Enduring Satellite Symposia/Activity Guidelines

Guiding Principles

AAPM&R is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to sponsor CME activities for physicians. As an ACCME-accredited sponsor, AAPM&R must assure that all its CME activities enhance the physician's ability to care for patients.

AAPM&R adheres to the accreditation criteria of ACCME, as well as the ACCME Standards for Commercial Support. In addition, AAPM&R adheres to the American Medical Association's Code of Medical Ethics and the Council for Medical Specialty Society's (CMSS) Code for Interactions with Companies.

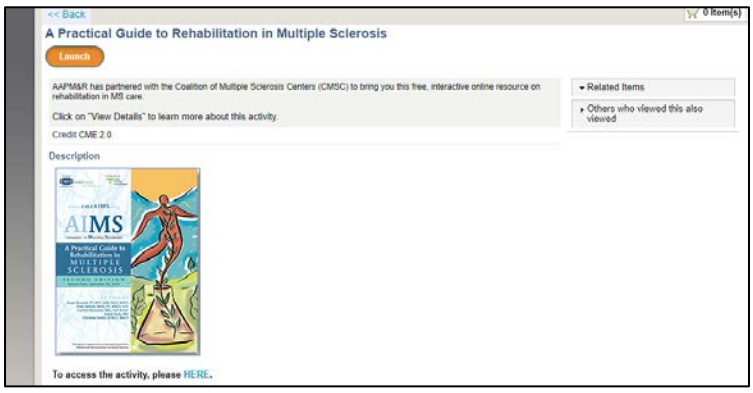
Educational symposia, including enduring activities that have not been planned or sponsored by AAPM&R, are considered satellite events; therefore, there can be no implication in any promotional materials that they are planned, sponsored by, or endorsed by AAPM&R.

AAPM&R requires that all CME activities also follow the Standards for Commercial Support and accreditation criteria established by ACCME. Providers of these activities are expected to meet the requirements established by ACCME. All promotional materials associated with satellite activities, including enduring activities, must be reviewed and approved by AAPM&R prior to distribution.

Enduring Materials

Approved satellites may, at their own expense, capture the educational offering on video to be offered through the Academy's Learning Management System (LMS) (me.aapmr.org). AAPM&R offers 2 options for facilitating enduring activities:

Option 1: AAPM&R to link to activity from LMS - AAPM&R offers the ability to include the enduring activity within the full catalog of activities on the AAPM&R LMS for 1 year. The activity would appear just like all activities on the LMS; however, when learners launch the activity it would link to the activity hosted on the supporter's site. This option provides the most flexibility for supporters seeking long term outcomes, as the post-activity survey(s) and CME claiming would take place through their platform.



EXAMPLE OF OPTION 1

Hosted Activity Link on LMS: $8,500 for one year

Option 2: AAPM&R to directly host content on AAPM&R's LMS

AAPM&R offers the ability to host the activity on its LMS for 1 year. All post-activity surveys would take place within AAPM&R's system. AAPM&R would provide a maximum of 4 data aggregates over the period of 1 year for the supporter's outcomes reporting. CME claiming would take place through AAPM&R's LMS. NOTE: AAPM&R only has the ability to facilitate ACCME credit claiming. Other credit types would have to be claimed through the supporter.

Directly Hosted Content on mē®: $15,000 for one year (includes facilitation of ACCME credit claiming and 4 aggregate outcomes reports for supporter. Sample outcome reports can be provided to supporter prior to launch).

AAPM&R Enduring Satellite Symposia/Activity Requirements

Summary of Materials

Requirements for an Online Course

The Presenter must provide the following files to the Academy:

1. Front matter Word document
    a. Includes activity description, how to receive credit, accreditation information, faculty information
2. Presentation with audio synced (if hosted on the AAPM&R LMS)
    a. MP4 format
    b. If SCORM files, please export as ECORM v1.2
3. Evaluation Form Content (If hosted on the AAPM&R LMS and supporter wants to use their own forms. AAPM&R has standard evaluation questionnaire questions available for use)
    a. Pre-activity questionnaire
    b. Post-activity questionnaire
4. URL link to external website for CME credit claims

Optional: Marketing Materials

AAPM&R offers marketing opportunities to promote your activity including:

- Membership Mailing List Rentals
- Print Advertising
    - *The Physiatrist* newsletter
- Digital Advertising
    - Website banner advertisements
    - E-newsletter advertisements
        - *AAPM&R Connection*
        - *PM&R Resident*

If the Presenter wishes to market the activity (at their own expense), options for advertising are included in the AAPM&R Advertising Kit. Options for Pre-Set Marketing Bundles are provided below. All opportunities included in the Advertising Kit are available for the Presenter a la carte. AAPM&R is also happy to put together custom bundles based on budget.

Package A

- Membership List (at least 8,000 names included)
- AAPM&R Website Banner Ad Campaign - 10,000 impressions
- Box Ad in 1 issue of the *Connection* membership e-newsletter (average distribution is ~8,000 members)

  Price: $7,500

Package B

- Membership List (at least 8,000 names included)
- AAPM&R Website Banner Ad Campaign - 10,000 guaranteed impressions
- Ad (size A) in 2 issues of *The Physiatrist* membership print newsletter (average distribution is ~8,000 members)
- Box Ad in 3 issues of the *Connection* membership e-newsletter (average distribution is ~6,000 members)
  Price: $12,000

Package C

- Membership List (at least 8,000 names included)
- AAPM&R Website Banner Ad Campaign - 25,000 guaranteed impressions
- Ad (full page) in 1 issue of *The Physiatrist* membership print newsletter (average distribution is ~8,000 members)
- Box Ad in 3 issues of the *Connection* membership e-newsletter (average distribution is ~6,000 members)
  Price: $18,000

For more information, contact Sara Rossi Statis at (847) 737-6038 or srossistatis@aapmr.org.

aaPM&R
American Academy of
Physical Medicine and Rehabilitation

Satellite Events Application

American Academy of Physical Medicine (AAPM&R) Annual Assembly and Technical Exhibition
San Diego Convention Center November 12-15, 2020

This application must be completed by all organizations planning to hold a continuing medical education (CME) event during the AAPM&R 2020 Annual Assembly. Organizations must complete this application and adhere to the attached Satellite CME Symposia Guidelines and Regulations and include copies of the Letters of Agreement between the CME provider and the commercial supporter when applicable. Please plan on submitting additional support material with the application. **Once approved, any revisions to the event's content, faculty, format, and sponsors (CME and/or financial) must be communicated to AAPM&R in writing.**

TITLE OF SATELLITE EVENT/PROGRAM (PLEASE PRINT LEGIBLY THROUGHOUT)

SPONSORING ORGANIZATION

❒ EXHIBITOR ❒ NON-EXHIBITOR

SPONSOR NAME	CONTACT NAME	TITLE
STREET ADDRESS	CITY, STATE/PROVINCE, ZIP/POSTALCODE	
PHONE	FAX	EMAIL

AUTHORIZED CME PROVIDER OR THIRD-PARTY ORGANIZER (IF DIFFERENT FROM SPONSOR)

SPONSOR NAME	CONTACT NAME	TITLE
STREET ADDRESS	CITY, STATE/PROVINCE ,ZIP/POSTALCODE	
PHONE	FAX	EMAIL

COMMERCIAL SUPPORTER(S), IF APPLICABLE

SPONSOR NAME	CONTACT NAME	TITLE
STREET ADDRESS	CITY, STATE/PROVINCE, ZIP/POSTALCODE	
PHONE	FAX	EMAIL

SCHEDULING

AAPM&R will work with the applicant to schedule the activity. If the sponsoring organization/company is not an exhibitor at the Academy's Technical Exhibition, please add a 25% premium to the fee. By signing, individuals acting as an agent of their company, have read, understood, and agree to be bound by any and all such conditions and regulations. This individual accepts responsibility for informing the employees, speaker(s), supporters, and activity organizers of these conditions and for ensuring that they will abide by them fully. This individual further accepts responsibility for penalties, which may be assessed upon violation of these conditions, as well as understands the implications associated with the cancellation of an event.

SIGNATURE DATE

LEAD FACULTY

Please Note: Academy policy does not permit any members of the Board of Governors, the executive director, editor-in-chief, Community Chairs or the chair of the Program Planning Committee to participate in any Satellite Symposia or marketing presentations, including Educational Theaters/Forums at the Annual Assembly, in any role besides that of an attendee who receives no honorarium or reimbursement.

PLEASE LIST FACULTY NAMES AND AFFILIATIONS BELOW:

AAPM&R member: ❒ yes ❒ no

LEAD FACULTY NAME AND DESIGNATION (i.e., DO, MD) | TITLE

STREET ADDRESS | CITY, STATE/PROVINCE, ZIP/POSTALCODE

PHONE | FAX | EMAIL

AAPM&R member: ❒ yes ❒ no

CO-CHAIR'S NAME AND DESIGNATION (i.e. DO, MD) | TITLE

STREET ADDRESS | CITY, STATE/PROVINCE, ZIP/POSTALCODE

PHONE | FAX | EMAIL

OTHER FACULTY (PLEASELIST THEIR NAMES AND AFFILIATIONS)

__ **Exhibitor Rate: $55,000**

__ **Enduring Fee: $8,500 per year (linked) or $15,000 (hosted)**

__**Marketing Package A** (Hotel Room Drop, Poster on Poster Wall, Ad in Playbill, Pre-Show Mailing list) **$10,000**

__**Marketing Package B** (Hotel Room Drop, Poster on Poster Wall, Ad in Playbill, Pre- Show Mailing list, Full Page Ad in Final Program): **$13,500**

WITH THE EVENT APPLICATION: PLEASE PROVIDE THE FOLLOWING ON A SEPARATE DOCUMENT:

- OVERALL EDUCATIONAL OBJECTIVES
- ABSTRACT/DESCRIPTION Please provide a written summary of the submission content. Be specific, indicate target audience, and provide any special background requirements.
- OUTLINE Please provide a time schedule/agenda for the entire symposium. Satellite events are scheduled for 75 minutes. Please call (617) 285-2320 for available times and dates.

SIGNATURE/REVIEW

Send applications and any supporting materials with Letter(s) of Agreement to lkoch@conventusmedia.com, or fax (866) 334-4219. Application should be received by July 17, 2020, to allow time for approval and ensure inclusion in the *Official Program.* Upon approval of this application, AAPM&R staff will assign space. Payment must be paid in full within 30 days of approval notification from AAPM&R. At that point, the CME provider may proceed with making the arrangements for the proposed activity. Upon receipt of payment, AAPM&R will provide facility contact information.

If the fee is not paid by the deadline specified, the application will be forfeited, and the opportunity will be given to the next applicant (in priority order). For questions, call (617) 285-2320.

AAPM&R APPROVAL (INTERNAL USE ONLY)

AAPM&R Authorizing Signature | Date

aaPM&R

Satellite Symposia Guidelines and Regulations

Guiding Principles

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AAPM&R requires that all CME activities also be in compliance with the Standards for Commercial Support and accreditation criteria established by ACCME. Providers of these activities are expected to meet the requirements established by ACCME. CME Satellite events may only be held during designated times. All promotional materials associated with satellite events must be reviewed and approved by AAPM&R prior to distribution.

Accepted satellite programs are eligible to receive:

- A listing in the *Official Program* distributed onsite to all attendees and on the Academy website
- One pre-registrant mailing list upon review and approval of mailing piece, one-time use only
- Signage in Registration Area

Accepted satellite programs are eligible to promote their event in the following ways:

- **Door Drops** – A hotel door drop distributed to all AAPM&R registrants at the headquarter hotel upon review and approval. **Door drop fee: $8,000**
- **Registration Bag insert** - Distributed to attendees upon review and approval, in accordance with AAPM&R promotional guidelines. **Registration bag insert fee: $8,000**
- **Advertisements within AAPM&R** *Official Pro*gram - **$3,350 full page/$2,300 half page**
- **E- Newsletter**: Sent to AAPM&R attendees highlighting Assembly events. **E- Newsletter fee: $1,575**
- **Meterboard:** Meterboard placed in high traffic area of the Center. **Meterboard fee: $4,500**

Event Price

The Academy charges an administrative fee of $55,000 to hold a satellite event if the sponsoring organization/company is a current AAPM&R exhibitor. If the sponsoring organization/company is not an AAPM&R exhibitor, then a 25% premium applies.

- $55,000 for AAPM&R exhibitors

Enduring Materials

Approved satellites may, at their own expense, capture the educational offering on video to be offered on the Academy's educational website, acadeME® (www.me.aapmr.org). The event will be hosted online for one year. If the sponsor wishes to offer CME for the online activity, they will be responsible for doing so.

Enduring hosting fee: $8,500 for one year (linked) or $15,000 (hosted)

Available Satellite Times

Wednesday, November 11th
Dinner 5:15 pm - 6:30 pm

Thursday, November 12th
Breakfast 6:30 am - 7:45 am

Friday, November 13th
Breakfast 6:30 am - 7:45 am

Saturday, November 14th
Breakfast 6:30am - 7:45 am

continued on next page

Application Process

Applications for CME satellite events must be received by Friday, July 17, 2020, to be included in the *Official Program*. Due to space and time constraints, a limited number of opportunities are available on select mornings and evenings during the Annual Assembly; therefore, interested organizations should prepare and submit an application for review as soon as possible.

All information and program/event content provided on the application will be reviewed by the Program Planning Committee chair and any others deemed necessary to determine its ability to meet the educational and informational needs of AAPM&R members.

Once the application form has been submitted, the requesting organization will be contacted via email within two to three weeks regarding the outcome of the proposal. Meeting space will be assigned by the Academy, and once payment is received, AAPM&R will provide the facility contact information for planning purposes. Once approved, any revisions to the event's content, faculty, format, and sponsors (CME and/or financial) must be communicated to AAPM&R in writing.

In the event that final approval is not granted, AAPM&R will not be responsible for canceling any prior arrangements made by the requesting organization in connection with or in advance of the event. In addition, AAPM&R is not responsible for any costs incurred for the event itself.

The signed application must be received before a time slot can be assigned. Applications without a signature will not be processed. Confirmation letters will be sent, and payment is due within 30 days to secure slot. Written notification of cancellation must be received by AAPM&R on or before the dates specified. If space is canceled prior to May 1, 2020 a full refund, less a $500 administrative fee will be made. If time slot is canceled between the dates of May 1 to July 1, 2020, 50% of the total fees for the canceled time slot will be retained by AAPM&R. If time slot is canceled after July 1, 2020, the organization shall remain liable to AAPM&R for the total rental fee for the cancellation. Applications should be received by July 12, 2020, to allow time for approval and ensure inclusion in the Annual Assembly *Official Program.* Upon approval of this application, AAPM&R staff will assign space.

AAPM&R values your business and will work with you, within our policy guidelines, to meet your event and media objectives.

For more information, contact:

Lisa Koch
Conventus Media
Office: (978) 777-8870 x2
Mobile: (617) 285-2320
lkoch@conventusmedia.com
www.aapmr.org

❒ _____Check here and initial that you have read through and fully understand and agree to the guidelines.