# 2020 Education Partner Program Guidelines

ACR Convergence 2020, the ACR’s annual meeting and the premier meeting for rheumatology professionals worldwide, is happening online, November 5-9. Now, more than ever, the rheumatology community needs to maintain connection. ACR Convergence 2020 provides an opportunity to do just that. This fully virtual meeting is where rheumatology will collaborate, celebrate, ideate, and learn.

ACR Convergence 2020 participants will have access to hundreds of hours of educational content dedicated to advances across rheumatology research and clinical applications. Past participants across the spectrum tell us the meeting is inspirational and energizing. However, they also report it is challenging to absorb all of the content. To address this challenge, the ACR is seeking quality education partners to help share and extend ACR Convergence 2020 learning opportunities throughout the year.

The American College of Rheumatology is the leading authority and trusted partner of rheumatology professionals. By providing comprehensive education to improve the knowledge, competence and performance of those who treat/care for patients with/at risk for musculoskeletal diseases as well as systemic autoimmune disorders – the ACR is empowering rheumatology professionals to excel in their specialty. The ACR looks forward to collaborating with you to improve patient outcomes through education!

## I. Eligibility

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<th>Geographic Scope</th>
<th>All</th>
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| Applicant Eligibility Criteria | **UPDATED FOR 2020!** ANY entity or individual with a mission related to healthcare professional education and/or healthcare improvement may apply.  

- Applicants must propose to develop an educational activity (*Potential Scope: conference highlights, disease specific, audience specific, deeper dives or faculty follow ups*), either CME or non-CME, based on content from ACR Convergence 2020. If the proposed activity will offer continuing medical education credit, the applying organization must be accredited. The accredited activity may be supported by a non-accredited commercial entity. |

## II. Program Information

| General | The intent of this program is to encourage the development of activities to disseminate content from ACR Convergence 2020 to healthcare providers that treat patients with rheumatic diseases, including rheumatologists, dermatologists, primary care practitioners, nurse practitioners, and physician assistants.  

- Educational activities that disseminate content to patients with rheumatic diseases will also be considered. Patient information activities/materials must be free from influence or the appearance of the influence from commercial entities. |
**Benefits**

**UPDATED FOR 2020!**

**EXPOSURE**
ACR will promote Approved Partner Activities to nearly 15,000 ACR Convergence participants before, during, and after the meeting. Benefits include:

- Activity will be listed on the ACR website under the section titled “Approved Education Partner Activities” with link to activity
- Promotion of the activity during ACR Convergence
- ACR to develop advertisement featuring Approved Partner Activities in ACR Convergence Today, the ACR’s newspaper distributed digitally during ACR Convergence 2020 to all participants.
- Pre & Post-meeting emails featuring Approved Partner Activities sent to nearly 15,000 participants
- ACR to develop advertisement featuring Approved Partner Activities in *The Rheumatologist*, the ACR’s official newsmagazine, following the meeting
- Listing of Approved Partner Activities in ACR Reading Room, partnership with the ACR and MedPage Today

**ADDITIONAL BENEFITS**
- One complimentary pre-registration mailing list for one-time use by the Approved Partner for issuing invitations to be distributed to a licensed/bonded mail house or printer
- Permission to use official ACR Education Partner Logo and statement “APPROVED EDUCATION PARTNER. This activity is included in the ACR’s Education Partner Program”
- Official introduction letter from ACR to be used for faculty recruitment
- Up to 4 complimentary press registrations for ACR Convergence 2020

**Fees**

The following fees will be due upon notification of acceptance.

- **Non-Profit/Individual Rate: $7,500**
  Non-profits and charitable organizations registered with 501(c)(3) status are eligible. Activities planned by an individual not affiliated with a for-profit organization or corporation are also eligible

- **Commercial Entities Rate: $10,000**
  Any entity that develops, produces, markets, re-sells, or distributes drugs, devices, services, information, therapies or other health care goods and services used or intended to diagnose, treat, monitor, or manage people. This definition includes for-profit medical education communication companies but does not include entities through which health care professionals provide clinical services directly to patients.

- See budget section below for more information.
**Key Dates**

NEW FOR 2020! Applications will be accepted on a rolling basis between April 7 and September 4, 2020. **Applications will be reviewed within four weeks of receipt** and approved partners will be notified of their acceptance within four weeks of submission of an application.

**Note:** if the activity will receive commercial support, funding should be secured prior to application submission. Otherwise, proof of funding (Letter of Intent) must be included with the activity application. Conditional acceptance may be provided, however final acceptance will not be made until proof of secured funding is provided. **Proof of secured funding must be provided no later than October 1, 2020.**

- April 7, 2020 Submission Opens
- September 4, 2020 Submission Closes
- October 1, 2020 Proof of Funding Deadline
- November 5-9, 2020 ACR Convergence 2020

Applications must be submitted online. [Submit now.]

### III. Submission Requirements

#### Organization Detail

- Describe the attributes of the entity/entities that will support and facilitate the execution of the activity, the leadership of the proposed activity, and the specific role all entities have in the proposed activity.
- If the entity responsible for the execution of the activity will be receiving commercial support for the activity, please list the commercial supporter’s name and describe the funding agreement terms.

#### Activity Detail

- Activity Name
- Activity Date (if enduring, provide launch and expiration dates)
- Activity Description (including format)
- List all individuals involved in the activity and their role, including faculty.

#### Needs Assessment

- Explain how your activity will meet or address an educational need or gap.

#### Goals and Objectives

- Briefly state the overall goal of the activity.
- List the objectives you plan to meet, in terms of learning and expected outcomes.

#### Target Audience

- Describe the primary audience(s) targeted for this activity and anticipated audience size.

#### Design and Methods

- Describe the planned activity, the educational approach, and the way the planned methods address the established need.

#### Innovation

- Explain how the activity is innovative and what measures you have taken to assure that this activity is original and does not duplicate existing activities.
IV. Terms and Conditions

General
The ACR will review all complete applications and reserves the right to reject topics, formats, or materials deemed inappropriate, or to cancel this program in part or in its entirety, if it determines it is in the best interest of ACR to do so.

Upon notification approval, letters of agreement will be signed between the ACR and the applicant organization outlining the complete terms and conditions, including but not limited to the information below.

The ACR reserves the right to request a review of content at any time. ACR representatives may register for activities for the purposes of observation.

Meeting Registration
Organizations with approved Education Partner activities will be granted up to four complimentary press registrations for ACR Convergence 2020. If the partner is also an exhibitor at the meeting, they may register staff via the exhibitor registration process.

Marketing Materials
Organizations with approved Education Partner activities are responsible for promoting their activity and for activity registration, and must design, print and distribute separate invitations for their activities if needed.

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

Permission to use the official ACR Education Partner logo and statement “APPROVED ACR EDUCATION PARTNER: This activity is included in the ACR’s Education Partner program” in conjunction with statement indicating independence “independent reporting and the viewpoints expressed are those of (insert partner name) and its affiliates and do not represent the ACR” will be provided to educational partners to include on the front of each invitation, mailer and publicity sign, or on any digital platform promoting the activity.
**Use of ACR Name**
The names, insignias, logos and acronyms of the ACR, the ARP, the Foundation and ACR Convergence 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 use of insignias, logos, and images that mislead the intended audience to believe that a piece or production is coming from the ACR is strictly prohibited.

**Copyright Policy**
Organizations with approved Education Partner activities are responsible for obtaining copyright permission. All of the proceedings of the annual meeting, including the presentation of scientific papers and other educational material, are intended solely for the benefit of the ACR members and other registered participants. Scientific presentations or other educational material may not be recorded, photographed, copied, photocopied, transferred to electronic format, reproduced or distributed without the written permission of the ACR and the presenter. Any presentation is to be regarded as limited publication only and all rights, including copyrights, are expressly reserved to the presenter or the ACR. Any use of the program content, which includes but is not limited to oral presentations, audiovisual materials used by speakers and program handouts, is expressly prohibited, without the written consent of the ACR and the presenter. This policy applies before, during and after the annual meeting. Reproduction of materials such as abstract data, posters, presentation slides, etc., requires first obtaining permission from the listed author(s) and/or presenter(s) as well as from any individual or group that may hold copyright on the material. Please reference the Abstract Embargo and Permissions Policies for copyright and reprint details.

**Faculty**
Organizations with approved Education Partner activities must provide the ACR a list of proposed faculty for review and approval, prior to the development of their activity. In some cases, participation of College leadership may be restricted.

**Modification**
It is the responsibility of organization with approved Education Partner activity to develop and implement the activity as they have outlined in their application. Any changes in content or faculty must be communicated to ACR in writing, in advance of the activity, and must receive ACR approval. The ACR has the right to deny any changes at any time.

**Expectations for Content**
All educational activities are expected to present fair and balanced information relating to the pathogenesis, diagnosis and treatment of rheumatic diseases.

**Violations**
Any misuse of the ACR name or violation of the ACR Education Partner guidelines on the part of the partner or its employees or agents shall, at the discretion of the ACR, terminate the agreement immediately and any such partner shall forfeit all monies paid or due.

**Adherence to External Guidelines**
Organizations with approved Education Partner activities are expected to be both GDPR and PCI compliant and provide evidence of compliance. It is the responsibility of the educational partner, any sponsors, supporters and third-party organizations to comply with the 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.

**Reporting**
Upon request, partner organization must provide the ACR with a summary report and evaluations. In addition, the organization must provide the ACR with information on learners who completed the activity, copy of any printed or digital materials, slides, and/or syllabus material that were made available for distribution to participants.