



CORPORATE SPONSORSHIP

American Osteopathic College of Dermatology

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The AOCD is a 501c3 Not for Profit Corporation

AMERICAN OSTEOPATHIC COLLEGE OF DERMATOLOGY

CORPORATE SPONSORSHIP PROGRAM

Who We Are

The American Osteopathic College of Dermatology is an affiliate of the American Osteopathic Association dedicated to promoting and improving the standards of the practice of dermatology. The AOCD is an approved provider of continuing medical education and educates residents in 23 programs nationwide. Our organization continues to grow and is committed to providing up-to-date information and instruction for our members. The AOCD is a 501c3 not-for-profit educational organization.

What We Do

The AOCD sponsors two national continuing medical education programs each year, one in the fall, and one in the spring. In addition, the AOCD provides extensive educational support for osteopathic dermatology residents and the ongoing needs of its membership. Please refer to our website, www.aocd.org for more information about the AOCD and the quality education we provide.

The Corporate Sponsorship Program

We appreciate your interest in a Corporate Sponsorship with the American Osteopathic College of Dermatology. Since 1958, our physician and resident members have relied upon the AOCD to provide state-of-the-art education and training. Your Corporate Sponsorship brings you, the AOCD, and its members together in a partnership dedicated to medical excellence.

Our national training programs encompass the very latest in medical and pharmaceutical research. It is the generous financial support of our Corporate Sponsorship Program that allows us to educate over 900 members and residents, who are the practicing physicians of tomorrow.

Our membership relies on the education and training the College provides. They recognize and value the integral role every AOCD Corporate Sponsor plays in that process.

All AOCD Corporate Sponsorships are based annually, coinciding with our fiscal year running from January to December.

*Join us in a partnership to educate the osteopathic physicians of today and tomorrow, and to promote the practice of dermatology. **Become an AOCD Corporate Sponsor today.***

Statement of Independence

AOCD has adopted and strictly implements the ACCME's Standards for Commercial Support. Our CME planning process is guided by our Policy on Independence. The selection of all persons in a position to control the content, and the evaluation of the activities are all conducted by AOCD. Everyone in a position to control CME content, either committee members and/or staff must complete a conflict-of-interest disclosure agreement form. Specific to committee members, prior to an individual's appointment to the Continuing Medical Education Committee, this form explores any relevant financial relationships of an ACCME-defined commercial interest.

Any committee member identified as having a potentially conflicting financial relationship within the past 12-months must recuse themselves immediately from the CME Committee. Additionally, the committee member must recuse themselves from the committee if any relevant conflicting financial or commercial relationships of any spouse or partner exists. Additional processes are further detailed in subsequent sections.

No direct payments from any ACCME-defined commercial interest are accepted or given to the director of an activity, any planning committee members, teachers or authors, joint provider, or any others involved in an activity.

Names of speakers and authors for the activity will not be supplied to a commercial supporter during the process of applying for an educational grant.

The AOCD does not allow a commercial interest to take the role of non-accredited partner in a joint provider relationship. The AOCD does not utilize a joint provider ship in any capacity.

The views expressed and the techniques presented by the speakers of the AOCD-sponsored educational meetings are not necessarily shared or endorsed by the organization. Anyone with the ability to affect the content of an educational activity must disclose relevant financial relationships with health organizations producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients, as well as any unapproved or off-label uses of medical devices or pharmaceutical agents that they discuss, describe, or demonstrate during their presentations. Meeting attendees should use their independent judgment in applying the information discussed in these educational sessions in the treatment of patients.

The AOCD must make all decisions regarding the disposition and disbursement of commercial support. The AOCD cannot be required by a commercial interest to accept advice or services concerning teachers, authors, or participants or other education matters, including content, from a commercial interest as conditions of contributing funds or services. All commercial support associated with a CME activity must be given with the full knowledge and approval of the AOCD. No other payment shall be given to the director of the activity, planning committee members, teachers or authors, joint provider, or any others involved with the supported activity. The AOCD must disclose the above information to learners prior to the beginning of the educational activity.

Commercial Exhibits

The AOCD does invite companies to exhibit. A separate room is provided for these exhibits and attendees do not pass the obligate pathway to the CME session to get to the exhibits. The activity schedule allows for breaks throughout the activity for the attendees to leave the lecture hall to visit the exhibit hall. During these breaks, no CME is taking place.

The AOCD considers commercial exhibits a separate business opportunity and does not allow the hours of the exhibits to interfere with or influence the CME activity. All correspondence and brochures regarding Exhibit opportunities have been reviewed and updated and the above statement will be included on all going forward.

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Advertisements

Any advertisements are done so through the AOCD’s Newsletter “*DermLine*”. This is a perk of corporate sponsorship and are not related to any CME activity. We do not allow for on-line advertisements, nor do we do audio or video recordings. Commercial supporters attending our CME activities are now asked to sign an agreement.

The AOCD recently began allowing Product Theaters. These one hour sessions are conducted in a room away from the CME activity and during times the CME activity is not in session. The commercial supporter is responsible for all expenses related to their session. A contract/letter of agreement is signed by both the company and the AOCD.

All printed materials containing advertisements are made available to attendees in the Exhibit Hall. The AOCD will not distribute them to the attendees in the registration area or lecture hall.

The AOCD will not promote proprietary interests of any commercial interests in any CME activity. Attendees at our conferences are asked to report any commercial bias to AOCD staff, Board of Trustees and CME committee. Commercial representatives are now being asked to agree to the **AOCD Guidelines for Commercial Supporters of CME Activities** when attending an AOCD activity.

Representatives of commercial support may attend an educational activity, but may not engage in promotional activities while in the room where the CME activity takes place. No commercial promotional materials shall be displayed or distributed in the same room as the CME activity. Exhibits are permitted at AOCD meetings, however, they shall not influence nor interfere with the presentation of the CME activity or be in the obligate pathway to the CME activity.

Corporate Sponsorship Categories



RUBY

\$40,000

- Quarterly dedicated e-blast on your behalf to AOCD members with link to company home page
- Sponsorship of the Presidential Reception at the Annual Meeting (with right to refuse)
- Sponsor Spotlight feature in one issue of *DermLine*
- Sponsorship of the Welcome Reception for the Fall Meeting (with right to refuse)
- Complimentary exhibit space at Spring & Fall Meetings
- Complimentary registration for 6 representatives to meetings and ticketed events
- 2 Full page advertisements in each issue of *DermLine*
- Link on AOCD website to company homepage
- Acknowledgment displayed on signage at the Spring & Fall Meetings
- Electronic copy of AOCD mailing list
- Acknowledgment at the Annual Presidential Celebration
- Name on Thank you Brochures
- Social media recognition on AOCD Facebook page



DIAMOND

\$30,000

- Wireless Partner signage at the Spring and Fall Meetings (with right to refuse)
- Sponsor Spotlight feature in one issue of *DermLine*
- Complimentary exhibit space at Spring & Fall Meetings
- Complimentary registration for 5 representatives to meetings and ticketed events
- 1 Full page advertisement in each issue of *DermLine*
- Link on AOCD website to company homepage
- Acknowledgment displayed on signage at the Spring & Fall Meetings
- Electronic copy of AOCD mailing list
- Acknowledgment at the Annual Presidential Celebration
- Name on Thank you Brochures
- Social media recognition on AOCD Facebook page



\$25,000

- Sponsor Spotlight feature in one issue of *DermLine*
- Hotel room key w/Company Logo signage at Spring and Fall meetings (with right to refuse)
- Complimentary exhibit space at Spring & Fall Meetings
- Complimentary registration for 4 representatives to meetings and ticketed events
- ½ page advertisement in each issue of *DermLine*
- Link on AOCD website to company homepage
- Acknowledgment displayed on signage at the Spring & Fall Meetings
- Electronic copy of AOCD mailing list
- Acknowledgment at the Annual Presidential Celebration
- Name on Thank you Brochures
- Social media recognition on AOCD Facebook page



\$20,000

- Charging stations w/signage at Spring and Fall Meetings (with right to refuse)
- Complimentary exhibit space at Spring & Fall Meetings
- Complimentary registration for 3 representatives to meetings and ticketed events
- ¼ advertisement in each issue of *DermLine*
- Link on AOCD website to company homepage
- Acknowledgment displayed on signage at the Spring & Fall Meetings
- Electronic copy of AOCD mailing list
- Acknowledgment at the Annual Presidential Celebration
- Name on Thank you Brochures
- Social media recognition on AOCD Facebook page



\$15,000

- Mini Folder Notepads Spring and Fall Meetings (with right to refuse)
- \$750 exhibit space at each Spring & Fall Meetings
- Complimentary registration for 3 representatives to meetings and ticketed events
- 2" x 3.5" advertisement in two issues of *DermLine*
- Link on AOCD website to company homepage
- Acknowledgment displayed on signage at the Spring & Fall Meetings
- Electronic copy of AOCD mailing list
- Acknowledgment at the Annual Presidential Celebration
- Name on Thank you Brochures
- Social media recognition on AOCD Facebook page



BRONZE

\$10,000

- \$1000 exhibit space at each Spring & Fall Meetings
- Complimentary registration for 2 representatives to meetings and ticketed events
- 2" x 3.5" advertisement in one issue of *DermLine*
- Link on AOCD website to company homepage
- Acknowledgment displayed on signage at the Spring & Fall Meetings
- Electronic copy of AOCD mailing list
- Acknowledgment at the Annual Presidential Celebration
- Name on Thank you Brochures
- Social media recognition on AOCD Facebook page



PEARL

\$5,000

- \$1500 exhibit space at each Spring & Fall Meetings
- Complimentary registration for 2 representatives to meetings and ticketed events
- 2" x 3.5" advertisement in one issue of *DermLine*
- Link on AOCD website to company homepage
- Acknowledgment displayed on signage at the Spring & Fall Meetings
- Electronic copy of AOCD mailing list
- Acknowledgment at the Annual Presidential Celebration
- Name on Thank you Brochures
- Social media recognition on AOCD Facebook page

AOCD Product Theater Opportunities

What are Product Theaters?

Product Theaters are 60-minute sessions, held at an AOCD Fall and/or Spring Meeting. These sessions provide an opportunity for Physicians, Residents and students to gain information on specific products and/or therapeutic areas. The material presented in Product Theaters may be promotional and may concentrate on a specific product or drug, therefore, these sessions will not offer continuing medical education credit.

Product Theaters are scheduled to **not compete with any other educational programming** and all registered conference attendees are encouraged to attend. Due to the popularity of Product Theaters and interest in content matter, there may be an increase in attendance at any of the scheduled Product Theaters. In such case, AOCD reserves the right to use an overflow room to accommodate its participants.

How are topics and speakers selected?

Sponsors are free to provide information to conference attendees on a subject (and speaker) of its choosing while showcasing its products and services to this target market.

How are Product Theater supporters recognized?

Your support of these popular events will receive special recognition on your onsite signage. In addition, we can insert a promotional announcement (with text provided by you) on the Product Theater in the registration materials received by all conference attendees.

Eligibility:

Only AOCD Exhibitors who have secured a booth are eligible to apply for a Product Theater slot, subject to availability and adherence to all published guidelines. Payment for the Product Theater must be paid in full before a time slot will be issued. Additional marketing opportunities are available. Please contact the AOCD at swood@aocd.org for more details.

Payment Information:

An administrative fee of \$15,000 is payable to the AOCD. This covers the services of administering your program prior to and post-conference. It also includes coordination of specific details pertaining to the production of the program and covers the cost of on-site administrative support. Full payment is due to AOCD if Product Theater is cancelled less than 30 days in advance.

If the executed Activity does not adhere to the terms and conditions of this Agreement, AOCD reserves the right to dissolve signed agreement. The parties, intending to be bound by the terms and conditions of this Agreement, have caused this Agreement to be signed by their duly authorized representatives. If payment is being made through a third party and must be paid to the facility, information must be disclosed to AOCD prior to signing Agreement.

All payments due to AOCD must be paid in full before a time slot will be issued as well as a signed contract. The time slots are assigned on a first-come first-served basis; therefore, interested organizations should prepare and submit an application for review as soon as possible.

Product information must be received two weeks before the activity in order to appear in the AOCD Conference Program. If the application or payment is not received the time slot will not be reserved.

Noncompliance with this official process will prevent the exhibiting company from hosting a product theater the following year and may also result in a monetary penalty, loss of exhibitor priority points and cancellation of the event. Penalties will be determined at the discretion of the AOCD exhibitor relations committee, whose decision(s) in such matters will be final.

Logistics:

The sponsoring company shall be solely responsible for the management of the logistics of their Product Theater and for payment of additional costs related to the Product Theater, including but not limited to, AV, catering, electrical, internet, phone, etc. **The AOCD will adhere to the published schedule as much as possible, however, the schedule, and room location can be SUBJECT to CHANGE.**

AOCD Will Provide:

- Presentation signage directly outside the exhibit hall.
- A listing of the presentation in the meeting programs.
- A hard-wall presentation room located at the conference site.
- Seating for 100 attendees (“school room” set-up).
- A podium.
- Listing of the Product Theater and product description in the AOCD Conference Program.

Each Product Theater Host is Responsible For:

- **Providing presentation title, content information, presenter(s) name(s), Bio, and a summary for inclusion in the meeting advance and final programs.***
- Food service (if offered), must be coordinated and purchased through the Conference Center provider.
- Coordinating computer/Internet services through the AOCD.
- Coordinating individual presentation needs with service providers.
- AV.
- Obtaining sleeping rooms if needed.
- Paying speaker.
- Invitations.
- Providing a copy of their company compliance requirements to AOCD.

Ownership of Copyright for Content of Product Theater Presentation:

Copyright of the content presented at the product theater shall be owned by the product theater host with all rights intact. The product theater host is responsible for obtaining copyright permissions and licenses for previously copyrighted materials that will be used as part of the product theater program. **For your product theater presentation to be included in the meeting programs, you must provide information to Shelley Wood at AOCD, swood@aocd.org at least 30 days prior to the meeting.**