

PAFP FOUNDATION

Satellite Events: Symposia and Product Theaters Guidelines & Application

Satellite events are great opportunities for your organization to connect with the attendees of our CME live conferences.

Overview:

Symposia are satellite events offering family physicians additional education on topics that can help improve patient care and health outcomes. These events may offer CME credits based on approval by the AAFP. Non-CME symposium do not offer CME credit.

Product Theaters are promotional events for attendees to learn more about pharmaceutical products and services, acquire the latest in data and research findings, or ask product-specific questions of key expert physicians. These are non-CME events.

Time Slots Available - Breakfast, lunch, or dinner

Exclusivity - Each satellite event will have its own time slot; there will be no other satellite events or CME sessions at that time

Location - In a private meeting room at the conference facility, not in the exhibit area

Administrative Fee/Conference Schedule:

Symposia and Product Theaters: \$8,500

Spring	March 8-10, 2013	Valley Forge, PA at Crowne Plaza Valley Forge
Fall	November 8-10, 2013	Erie, PA at Erie Bayfront Convention Center

Participants - Spring and Fall 185-200+, Pennsylvania family medicine physicians and other primary care health providers

Questions about Satellite Events?

Janine Owen, Vice President, Education and Academia, Direct 717-635-7574 or jowen@pafp.com
Melanie Morris, Manager of Corporate Relations, Direct 717-635-6221 or mmorris@pafp.com

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PAFP Foundation
CME
www.pafp.com



GUIDELINES FOR SATELLITE EVENTS - SYMPOSIUM OR PRODUCT THEATER

Symposia applicants whose events are approved may offer AAFP Prescribed credit, CME application forms must be completed online via the AAFP website <http://www.aafp.org/online/en/home/cme/cmea.html> and additional AAFP fees apply. Please note: Compliance with all AAFP, ACCME, AMA guidelines are required for CME events. Visit www.accme.org for the guidelines in their entirety.

Available Slots:

Day 1 or 2 of the Conference

Breakfast (1 hr); Lunch (1 hr); Dinner (no time limit)

Each slot is exclusive – there will not be any other Satellite Events or CME Sessions during your time slot.

Terms & Administrative Fees:

Twenty-five percent (25%) of the administrative fee is due with your application. In the event that your application is not approved, your funds will be returned. It is the responsibility of the CME or event provider in this case to cancel any arrangements that have been made for the satellite event. The PAFP Foundation will not be responsible for any expenditure or other costs incurred by the provider or its agent(s) in planning or conducting the satellite event.

Cancellation Policy:

- If an event is cancelled by you after approval of the time slot, the 25% deposit will not be refunded. If the administrative fee has been paid in full, 75% of the fee will be refunded.
- If the balance due is not received within two weeks of the conference, your event will be removed from the agenda and PAFP Foundation will notify members that this event has been cancelled.
- Absolutely no refunds will be made within two weeks of the conference date.

WHAT IS INCLUDED IN THE ADMINISTRATIVE FEE

- Listing of your event on the PAFP web site;
- One set of member labels of PAFP members to invite them to your event. (upon payment in full of administrative fee)
- Exhibit Table – upon request
- PAFP Staff will display signage (provided by you) in the registration area and at the facility
- PAFP Staff will put bag stuffers (provided by you) in the bags given out at registration
- List of conference attendees – name and city only

WHAT IS **NOT** INCLUDED IN THE ADMINSTRATIVE FEE

- Facility meeting space rental, if any
- Logistics (Food, AV, Set Needs)
- Registering Participants or on-site registration needs
- Obtaining CME credit or fees for credit if being offered
- Faculty
- Marketing materials for the event, postcards, signage, invitations, etc.
- Obtaining attendee addresses or demographic information after the event for your follow-up needs

PROMOTIONAL MATERIALS MUST BE REVIEWED BY THE PAFP FOUNDATION

Satellite Symposia or Product Theaters must indicate that they are not planned or sponsored by the PAFP Foundation. **Use of the PAFP Foundation name, logo and or other images used in printed or online promotion is strictly prohibited. Promotional materials, on-site materials, or after-products cannot say the "PAFP Foundation CME", "presented in conjunction with the PAFP Foundation", "preceding", "prior to" or "endorsed by the PAFP Foundation". All announcements, invitations or solicitations, including envelopes, web sites, etc. must receive PAFP Foundation approval prior to distribution or posting. Please allow five days for proofing.**

Prior to submitting final proofs of promotional materials to the PAFP Foundation, make sure you have the following items:

- **All materials must show the following disclaimer statement on the cover/front page:** "This event is not a part of the official Pennsylvania Academy of Family Physician (PAFP) Foundation CME Conference. The content of this event and opinions expressed by the presenters are those of the sponsor/presenter and not that of the PAFP Foundation.
- Name of event provider and acknowledgment of supporter must be listed.
- Instructions to potential attendees about the registration procedure for your event.
- AAFP CME accreditation statement (for CME events only) as described on the AAFP website. This applies to print ads in *Keystone Physician* Digital magazine as well. (see below)

Advertising in the PAFP *Keystone Physician* Magazine (Digital Magazine)

The *Keystone Physician* Magazine has served Pennsylvania family physicians for more than 60 years and is our primary source for communicating with our members. *Keystone Physicians Magazine* has a circulation of over 4,700 subscribers. The most recent issue is posted on the [PAFP website](#) home page with past issues archived for members only.

Upon receiving your application, you will receive advertising information including ad rate, specs, deadlines, and digital media options for the *Keystone Physician* to promote your satellite event. Additional fees apply.

PLANNING YOUR EVENT

All Satellite events must be held at the conference facility. The PAFP Foundation staff will secure space for your event at the host facility. Please do not contact the facility to secure space. **No space for your event will be secured until after your application has been approved.**

On-Site Registration – On site registration is to be managed by the host organizer or CME provider (You). **Note that no physician or attendee information will be provided to you by PAFP after the event in terms of demographics, etc. Collection of this information if needed is solely your responsibility.**

Food, Beverage and Entertainment - To maintain the focus on education and the research being presented, no entertainment or performance, live or otherwise, may be offered before during or after your event. You will be given the name of your contact at the facility upon approval of your application.

Signage - Use of signage is strongly encouraged and may be placed throughout the facility where the function is being held, with the facility's permission. PAFP staff will gladly place your signs appropriately if shipped to the facility in advance.

Exhibit Table - Booth representatives may distribute invitations, tickets, etc., from within the exhibit space assigned to the supporter, if exhibiting.

On-Site Materials - Please submit all handouts and slides by the stated deadline in the timeline that will be sent to you upon approval of your application. For CME Events only: If pharmaceutical options or recommendations are included as part of the activity, the PAFP Foundation requires that the handout materials include an index of the generic names of all drugs in a class in alphabetical order with their corresponding trade names listed beside them. No indication of preference for one drug over another may be made, and the list should be comprehensive.

For CME events only:

On-Site Monitoring - Physician monitors representing the PAFP Foundation will attend the Satellite CME events to audit them for compliance with AAFP, ACCME, AMA and Pharma guidelines. Monitors will act as silent observers.

Reporting AAFP Prescribed Credit - Participants will be able to self-report their AAFP Prescribed credit earned for the event.

After-Product Enduring Material - The CME provider (you) may develop and distribute an after-product enduring material (online, video, CD ROM, monograph, etc.) from the content from Satellite CME event. If the CME provider wishes to offer AAFP Prescribed credit for the activity, an *Application for Approval of Enduring Materials for CME Credit* will need to be submitted to AAFP. A separate CME accreditation review fee to the AAFP will apply. **No reference may be made to the PAFP Foundation CME when promoting the new CME activity.**

CME SATELLITE EVENTS ONLY

The PAFP strictly adheres to all AAFP CME policies and guidelines. Please review these policies at www.aafp.org/

Once you have received official notification from the AAFP that your CME program has been approved for credit, a copy of the approval letter sent to you by the AAFP must be sent to Janine Owen at jowen@pafp.com.

If the program content originally described on the Application to Hold a Satellite Event Form is significantly different from the program content submitted on the AAFP CME accreditation application form, the PAFP Foundation reserves the right to deny the Application to Hold a Satellite Event.

Commercial Support Guidelines - Commercial support can contribute significantly to the quality and accessibility of CME activities. The PAFP Foundation, as a chapter of the AAFP requires that CME providers whose activities are accredited for AAFP CME credit comply fully with the ACCME Standards for Commercial Support, www.accme.org for the guidelines. Non-compliance with these guidelines for a CME Satellite event will disqualify you from further participation at PAFP Foundation activities. It is the PAFP Foundation's position that the CME provider must assure that the purpose of any CME activity it produces is designed primarily to enhance the physician's ability to care for patients without advancing any proprietary interests of a commercial supporter. The CME provider must demonstrate appropriate behaviors in planning, designing, implementing, identifying and resolving conflicts of interest and evaluating CME activities. This includes, but is not limited to, the provisions of the Standards in their entirety. **CME providers are responsible for assuring all educational partners (activity organizers and commercial supporters) are knowledgeable about the guidelines and are committed to full compliance in their roles as well.**

Faculty Selection - The CME provider is responsible for selecting and confirming faculty, and for communicating the requirement that faculty complies with the ACCME Standards, the AMA CEJA Ethical Opinion on Gifts to Physicians from Industry, and all AAFP/ PAFP CME guidelines. It is the provider's responsibility to provide these guidelines to faculty with a cover letter communicating that the PAFP Foundation will monitor the CME activity to assess compliance. The letter/e-mail must inform faculty that the PAFP Foundation reserves the right to restrict faculty from participating in future Satellite events held in conjunction **with the PAFP Foundation CME event** (e.g., if they are involved in one or more events where infractions, such as commercial bias or failure to present a balanced view of therapeutic options, are cited and a trend is apparent, or if a single infraction is particularly offensive). **Please send copies of the faculty confirmation letters communicating the above information to the PAFP Foundation one month prior to your scheduled event.**

COMPLIANCE POLICY

To protect the integrity and the quality of Satellite events and to ensure a successful outcome for all involved parties, the PAFP Foundation requires each Satellite Event provider to agree that they, their employees, facilitator(s) (if applicable), activity organizers and supporters observe all applicable AAFP, ACCME and AMA guidelines. Additionally, the PAFP Foundation reserves the right and discretion to restrict and/or dismiss at any time any event which it deems undesirable, in poor taste, or offensive to attendees. The CME or event provider is held responsible for the event.

Events will be monitored for compliance and penalties will be cited for, including, but not limited to, the following situations:

- Presenting content that is commercially biased, imbalanced, or scientifically unsound.
- Failure to make appropriate written disclosures of relationships to participants prior to beginning the activity.
- Failure to resolve conflict of interest prior to beginning the activity.
- Failure to maintain appropriate independence from the promotional goals and activities of supporter(s).
- Presenting a CME activity that involves sales or promotion.
- Promoting products for unapproved uses.

These infractions will result in the provider being placed on a one year suspension with ineligibility to participate in any Satellite events during the next year's program and/or permanently losing the privilege of participation in future Satellite events held in conjunction with a PAFP Foundation CME event.

If a violation is noted, the PAFP Foundation will issue a written notice, upon completion of the post-event evaluation process, outlining all infractions and consequent penalties to the provider, the entity responsible for the event. The provider will be instructed to send letters to the organizer and supporter outlining the infractions and penalties and reviewing the importance of presenting unbiased, balanced, and scientifically sound content with full disclosure, resolution of conflicts of interest and appropriate independence from the promotional goals and activities of supporter(s). The PAFP Foundation will not reinstate the provider, following its probationary period, until this condition has been met.

If a provider is suspended and later merges with another organization, the suspension status remains in effect with the newly merged organization until the provisions for reinstatement are met.

If a supporter, activity organizer, or facilitator is involved in one or more events where infractions such as those described above are noted and a trend is apparent, or if a single infraction is particularly offensive, the PAFP Foundation reserves the right to restrict the supporter(s), the activity organizer(s), or the facilitator(s) from participating in future Satellite events held in conjunction with the PAFP Foundation CME for a period of time deemed appropriate to their role in the infraction.

The PAFP Foundation reserves the right to terminate an event at its discretion. In the event of such restriction or eviction, the PAFP Foundation will not be liable for any refunds, rentals, program or other related expenses.

PAFP FOUNDATION SYMPOSIUM OR PRODUCT THEATER APPLICATION

Application deadline – Because slots are filled on a first-come; first-served basis, early submission is recommended. No applications will be accepted within one month of the event.

Provider/Sponsor: (organization responsible for the event) _____

Contact Name: _____

Address _____ City/St/Zip _____

Phone: _____ Fax: _____ E-mail: _____

Will this event be joint sponsored? Yes No.

If yes, list the second sponsor: _____

Contact Name and info: _____

This is a Symposium (educational focus) Product Theater (promotional focus)

PAFP Foundation Event where our Symposium or Product Theater will take place:

Valley Forge Crowne Plaza, March 8-10, 2013

Bayfront Convention Center, Erie, November 8-10, 2013

Available Slots: Please list your top 3 preferences (1, 2, 3) each slot is exclusive – there will not be any other Satellite Events or CME sessions during your time slot.

Day 1 or 2 of the Conference (circle) Breakfast (1 hr) Lunch (1 hr) Dinner (no time limit)

Symposium/Product Theater Information: (for use in PAFP promotional materials)

Program Title: _____

Program Description: _____

Product/Research being highlighted: _____

Significance to primary care/relevance to current data or market: _____

Intended speaker(s), please attach CV/resume/brief bio) _____

Please note that once your application is approved, no changes can be made to the date/time slot without PAFP Foundation approval.

ACCEPTANCE OF TERMS AND PAYMENT INFORMATION

By checking below I am indicating that:

- I have read and understand the conditions of this application and all applicable guidelines
- I have provided contact information of all parties involved with this event.
- I am indicating my company's agreement to be bound by any and all such conditions and regulations.
- I accept responsibility for informing all of our employees, speaker(s), supporter(s) and activity organizers of these conditions and for ensuring that they will abide by them also.
- I understand the penalties which may be assessed if we are in violation of these conditions. I also understand the cancellation policy for canceling our event.

___ I have read and agree to all the terms in the PAFP Foundation Satellite Events Guidelines Date: _____

Funds are being provided by (supporter) _____

Contact Name : _____ Phone: _____

E-mail : _____

25% of the Administrative fee must accompany this application. Balance is due two weeks prior to the event. If final payment is not received within two weeks of the conference, your event will be removed from the agenda. (see cancellation policy).

___ I am sending the 25% fee ___ I am paying in full

___ Enclosed is a check made payable to PAFP Foundation.

___ I am paying with the following credit card: ___ VISA ___ MASTERCARD ___ AMERICAN EXPRESS

Name on Card if different than registrant: _____

Card# _____ Exp. Date _____ Card Security Code _____
(3 digit number on back of card)

Send application with 25% of the administrative fee to:

Melanie Morris, Manager of Corporate Relations
Pennsylvania Academy of Family Physicians Foundation
2704 Commerce Drive, Suite A
Harrisburg, PA 17110
717-635-6221 (direct)
Fax: 717-564-4235
e-mail: mmorris@pafp.com