2018 Industry-Supported Symposia Guidelines

GENERAL
The ACR has designated the following dates and times for Industry-Supported Symposia at the 2018 ACR/ARHP Annual Meeting:

- Sunday, October 21 after 6:30 pm (Corporate Roundtable Donors only)
- Monday, October 22 after 6:30 pm (Corporate Roundtable Donors only)
- NEW! Tuesday, October 23 after 6:30 pm (Exhibitors only)
- Wednesday, October 24 after 1:00 pm

ELIGIBILITY
To host a symposium on Sunday, October 21 or Monday, October 22, the supporting organization must be a current Foundation Corporate Roundtable Donor at the Principal Level or higher. To host a symposium on Tuesday, October 23, the supporting organization must be a 2018 exhibitor. All other companies are welcome to host symposia on Wednesday, October 24.

BENEFITS
- EXPOSURE - Industry-Supported Symposia present important education to a select audience of rheumatology health professionals from around the world.
- EXCLUSIVITY - other educational events are restricted during symposia times.
- Inclusion of symposia listings in the official ACR/ARHP Annual Meeting Session Tracker.
- Complete listing of symposia provided online.
- One complimentary pre-registration mailing list for one-time use by the sponsoring organization for issuing invitations to the symposium to be distributed to a licensed/bonded mail house or printer.
- On-site Industry-Supported Symposia Booth staffed by ACR from October 21 through noon on October 24. Although attendees cannot register for your symposium at the booth, invitations that include symposia agendas, speakers and registration information can be distributed from the booth.

2017 ATTENDANCE
The 2017 ACR/ARHP Annual Meeting drew great crowds again with almost 16,000 attendees, including approximately 12,000 rheumatologists and other health professionals, attended the meeting. Attendance for CRT symposia ranged from 150 – 300 attendees. Attendance for post-meeting symposia ranged from 30 – 100 attendees.

DEFINITIONS
- SPONSORING ORGANIZATION: The organization planning the CME content and providing the AMA PRA Category 1 Credit™
- SUPPORTING ORGANIZATION: The organization(s) providing funding for the program, e.g., Corporate Donor or Foundation Corporate Roundtable Donor
- THIRD-PARTY ORGANIZATION: The organization responsible for the logistics, e.g., communications company, third-party planner, agency, etc.

PROPOSALS
The proposal must be completed no later than June 1, 2018. The ACR will review all applications and complete proposals and reserves the right to reject topics, formats, or materials deemed inappropriate. The ACR reserves the right to request a review of the slide presentations at any time.

Applicants will use an online form to submit their proposals.

SUBMIT YOUR ONLINE PROPOSAL NOW
You will need to create a new account. Once this is done, returning users may enter your previously created log in credentials to edit the proposal.

The site allows one login per proposal. In order to allow a designee to access your proposal through the site you will need to share your login credentials.

The proposal should include the following elements:
I. Type of symposia (CME-accredited or non-CME, company directed)
II. Preferred date
III. Name of the supporting organization and a main contact
IV. Name of the sponsoring organization (if applicable) and a main contact
V. Name of the third-party organization (if applicable) and a main contact
VI. Anticipated size of audience (this will help the ACR determine your room size, so accuracy matters)
VII. Logistical / room set preferences
VIII. Title of program
IX. Physician (ACCME) accreditation statement, as applicable
X. Credit designation statement, as applicable
XI. Learning objectives
XII. Needs assessment
XIII. Program agenda – including:
   • Title of each presentation within the program
   • Length of each presentation within the program
   • Confirmed speaker name for each presentation – please only provide the speaker’s name, academic degree(s), institution, city and state (information due by August 24, 2018)
XIV. Proof of Speaker Engagement (due by August 24, 2018)
   • In order for the ACR to list speakers for your symposium in official listings on the ACR website and in the meeting syllabus, organizers must provide signed proof of speaker engagement. This may be in the form of an official speaker agreement or a signed letter of acknowledgement. Without signed proof of speaker consent, the speaker will not be included in official ACR listings or appear on promotional materials. The signed proof of speaker engagement must include the following information: symposia date, time, title, talk time(s) specific to speaker, on-site time requirements and supporting and sponsoring organizations. We recommend that you confirm whether speakers are participating in multiple symposia to prevent potential logistical conflicts.
XV. Proof of Grant Approval, as applicable

REVIEW PROCESS
ACR’s Committee on Corporate Relations will review each complete proposal and provide feedback to the organizers. Users are able to log in to the system and make modifications based on the committee’s feedback, or other changes as needed until August 24, 2018. After this deadline, only emergency change requests will be reviewed on a case by case basis and must be submitted in writing.

SPACE ASSIGNMENTS
Applications submitted by the deadline of Friday, June 1, 2018 will be assigned symposia date* based on the following criteria:
1. Corporate donor status including Foundation Corporate Roundtable membership as of March 15, 2018.
2. Date/time order the application is received.
*Rooms will be assigned based on anticipated size of audience and previous attendance history.

Accepted applications received by Friday, June 1, 2018 will receive email confirmation of assignment by July 6, 2018. Space assignments do not include an office space or speaker slide room. After assignments have been made and released, the organizers will be provided a hotel contact to help make symposium arrangements.

GUIDELINES
Please review these guidelines carefully. Successful applicants should plan to provide the following materials and abide by the following rules.

• All sponsoring, supporting and third-party organizations, agents and presenters must abide by all of ACR’s policies outlined in the Exhibitor Prospectus: Rules and Regulations Guide.

• Each Leadership, Pinnacle and Principal level Corporate Roundtable donor is permitted to support one symposium during one of the two available nights for CRT symposia during the annual meeting. Corporate Roundtable donors at the Leadership level are entitled to one complimentary post-meeting symposium.

Any company, independent of Corporate Roundtable status, is invited to support one post-meeting symposium (Leadership level Corporate Roundtable donors can have two post-meeting symposia without special approval, one is complimentary and one at the company’s expense)
The ability of any company to support any additional post-meeting symposium is at the discretion of the ACR.

- ACR representatives may attend these activities for the purposes of observation.

- **Marketing Materials:** Supporting organizations must design, print and distribute separate invitations for their symposium. Each organization will be responsible for providing 500 invitations and one digital publicity poster to display at the Industry-Supported Symposia Booth during the meeting. The brochures and digital publicity poster must be submitted to ACR for approval prior to printing. Refer to complete guidelines listed in the Symposia Marketing Section.

- **Co-branded Symposia:** Symposia that are co-branded must adhere to the following:
  - If each supporting organization is a Corporate Roundtable Donor each may be listed in company-generated marketing materials and official ACR materials.
  - If only one of the supporting organizations is a Corporate Roundtable Donor both organizations may be listed in the company-generated marketing materials but only the Corporate Roundtable Donor will be listed in official ACR materials.

- **Space Requests:** Supporting, sponsoring or third-party organizations must coordinate space needs with the ACR and/or assigned hotel contacts and provide onsite management of the symposium.

  All industry-supported symposia being held in conjunction with/following the ACR/ARHP Annual Meeting must take place at space contracted and assigned by the ACR.

- **Expenses:** Supporting, sponsoring or third-party organizations must accept financial responsibility for all aspects of the symposium, including audiovisual, catering and shipping expenses.

- **Catering:** Supporting, sponsoring or third-party organizations must arrange for appropriate catering and are solely responsible for catering expenses, as applicable.

- **Program Modifications:** It is the responsibility of the applicant organization to develop and implement programs as they have outlined in their proposals. Any changes in content or faculty must be communicated to ACR in writing and in advance of the symposium and must receive ACR approval. The ACR has the right to deny any changes to the programs at any time. Changes made after the deadlines will not be reflected in the ACR’s official listings.

- **Speaker Restrictions:** Board members of the ACR and the Foundation, the ARHP executive committee, the A&R editor, the AC&R editor, the TR editor and chairs of the following committees: committee on education, annual meeting planning subcommittee, abstract selection subcommittee, abstract oversight subcommittee, professional meetings subcommittee, committee on ethics and conflict of interest, committee on corporate relations, committee on quality of care, committee on registries and health information technology and any other committees that plan CME activities may not participate in industry-supported activities, held during or at the conclusion of ACR meetings, including industry-supported symposia and innovation theater presentations, or participate as speakers or planners in the following two industry-supported activities that utilize ACR Annual Meeting program content:
  - Post-meeting “advisory panel” meetings
  - Enduring materials highlighting the annual meeting

- **Expectations for Content:** All symposia are expected to present fair and balanced information relating to the pathogenesis, diagnosis and treatment of rheumatic diseases. Unless the symposium is related to a novel product that represents a new class for which there are no comparison, all symposia should include a comparison with other similar or like class agents. Presentation of data that has not been publicly released (published or presented in a peer-reviewed format, except for a serious adverse event or significant complication which may be released in a press release) is prohibited. Exceptions to this policy will only be considered if the new, non-peer-reviewed data were to have a substantial public health benefit.
and is non-promotional. Requests must be submitted to ncabrera@rheumatology.org.

- **Adherence to External Guidelines:** It is the responsibility of sponsors, supporters and third party organizations to comply with the Food and Drug Administration (FDA) regulations, policies, practices and guidelines, and all other industry guidelines, including the PhRMA Code on Interactions with Healthcare Professionals, concerning the discussion, demonstration, use and/or display of products, technologies and/or services during all symposia.

- **Brand Names:** Medication brand names may be used in conjunction with the content of the non-CME programs, but must adhere to guidelines set forth as listed above in "Adherence to External Guidelines."

- **Time Restrictions:** See available time slots in General Information section; no symposia outside of these times are permitted. PLEASE NOTE: The duration of each symposium may not exceed three hours. The educational component of each symposium may not exceed two hours. Meals and receptions that are modest and conducive to discussion among faculty and attendees are acceptable. The amount of time dedicated to the meal or reception should clearly be subordinate to the amount of time spent at the educational activities of the symposium.

- **Industry-Supported Symposia Registration:** The supporting, sponsoring or third-party organization is responsible for registering all symposia attendees. The ACR Industry-Supported Symposia booth located on-site does not provide an opportunity to register attendees. Therefore, registration instructions should be included in your organization's symposium invitations and materials.

- **Educational Materials:** Sponsoring organizations may produce educational materials based on the activities of the symposium. However, these materials may not be associated with or reference the ACR or its symposia. All materials are the domain of the program sponsor and should be identified as such. Giveaways associated with an industry-supported symposium will not be permitted.

- **Evaluation Reports:** Within 45 days of the industry-supported symposium each organization, regardless of whether the symposium was CME or non-CME, must provide the ACR with a summary report of attendee evaluations. If the symposium offered CME credit, the survey must be created in conformance with ACCME requirements, as applicable for CME symposia. In addition, the organization must provide the ACR with a list of attendees, copy of any tapes, slides, and/or syllabus material that were made available for distribution to attendees. Failure to comply with this request may result in the sponsoring and/or the supporting organization being ineligible to submit an application for an industry-supported symposium at future ACR meetings.

**MARKETING**

All symposia invitations, announcements, and signage must reflect the professional tone of the ACR meeting and must be reviewed and approved by the ACR prior to printing. The ACR strongly recommends that materials not be printed prior to receiving approval.

Please send a PDF copy of the proposed piece to ncabrera@rheumatology.org by September 14, 2018.

Please allow 5 – 7 business days for processing from the time of the request.

Please review the marketing and advertising opportunities on the Annual Meeting website for additional ways to promote symposia.

**GUIDELINES FOR PROMOTIONAL MATERIALS**

The names, insignias, logos and acronyms of the ACR, the ARHP and the Foundation are proprietary marks. Use of the names in any fashion, by any entity, for any purpose, is prohibited without the written permission of the ACR.
The following disclaimer must be included on the front of each invitation, mailer and publicity sign:

**CME-accredited programs:**
This symposium is sponsored by <name of sponsoring organization> and supported by a grant from <name of supporting organization>. This is not an official program of the American College of Rheumatology.”

**Non-CME programs:**
“This program is developed and offered by <name of supporting organization>. This is not an official program of the American College of Rheumatology.”

In addition to the disclaimer, the ACR name can only be referenced once using the following language on each mailer and publicity sign. On mailers, this reference cannot appear on external portions of the mailer (i.e. on the envelope, or on a postcard):

“This symposium will be conducted (during/at the conclusion of) the 2018 Annual Meeting of the American College of Rheumatology.”

The ACR name and/or annual meeting may not be referenced in any other manner on third-party mailers, including reports, summaries, questionnaires, websites, web addresses, or any printed or electronic materials produced before, during and after the meeting.

**MAILING LABELS**
Organizations will receive one complimentary pre-registration mailing list. This list is for one-time use by the organizer for issuing invitations to the symposium. Mailing lists are only sent to licensed and bonded mail houses. ACR may request documentation.

Additional pre-registration list uses may be purchased through inFocus Marketing.

**SYMPOSIA SIGN REGULATIONS**
A limited number of publicity and directional signs for symposia are permitted in the convention center and hotels contracted by the ACR, however, the following parameters apply:

- **ONE 22” w x 28” h** poster must be provided to the ACR for placement in the Industry-Supported Symposia booth.
- **ONE 22” w x 28” h** poster may be placed at the supporting organization’s exhibit booth
- **TWO 22” w x 28” h** poster may be placed on easels in front of the assigned meeting room 2 hours prior to the start of the symposium. No signs will be permitted outside this venue and no plasma screens are allowed.
- **THREE 8.5”w x 11”h** handheld directional signs are permitted in areas near the allocated symposium room 30 minutes prior to the start of the symposium. Handheld signs may be used near an elevator or escalator to direct attendees to the appropriate floor.
- **No stand-alone signs are allowed to be placed in the hotel lobby.**
- **Placement of signage must not interfere with other symposia.**

Costumed staff or other nonprofessional images are not permitted.

Failure to adhere to these regulations may impact your eligibility to host a symposium at subsequent meetings.

**ADMINISTRATIVE FEES**
- **Sunday, October 21 and Monday, October 22**
  - No fee (Corporate Roundtable Donors only)
- **Tuesday, October 23**
  - $70,000 fee (includes $3,500 non-refundable deposit)
- **Wednesday, October 24**
  - $45,000 fee (includes $2,250 non-refundable deposit)

Upon submission of proposal, the sponsoring or third-party organization will be invoiced by the ACR. A five percent non-refundable deposit is due upon receipt of invoice. The remaining balance is due by August 24, 2018.

**Cancellation policy**
- Cancellations on or before August 3 will incur no additional fees beyond the non-refundable deposit.
- Cancellations made after August 3 will incur a full payment penalty.