fee: \$90,000

Time: 5:45 pm – 7:45 pm

Note: Program must include 30 minutes of dedicated dining time.

Attendance: 400 maximum

Certification Hours: 1.5

(Only 3 Program Time Slots are available)

Room Set and Attendance

- **Location:** Corporate Symposia sessions will be held in the Mandalay Bay Convention Center.
- **Assignments:** Room assignments will be provided by AADE approximately 1 month before the Annual Meeting.
- **Diagrams:** Tentative room diagrams will be provided by AADE as a courtesy approximately 1-2 weeks before the session; change requests are not permitted.
- **Seating:** The room set for all sessions will be determined by AADE staff one month before the annual meeting.
- **Head table:** The front of the room will have a head table, chairs, and a podium set on an elevated stage. Water service for the head table will be provided.
- **Signage:** The AADE-provided program sign will be placed outside the room. Additional signs inside or outside the room must be approved by AADE staff.
- **Attendance:** Rooms will be set for 400 persons.

Audio Visual Package

The Corporate Symposia Program Administration Fee includes the following audio visual package:

- 3 lavalier microphones
- 1 podium microphone
- 2 wired aisle microphones (appropriate to room set-up)
- Projection screen (appropriate to the ceiling height) with dress kit; all projection will be set to allow maximum seating in room)
- 1 computer to run presentation
- LCD projector on a draped cart with a normal throw lens for front of room placement
- 1 VGA switcher
- Sound amplification and mixer system appropriate for the number of microphones
- PowerPoint remote

No outside equipment or labor will be permitted. An outside production company may be used by the sponsoring group during the program for technical supervision ONLY.

Additional/optional AV equipment may be requested through AADE. If you would like to obtain equipment not included in the basic package please request an Additional Audio Visual Request Form. The completed form and payment are required by June 1, 2011. Payments received after this date will include a surcharge.

Food and Beverage Package

- The Corporate Symposia Program Administration Fee includes catering for 400 people.
- Afternoon refreshments Include: light snack and beverage
- Morning refreshments include: light breakfast and coffee service
- Evening refreshments include: dinner

Signage

Signage will be provided by AADE consistent in design and layout with all other Annual Meeting signage. Signage will be placed outside each session room one (1) hour prior to the program and will be removed after the conclusion of the program by AADE staff. Signage will include:

- Program title
- Moderator and speakers' names and credentials
- Supporting Organization name and logo

Additional signage listing all room numbers for daily sessions will be displayed in a prominent location in the convention center. If the program is held in the hotel a sign will be placed in the hotel lobby indicating the program is occurring in that particular hotel. Corporate Symposia program room assignments will also be listed in the on-site Meeting Guide given to all registrants. **Signage prepared by sponsors or their designate for corporate programs must be approved by AADE staff.**

Session Evaluation Forms

For all Corporate Symposia sessions, an AADE-approved evaluation must be completed by all participants as a requirement for successful completion of the program. AADE administers an online evaluation system for all Corporate Symposia sessions in the same manner that it administers evaluations for other Annual Meeting educational programs. Upon completion of their evaluations, participants are able to gain access to their statement of credit.

The evaluation form contains CE-required questions related to the objectives, speakers, learning environment, and participant satisfaction with the session. Demographic questions are also asked. External evaluations are not permitted.

Customized Session Evaluation Forms

Sponsors who wish to add questions specific to their session may do so for a fee of \$5,000. Requests should be submitted in writing by July 15, 2011.

Name Badges

All Annual Meeting attendees require an official badge while attending AADE exhibits, educational programs and social events. AADE will provide up to eight (8) name badges for speakers and sponsor staff providing access to corporate symposium venue. Badges do not provide show floor access or access to other educational sessions. These name badges will be available for pick up in the registration area beginning on Tuesday. Information for name badges must be submitted by June 15, 2011.

CE Credit for Speakers and Staff

Speakers and staff who wish to register as full attendees must do so via the regular registration process. CE credit is only available to those registered at the full program rate.

Shipping

AADE will supply all Supporting Organizations with program material shipping instructions by May 1, 2011. AADE is not responsible for shipments not following the supplied instructions. AADE will not cover the cost of shipments not following the supplied instructions. The Corporate Symposia Supporting Organization is responsible for return shipment of program materials from the Convention Center.

Definition of Terms

Supporting Organization refers to the Corporate Sponsor, Medical Education Company or Educational Grantor who is the primary contact to AADE for the Corporate Symposia.

Med Ed refers to Medical Education Company.

Cancellations

Cancellations must be made in writing no later than May 10, 2011 in order to receive a refund. A \$15,000 service charge will be deducted.

Meeting Room Requests

AADE has a limited number of meeting rooms available in various hotels. If you are interested in reserving an additional room please request a Meeting Room Request Form.

Forms and Template

Visit www.diabeteseducator.org/corpsym to download:

- Advertising specifications information
- Additional Audio Visual Request Form (available upon request)
- Meeting Room Request Form

Program Materials

Compliance: Prior to printing, all Corporate Symposia program materials (including handouts and power point presentations) must be reviewed and approved by AADE to ensure compliance with CE requirements.

Complete Submission: Program materials must be submitted electronically no later than May 1, 2011. The review process begins upon receipt and typically takes 6-8 weeks. Programs that do not submit their materials by May 1, 2011 will be subject to removal from the program schedule at the discretion of AADE and will not receive a refund for any fees paid.

Quantity: Upon written approval from AADE, the Supporting Organization is asked to print a minimum of 425 copies to accommodate the room capacity and extras. Three copies of the final produced handout must then be provided to AADE to be maintained in the program file.

Restrictions: In order to comply with continuing education requirements, handout materials and slide presentations used for the program cannot mention branded products or company names.

Format: Corporate Symposia handouts must adhere to the following format.

I. Front Cover

- A. Program title
- B. Program date and location
- C. Acknowledgment of sponsor to read: "This program is sponsored by an unrestricted educational grant from "sponsor name."
- D. Acknowledgment of medical education, company name and logo, if applicable. This is the only location such acknowledgment can occur.
- E. AADE Annual Meeting and Exhibition logo – to be provided by AADE.

II. Interior Content

- A. Program goals
- B. Program objectives
- C. Continuing education information (sample available upon request)
 - a. Must include: the most up-to-date continuing education information, accessible at www.diabeteseducator.org/annualmeeting
- D. Program agenda
- E. Faculty information
 - a. Speaker names, credentials, title, employer, city and state of employment
 - b. Biographical information
 - c. Financial and Conflict of Interest disclosure
- F. Slide presentation
- G. Additional resources and references

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Promotion and Advertising

The Corporate Symposia Program Administration Fee includes promotion of Corporate Symposia sessions:

- Listing in the on-site *Meeting Guide*
- Listing in the AADE Annual Meeting *Daily News* preview edition newspaper
- Listing on the AADE website

Program sponsors may also purchase additional advertising in:

- The May/June 2011 edition of *The Diabetes Educator* journal
- The AADE Annual Meeting *Daily News* preview edition newspaper
- The Educator's Bag room drops
- The AADE Annual Meeting *Show Daily* on-site edition

For additional information and pricing, please contact Matt Weingarden at mweingarden@aadenet.org.

Promotional pieces developed for the above media must be approved by AADE prior to printing.

Visit www.diabeteseducator.org/corpsym to download advertising specifications information and the AADE Annual Meeting & Exhibition logo.

Enduring Materials

Corporate Symposia Enduring Materials are printed, recorded or web-based instructional materials developed from the live Symposia session and program materials at the AADE Annual Meeting.

Enduring Materials are available to AADE members and nonmembers for continuing education credit. If you are interested in having Enduring Materials created from your Corporate Symposia session, please contact Chris Olsen at colsen@aadenet.org for more information.