



**American
Diabetes
Association®**

Satellite Symposium Guidelines and Application

1st American Diabetes Association Middle East Congress

4-6 December 2012

Dubai - UAE

INQUIRIES / SUBMIT COMPLETED APPLICATION & ATTACHMENTS TO:

Brent Schwartz

ADA Educational Support

Phone +1 (856) 481-4805 ext.1

Fax +1 (856) 232-2312

Email: brent.schwartz@BlackwoodCME.com

Satellite Symposium Guidelines

1st American Diabetes Association Middle East Congress
4-6 December 2012
Dubai - UAE



RULES & REGULATIONS

1. Satellite Symposia are programs that are planned and conducted by the corporate community in conjunction with the 1st American Diabetes Association Middle East Congress.
2. Satellite Symposia provide attendees with additional education and information opportunities. Program content and product information are the sole responsibilities of the corporate supporters.
3. Symposia will take place during the designated time slots and not within the official program hours.

DATE	TIMES	
Tuesday, 4 December	All Day Session	2 available
Wednesday, 5 December	7:30 – 9:00	18:00 – 21:00
Thursday, 6 December	7:30 – 9:00	

4. Symposia will be scheduled based on the times listed on page 4. Due to limited space availability, ADA cannot guarantee that similar topics will not be scheduled concurrently. There will be a maximum of two symposia per time period.

5. **The Satellite Symposium Sponsorship Fees are:**
\$25,000 for a 1-1/2 hour Morning Session
\$35,000 for a 3 hour Evening Session
\$50,000 for the All-Day Tuesday Session

Payment Deadlines:

INSTALLMENT	DATE
1 st installment (50 % of total amount)	30 days following acceptance
2 nd installment (50% of total amount)	24 September 2012

Important Note: All invoices need to be paid within 30 days of issue. In case of non-payment on the due date, late charges of 7% per month will apply.

6. Companies interested in conducting a Satellite Symposium must complete the attached application form and include a complete program description and agenda for review and approval.
 - Direct transfer payments are preferred and should be made into the meeting account, clearly indicating the invoice number. Sender bank charges will be at the expense of the company.
 - Crossed checks or bank drafts should be made payable to the meeting and should be sent by registered post to the attention of the ADA Finance Department
 - Personal checks and cash will not be accepted
7. Requested symposia date and time assignments will be reviewed and approved on a first-come, first-served basis. **Only companies exhibiting at ADA's 1st American Diabetes Association Middle East Congress will be considered.** For information on exhibiting, contact ADA's exhibit management company, **A. Fassano & Company at +1-856-232-2322.**
8. The submission deadline for all applications and other required documentation is **4 August 2012.**
9. Notification of receipt of your application will be sent by e-mail within 48 hours.
10. Companies will be notified by regarding acceptance, date and time assigned for their Satellite Symposium.
11. ADA does not endorse or co-sponsor Satellite Symposia.
12. ADA does not provide continuing education credits for Satellite Symposia.

The American Diabetes Association has the full authority to interpret or amend these rules, and its decision is final. Satellite Symposia planners agree to abide by any rules and regulations that may hereafter be adopted. Any issues not addressed in these rules are subject to the decision of the ADA. The Satellite Symposia planner waives any rights or claims of damages arising out of enforcement of any rules contained herein.

Satellite Symposium Guidelines

1st American Diabetes Association Middle East Congress

4-6 December 2012

Dubai - UAE



13. ADA reserves the right to accept, reject or condition acceptance of Satellite Symposia at ADA's sole discretion and for any reason which will not be disclosed to the applicant. All outstanding obligations to the ADA or to ADA Exhibit Management by Satellite Symposia planners including payment of debts, must be fulfilled prior to approval.
14. All logistical arrangements are the responsibility of the symposium supporter and must be made directly with the show organizer. ADA will provide the contact information to the symposium supporter's primary contact in the acceptance letter. ADA assumes no responsibility for the loss or reduction of meeting space after assignments have been confirmed with the supporter and hotel or for any and all charges associated with planned events, including, but not limited to set-up charges, additional room rental, audio visual, food and beverage, computer charges, hotel reservations, speaker arrangements, electric, etc. ADA reserves the right to ask companies to switch their assigned space due to lower than expected attendance. If this occurs, ADA and the hotel will not provide compensation. ADA will, however, assist you in notifying your registered attendees.
15. ADA will assign rooms that have been secured by ADA for Satellite Symposia. **All space assignments are final. Any company that contacts for space on its own, or otherwise attempts to circumvent ADA's assignment process, is subject to rejection of the symposium application.** The Satellite Symposium room and one slide review room will be provided with complimentary room rental if the hotel's minimum food and beverage amount is met.
16. **ADA considers the program submitted with your application to be final. All symposium title and description changes must be approved by ADA.** Please notify us by email at brent.schwartz@BlackwoodCME.com. Since assignment is largely based on program content, companies making significant content changes may be subject to cancellation or reassignment.
17. **Changes received after the specified dates will not be corrected in print pieces. Please refer to Exhibitor Service Manual for dates.**
18. **Cancellation of Satellite Symposium Schedule**
 - Prior to 4 August 2012**

Cancellation forfeit 25% of the contracted amount.
 - 4 August through 24 September 2012**

Cancellations forfeit 50% of the contracted amount.
 - After 24 September 2012**

Cancellations forfeit the entire contacted amount. Any balance becomes due immediately.
19. All matters and questions not covered by the above guidelines are subject to the discretion of ADA. These guidelines may be amended by ADA at any time, and all amendments shall be equally binding on all parties. In the event of any amendment or addition to these guidelines, written notice will be given by ADA to such parties.
20. The Corporate Supporter and/or Medical Education Company shall protect, indemnify, hold harmless and defend ADA, its officers, directors, agents, volunteers, subcontractors, employees and/or representatives against all such claims, liabilities, losses, damages, judgments or settlements, including reasonable attorneys' fees and costs and other expenses incurred by the indemnifying party on account of litigation; provided that the foregoing shall not apply to injury, loss or damage caused by or resulting from the negligence of ADA, its officers, directors, agents or employees.
21. These Rules and Regulations are part of the contract between the corporate supporter and the ADA. All corporate supporters and/or medical education companies must observe all rules and regulations. All points not covered are subject to the decision of the Association. The application for a Satellite Symposium, the formal notice of space assignment by ADA and all deposits together constitute a contract for the right to hold a Satellite Symposium at ADA's 1st American Diabetes Association Middle East Congress.

Satellite Symposium Guidelines

1st American Diabetes Association Middle East Congress
4-6 December 2012
Dubai - UAE



BENEFITS

Symposia Fees:

- \$25,000 for a 1-1/2 hour Morning Session
- \$35,000 for a 3 hour Evening Session
- \$50,000 for the All-Day Tuesday Session

Benefits Include:

22. Room Rental

- Sponsors wishing to organize catering during their satellite symposium can book any of the catering areas on a first-come, first-served basis. There is no extra charge for renting any of the available catering areas. However, catering including staff, must be ordered directly via the official congress center supplier.
- Rental rates include the use of ADA's conference logo on invitations and promotional documents, and publication of the satellite symposium agenda in the Program. Rates include the following:
 - Room Rental
 - Access to the speaker preview room
 - Permission to use company branding in the meeting room (production to be organized and paid by the company)
 - Rehearsal time of maximum 1.5 hours, outside of the official program hours as confirmed by ADA. The complimentary rehearsal time, including set-up of equipment if relevant, needs to be booked in advance by the sponsor, preferably when completing the sponsorship agreement, and will be allocated on a first-come, first-served basis. Extra rehearsal time for a maximum of 1 hour will be charged at \$575/ hour.
- Exclusions: Rental rates do not include the cost for extras, for example, catering service, audio-visual equipment, extra furniture, extra decoration, extra hosting, etc.

23. Complimentary **one-time** use of the Scientific Sessions **Pre-registered Attendee Mailing List**. ADA must review and approve all pieces prior to mailing. ADA will send the attendee list as an Excel file for supporters to sort and filter as they choose. The following information will be provided: Full name, company name, address, and country. E-mail addresses will not be provided

24. **Logistical Arrangements** are the responsibility of the symposium supporter and must be made directly with the show organizer. ADA will provide the contact information to the symposium supporter's primary contact in the acceptance letter. ADA assumes no responsibility for the loss or reduction of meeting space after assignments have been confirmed with the supporter and hotel or for any and all charges associated with planned events, including, but not limited to: set-up charges, additional room rental, audio-visual, food and beverage, computer charges, hotel reservations, speaker arrangements, electric, etc. ADA reserves the right to ask companies to switch their assigned rooms due to lower than expected attendance. If this occurs, ADA and the hotel will not provide compensation. ADA will, however, assist in notifying registered attendees.

25. Program will be promoted on the 1st American Diabetes Association Middle East Congress website, in the Program and on-site at the meeting. The following information will be included in promotions:
- Program Title
 - Program Date/Time/Location
 - Sponsoring and Supporting Companies
 - 50 words (or less) program description
 - Link to dedicated registration page (on-line only)

Satellite Symposium Application

1st American Diabetes Association Middle East Congress
December 4-6, 2012
Dubai - UAE



Due By: 4 August 2012

Applications must be completed in their entirety prior to submission

ADA must receive program title, description, proposed speakers and a program agenda for review. Incomplete applications **will not** be considered.

An authorization letter from a pharmaceutical or device company must accompany any application submitted by a medical education company. Applications without the authorization letter will not be reviewed.

Applications are due by 4 August 2012. Applications submitted after 4 August 2012 will be accepted on a space available basis. You will receive e-mail notification concerning your application.

CONTACT INFORMATION

Name of Company Supporting Program:

Primary Contact Name:

Title:

Address:

City/State/Zip:

Phone:

Fax:

E-mail:

Name of Company Planning Program:

(A primary contact and title must be listed. This person will be ADA's main point of contact for all aspects of the program.)

Primary Contact Name:

Title:

Address:

City/State/Zip:

Phone:

Fax:

E-mail:

PROGRAM INFORMATION

Significant changes to the content of the program, after acceptance of application, may result in cancellation or reassignment of Symposia. All changes must be approved by ADA.

Program Title:

Proposed Speakers:

Budgeted Attendance:

Program Agenda:

Satellite Symposium Application

1st American Diabetes Association Middle East Congress
4-6 December 2012
Dubai - UAE



Brief Program Description (Must be 50 words or less or no more than 3 sentences):

A more detailed description may be provided that will be put on ADA's website (the brief description of 50 words or less is for all the printed materials).

Company/Institution Providing CME/CE's (if applicable)

Available Dates and Times (Please indicate your 1st, 2nd, and 3rd choice)

Programs are approved, and dates and times are assigned by topic on a first-come, first-served basis. ADA will make every effort to prevent company, program content and speaker conflicts.

- | | | | |
|--------------------------|--------------------------|-------|---------------|
| <input type="checkbox"/> | Tuesday, 4 December 2012 | _____ | 2 Available |
| <input type="checkbox"/> | Wednesday, 5 December | _____ | 7:30 – 9:00 |
| | | _____ | 18:00 – 21:00 |
| <input type="checkbox"/> | Thursday, 6 December | _____ | 7:30 – 9:00 |

PAYMENT INFORMATION

Please complete the following information for invoicing:

Contact Name:

Name of Company:

Address:

City, State, Zip:

Phone: Fax: E-mail:

****Invoices will be mailed upon receipt and acceptance of satellite symposium.**

I have read, understand and will adhere to the ADA Satellite Symposium Rules & Regulations.

Name:

Signature: Date:

SUBMIT COMPLETED APPLICATION & ATTACHMENTS TO:

Brent Schwartz -- ADA Educational Support
Phone +1 (856) 481-4805 ext.1 -- Fax +1 (856) 232-2312 -- Email: brent.schwartz@BlackwoodCME.com