



About the American Academy of Pediatrics

The American Academy of Pediatrics (AAP) and its member pediatricians dedicate their efforts and resources to the health, safety and well-being of infants, children, adolescents and young adults. The AAP has approximately 64,000 members in the United States, Canada and Latin America. Members include pediatricians, pediatric medical subspecialists and pediatric surgical specialists.

AAP National Conference & Exhibition

The AAP National Conference & Exhibition is a forum for pediatric professionals to come together for practical updates and reviews of pediatric practice, research, and advocacy. In 2016, over 10,000 professionals attended the National Conference, and total attendance exceeded 14,500. In 2017, professional attendance is expected to exceed 10,000, with total attendance upward of 15,000.

Definition of Industry Symposia and Foundation Symposia

For purposes of these guidelines, an industry sponsored symposium is:

- An educational program, on which *AMA PRA Category 1 Credit™* is designated;
- Planned and implemented by an ACCME-accredited organization external to the AAP;
- Neither sponsored, nor endorsed by the AAP; and
- Not part of the AAP's official conference program.

CME Credit and Compliance with AMA and ACCME Guidelines

The AAP does not provide *AMA-PRA Category 1 Credit™* for industry symposia. Those wishing to hold a symposium must obtain credit from another accredited CME provider.

All symposia must be held in compliance with the Accreditation Council for Continuing Medical Education's (ACCME) Standards for Commercial Support. In addition, although compliance with the AMA's Ethical Opinion on Gifts to Physicians from Industry is the responsibility of the individual physician, every effort should be made to ensure that AAP members and other conference attendees are not put in a situation that would be considered a violation of these guidelines. Approval of proposed symposia will be based on these and other regulations outlined below.

Proposal Submission Deadline

The deadline to submit a proposal to sponsor an industry symposium is May 1, 2017. Symposia applications will be reviewed for acceptance on a first-come, first-served basis. The AAP reserves the right to continue the selection process if all slots are not filled by May 1, 2017.

Available Sessions

Industry symposia may be held on the following dates and times. There are a total of 20 sessions available.

- Friday, September 15, 7:00 pm – 11:00 pm, 4 sessions
- Saturday, September 16, 7:00 pm – 11:00 pm, 4 sessions



- Sunday, September 17, 7:00 pm – 11:00 pm, 4 sessions
- Monday, September 18, 7:00 pm – 11:00 pm, 4 sessions
- Tuesday, September 19, 6:30 pm – 11:00 pm, 4 sessions

The availability of the meeting room for set up will be determined by your choice of venue and official AAP events that are currently scheduled prior to your event. Regardless of the time the room is released to you for set up, your program (including registration, dinner, etc.) must not begin prior to the start times listed above.

Application and Administrative Fee

The fee for hosting an IS at the 2017 National Conference is based on whether the commercial supporter of the industry/foundation symposium will also be an exhibitor at the 2017 National Conference. Please refer to the application form for specific information about the administrative fee for exhibitors and non-exhibitors.

This fee is due at the time of application submission. Applications will not be considered until this payment is received. Checks should be made payable to the American Academy of Pediatrics.

Application Process

Symposia sponsors must submit a completed application form with the administrative fee no later than May 1, 2017. In order to be considered, the application form must be completed in its entirety. Symposia applications will be reviewed for acceptance on a first-come, first-served basis.

The director of the AAP Department of Education will review the application and determine its appropriateness. The sponsor will be contacted in writing regarding the outcome of the application. Once approved, all revisions to a symposium's content, faculty, or format must be communicated to the AAP in writing.

The AAP reserves the right to restrict and/or dismiss at any time any event it deems undesirable, in poor taste, or offensive to attendees.

Applications should be submitted to Deborah Samuel at dsamuel@aap.org or mail to c/o American Academy of Pediatrics, 141 Northwest Point Boulevard, Elk Grove Village, IL 60007-1098.

For further information, you can email dsamuel@aap.org or call 847/434-7097.

Cancellation Policy

The AAP must be notified in writing of the cancellation of an approved industry symposium. For cancellations received by the close of business on July 1, 2017, the AAP will issue a refund of 80%. No refunds will be issued for cancellations after July 1, 2017.

For your consideration, special events scheduled Friday and Saturday evenings, as part of the National Conference, may have the potential to conflict with symposia. Because we direct neither the topic nor the marketing efforts, the AAP is not responsible for final attendance of symposia. Special events are disclosed in the attendee area online at www.AAPexperience.org.



Faculty

All industry/foundation symposium faculty must be reviewed and approved by the AAP prior to promotion of the symposia. The Committee on Continuing Medical Education (COCME) does not allow AAP National Conference faculty, National Conference Planning Group members, COCME voting members, and AAP Section/Council Executive Committee members to participate in an industry symposium (as planning group or faculty). A list of the Planning Group members can be obtained online at www.AAPexperience.org [click on Conference Info | Planning Group]. A list of COCME voting members may be obtained at http://pedialink.aap.org/visitor/cme/about_aap_cme [click on AAP Committee on Continuing Medical Education].

Event Arrangements

Space Assignments

Once your event has been approved, you will receive confirmation from the AAP within 30 days. Upon confirmation of approval, you will receive a list of AAP convention hotels and a Space Request Form. Space requests will be reviewed by the venue coordinators in July, and you will receive confirmation of space allocation by late July. Please note that the AAP does not provide a speaker ready room for IS faculty. If you need such a space, please present this request to your venue coordinator when your event location has been confirmed. Industry symposia may not be held at McCormick Place.

Catering & Hotel Logistics

You will be working directly with representatives at your event venue to make your arrangements for room set up, food and beverage selections, and billing. They can provide you with menus and floor plans on request. Symposia sponsors are responsible for all expenses incurred related to their program. The AAP bears no financial obligation for expenses incurred for Industry Symposia.

Once your program has been accepted and your event venue has been determined, you will receive a description of services available to IS sponsors at an additional cost through TradeshowLogistics, including rental of lead retrieval machines, printed signage, shipping assistance, and list procurement.

Production/Audio Visual Equipment Rental

Production/Audio Visual Equipment Rental: The administration fee does not include audiovisual equipment rental or labor costs. You must make these arrangements directly with Projection, Inc. the AAP's National Conference Audio Visual provider. Please contact Joe Faulder at jfaulder@projection.com to arrange your audio visual needs. When you are designing your staging and production for the event, please keep in mind that, in most cases, you will be limited to one hour of set up time.

Use of AAP Name, Logo, or Seal

The AAP expects industry/foundation symposium sponsors will avoid any implication that Industry Symposia are planned, implemented, or sponsored by the AAP. For that reason, promotional materials may in no way mention the AAP or the 2017 National Conference. Promotional materials of any kind as well as program materials may not use the AAP's logo or name or make mention of the AAP National Conference & Exhibition. Phrases such as "presented during," "presented in conjunction with," "preceding," or "prior to" may not be used. This rule applies to materials developed for use before, during, and after the conference.



Invitation/Promotion Content

ALL promotional and program materials for a symposium must be reviewed and approved by the AAP Department of Education and your credit provider, including Flyers; Brochures; Invitations; Envelopes; Advertisements; Web sites; Slides; Signage; and Press releases/media communications.

Please allow 5 business days for approval upon receipt of materials for review. Once approved, any proposed revisions must be submitted for approval as well. A final copy of all promotional materials must be submitted to Deborah Samuel c/o American Academy of Pediatrics, 141 Northwest Point Boulevard, Elk Grove Village, IL 60007-1098 no later than August 15, 2017.

The AAP suggests that symposia sponsors factor this requirement into their production timelines for promotional materials. In addition, we recommend that sponsors do not print materials or go live with web sites before approval from the AAP has been received. The AAP is not liable for any expenses that may be incurred if changes must be made to pieces that have already been produced.

Promotional Materials – Required Information

Prior to submitting promotional materials to the AAP for approval, please be sure that you have considered and included the following:

- Name of symposium sponsor (must be on front cover);
- Name of credit provider (must be on front cover);
- Acknowledgment of all commercial support (must be on front cover);
- Instructions for potential attendees about the registration procedure for the event.
- ACCME Accreditation Statement and AMA Credit Designation Statement (in Handout and Presentation Slides)

Promotional Opportunities

Take advantage of the following opportunities offered by the AAP to promote your symposium and reach your attendance goals:

Advance Mailing to Pre-registrants

Following the close of advance registration in August, and upon approval of your first promotional piece to be mailed, the AAP will provide an electronic set of pre-registrant mailing labels at no cost. The list will be available through TradeshowLogistics. This list is approved for a ONE-TIME USE ONLY. The pre-registrant list will be available approximately four weeks prior to the National Conference. For subsequent approved mailings, additional copies of the pre-registrant mailing labels will be available for purchase, and the full AAP membership list will be available for rental. Additional fees for delivery of the list in other formats will apply.

Exhibits

Exhibit booth representatives may distribute invitations, tickets, etc., from within the exhibit space assigned to the sponsor and/or commercial supporter of a symposium.

Please note, however, that the distribution of invitations, tickets, etc promoting symposia is strictly prohibited in all other public spaces of the event venue, convention center, or other hotels, such as washrooms, general areas of gathering.



Signage

A total of 3 promotional signs are permitted in the venue at which a symposium is being held. Two (2) signs may be placed in public spaces of the event venue, and one (1) sign may be placed at the door of the symposium room. No other signs are permitted. Sign dimensions may not exceed 24" x 36". Signs may not be posted more than 16 hours prior to the start of the event and must be removed no later than two hours after the event.

Please note, however, that the placement of additional signage promoting symposia is strictly prohibited in all other public spaces of the event venue, convention center, or other hotels.

Program Materials

Program materials (handouts, syllabi, etc.), and promotional materials, may in no way indicate that the educational program is connected, sponsored, or endorsed in any way by the AAP or the National Conference. Program materials of any kind may not use the AAP's logo or name or make mention of the AAP National Conference & Exhibition. Phrases such as "presented during," "presented in conjunction with," "preceding," "prior to," "following," or "after" are prohibited.

The AAP requests that all program materials (handouts, syllabi, etc.), be submitted for approval no later than August 15, 2017. Please allow 5 business days for approval. Once approved, any proposed revisions must be submitted for approval as well. A final copy of all program materials must be submitted to Deborah Samuel, c/o American Academy of Pediatrics, 141 Northwest Point Boulevard, Elk Grove Village, IL 60007-1098.

The AAP suggests that symposia sponsors factor this requirement into their production timelines for program materials. In addition, we recommend that sponsors do not print materials before approval from the AAP has been received. The AAP is not liable for any expenses the sponsor may incur if changes must be made to pieces that have already been produced.

***All Program materials (handouts, slides, posters, etc.) and promotional content must include the following statement: "This symposium is neither sponsored nor endorsed by the American Academy of Pediatrics."**

All handouts and presentation slides must also include the ACCME Accreditation Statement and AMA Credit Designation Statement.

Enduring Materials

Enduring materials, whether credit bearing or not, may be produced based on symposia held during the AAP National Conference & Exhibition, pending approval by the AAP Department of Education. Like promotional and program materials for symposia, enduring materials based on symposia and related promotional materials may not bear reference to the AAP or the National Conference.

Program and promotional materials of any kind may not use the AAP's logo or name or make mention of the AAP National Conference & Exhibition. Phrases such as "presented during," "presented in conjunction with," "preceding," "prior to," "following", or "after" are prohibited.

The AAP requests that all materials related to an enduring material be submitted for approval. Please allow 5 business days for approval. Once approved, any proposed revisions must be submitted for approval as well. A final copy of all materials must be



submitted to Deborah Samuel, c/o American Academy of Pediatrics, 141 Northwest Point Boulevard, Elk Grove Village, IL 60007-1098.

The AAP suggests that sponsors factor this requirement into their production timelines for enduring materials and related promotions. In addition, we recommend that sponsors do not print materials or go live with web sites before approval from the AAP has been received. The AAP is not liable for any expenses the sponsor may incur if changes must be made to pieces that have already been produced.

Evaluation and Program Follow-up

The AAP expects that your evaluation tool will include the following question:

Do you feel a **commercial** product, device, or service was inappropriately promoted in the educational content?

No

Yes - If yes, please comment: _____

Symposia sponsors must submit an evaluation summary report, including learners' responses to the aforementioned question, and final attendee list by December 15, 2017 to Deborah Samuel, c/o American Academy of Pediatrics, 141 Northwest Point Boulevard, Elk Grove Village, IL 60007-1098, dsamuel@aap.org.

Violations Policy

The AAP reserves the right to restrict and/or dismiss at any time any event it deems undesirable, in poor taste, or offensive to attendees. By applying to host an industry or foundation symposium, you agree to adhere to the guidelines set forth by the AAP Guidelines for Industry Symposia or Foundation Symposia, which includes the authorized distribution of promotional materials on site, the ACCME guidelines or and AAP Policy. Any violation of these guidelines may result in the immediate dismissal of your program and removal from the exhibit floor (if applicable), and the AAP reserves the right to reject future applications for symposia submitted on behalf of any sponsor, credit provider, and/or commercial supporter who has violated these guidelines.

Disclosure to Symposium Learners

The AAP expects that symposium sponsors, credit providers, and commercial supporters will adhere to the ACCME Accreditation Criteria, Standards for Commercial Support, and ACCME policies.

At the beginning of the symposium, the sponsor will disclose the following information to learners:

- "This symposium is neither sponsored nor endorsed by the American Academy of Pediatrics."
- Relevant financial relationship(s) of everyone in a position to control the content of the education activity and the source of all support from commercial interests.
- The ACCME Accreditation Statement and AMA Credit Designation Statement for the symposium.