The NC Pediatric Society is delighted to once again be holding some limited in-person meetings. However, as a healthcare organization, we want to ensure that take appropriate precautions and bring us together thoughtfully. Therefore, we ask all attendees to attest to:

- Following all COVID precautions in place during the event
- Being fully vaccinated including boosted at least two weeks prior to the event or with medical exemption
- Wearing a mask during the event, except when actively eating or drinking (masks will be provided)
- Adhering to all requirements of NCPeds, the host facility and any legal requirements of federal, state and local authorities
- Not attending if tested positive for COVID in the 10 days prior to the meeting

Furthermore, we ask attendees to note:

- Understanding of the hazards of COVID-19 and
- Familiarity with Centers for Disease Control and Prevention guidelines regarding COVID-19
- Willing attendance of the event
- Acknowledgment and full assumption of the risk of illness related to COVID-19 arising from being on premises during the event

I hereby release the NC Pediatric Society, its officers, directors, agents and employees for any liability (excluding gross negligent and intentional conduct) related to COVID which may occur as a result of my attending the event.

By completing this registration and attending the meeting, I acknowledge that I have read the foregoing, understand it and agree to this disclaimer and waiver.
NC Pediatric Society

2022 ANNUAL MEETING
EXHIBITOR PROSPECTUS

August 26 - 27, 2022

North Carolina Pediatric Society
State Chapter of the American Academy of Pediatrics
Incorporated in North Carolina

WASHINGTON DUKE INN
DURHAM, NC
NCPEDS ANNUAL MEETING

WHY EXHIBIT

The North Carolina Pediatric Society hosts the NCPEDS Annual Meeting, an influential gathering of NC leaders in pediatric medicine. NCPEDS invites you to exhibit at the 91st Annual Meeting at the Washington Duke Inn, Durham, NC on August 26 - 27, 2022. This is the first full membership in-person meeting since January 2020. Exhibitors at the Annual Meeting will get face to face contact with pediatric professionals, including pediatricians, residents, and practice managers from all across the state.

NCPEDS Exhibitors meet with influential decision makers to:
1. Generate new sales leads
2. Build visibility in a competitive marketplace
3. Strengthen customer relationships and add new customers
4. Conduct market research
5. Introduce new products and services
6. Give product demonstrations in exhibit hall

WHO ATTENDS

* More than 200 decision-makers in NC pediatric clinics, independent practices, and hospitals.
* Pediatric Specialists
* Pediatric Subspecialists
* Pediatric Fellows and Residents
* Pediatric Practice Managers
* Allied Health Professionals
* Academic Leaders

WHO EXHIBITS

We consistently secure a diverse array of exhibitors. Below is a list of only some of our frequent exhibitors.

* Pharmaceutical Companies
* Health Plans
* Financial Service
* Medical Technology
* Medical Equipment Suppliers
* Physician Recruiting Services
* NC Children's Hospitals
* Insurance Companies
* Security Companies
* Pediatric Office Supplies
* NC Nonprofits
* And So Many More!

HOTEL INFORMATION

Washington Duke Inn & Golf Club

Phone:  (919) 490-0999
Address:  3001 Cameron Blvd
Durham, NC, 27705

NCPEDS CONTACT INFORMATION

Event Coordinator:  Colleen Huseboe
Phone:  (919) 839-1156 ext. 205
Email:  Colleen@ncpeds.org
Address:  NC Pediatric Society
1100 Wake Forest Road
Suite 200
Raleigh, NC 27604
GENERAL INFORMATION

01 EXHIBIT DATES
August 26-27, 2022

02 REGISTRATION
Registration can be found on our website www.ncpeds.org under events.

03 ROOMING BLOCK
The hotel rooming block information will be provided upon registration. It is at a first-come-first-serve basis.

04 ALL EXHIBITORS RECEIVE
One 6 ft. table-top exhibit space with two chairs
Two booth personnel registrations including 2 breakfast and 2 lunch tickets
Four drink tickets to NCPeds
Friday Welcome Reception

05 NETWORKING OPPORTUNITIES
DRAFT- Times based on 2019 in person agenda
Friday 8/26/2022
Expo 7:00 AM until 4:00 PM
Exhibitor/Welcome Reception in Exhibitor Hall 4:45 PM to 5:30 PM
Saturday 8/27/2022
7:30 AM until lunch
9:45-10:30 Resident Poster Session/ Visit
Exhibitors/PM Break
12pm-1:45pm Lunch Break Time subject to change

06 SHIPPING
Shipping to the hotel will be setup individually by exhibitor.
**FREQUENT QUESTIONS**

HAVE ANOTHER QUESTION? PLEASE CONTACT EVENT COORDINATOR COLLEEN HUSEBOE AT COLLEEN@NCPEDS.ORG

**When does the Early Bird rate end?**
June 30th, 2022

**When will the Exhibition open?**
August 26, 2022 - 7:00am

**When can I set up and dismantle my booth?**
Last call to dismantle booth is during or after lunch on Saturday August 27, 2022.

**Agenda?**
Stay tuned to www.ncpeds.org for the final agenda.

**How do I register?**
https://www.ncpeds.org/events/EventDetails.aspx?id=1630173&group=

**Mail Check Payment to:**
1100 Wake Forest Rd. Suite 200
Raleigh, NC 27604

**Who is my primary contact for exhibition needs?**
Please contact Colleen Huseboe Colleen@ncpeds.org for all logistical aspects of the NCPeds Annual Meeting.

**How many badges are allotted to each company?**
Each standard/nonprofit exhibitor registration is allotted two exhibit hall badges and four drink tickets for the exhibitor reception. Additional benefits are available with higher sponsorship packages.

**Past Attendance:**
2013 Asheville 246
2014 Myrtle Beach 230
2015 Asheville 225
2016 Pinehurst 243
2017 Asheville 251
2018 Myrtle Beach 243
2019 Asheville 267
### Standard

$2000

Spend two days with current and future customers at the NCPeds conference. Opportunity to meet and greet attendees at your booth, distribute promotional pieces and build relationships. This level is given a full registration. All Exhibitors are recognized on site and in the NCPeds event media related to the conference.

All Standard Level exhibitors will receive:
- 6ft table-top exhibit space with 2 chairs
- Two booth personnel badges
- Breakfast and lunch for your team of two
- Four drink tickets to the exhibitor reception

### Gold Level - Meal Host

$3,500

Your company will be recognized on site and in the NCPeds event app for the conference. Exhibit at event with signage and logo recognition. Logo will be printed on event signage, individual sign with company logo in recognition as meal host. Individual page with company details on the event app as part of the Exhibitor package. Exhibitor will be provided with the opportunity to give out ten (10) beverage tickets to attendees for the Friday Reception as part of the Exhibitor package.

All Gold Level Exhibitors will receive:
- Premium Booth Space- 6ft table-top exhibit spaces with 2 chairs
- Four booth personnel badges
- Breakfast and lunch for your team of four
- Electrical socket/power strip and trash bin
- Meal Host opportunities exist for Breakfast or Lunch on Friday or Breakfast on Saturday
- Ten drink tickets to the exhibitor reception

### Silver Level - Refreshment Host

$3,000

Your company will be recognized on site and in the NCPeds event app for the conference. At this level your company will have signage during the refreshment break and be given the opportunity to welcome guests and provide information and/or giveaways to each attendee for the Friday or Saturday breakfast. Exhibitor will be provided with the opportunity to give out eight (8) beverage tickets to attendees for the Friday Reception as part of the Exhibitor package.

All Silver Level Exhibitors will receive:
- Premium Booth Space- 6ft table-top exhibit spaces with 2 chairs
- Two booth personnel badges
- Breakfast and lunch for your team of two
- Electrical socket/power strip and trash bin
- Refreshment Host opportunities exist on Friday or Saturday
- Eight drink tickets to the exhibitor reception

Government & Nonprofit Rate: $650
EXHIBITOR OPPORTUNITY

Bronze Level - Reception Host

$2,500

Your company logo will be displayed inside and outside Exhibit Hall during the Exhibitor Reception. Your representatives will be given the opportunity to welcome guests and provide information and/or giveaways individually to each attendee. Exhibitor will be provided with the opportunity to give out six (6) beverage tickets to attendees for the Friday Reception as part of the Exhibitor package.

All Bronze Level exhibitors will receive:
* 6ft table-top exhibit spaces with chairs
* Two booth personnel badges
* Breakfast and lunch for your team of two
* Six drink tickets to the exhibitor reception
* Co-Host opportunity of the Friday Reception

Practice Manager Host

$5,000

Support the designated area on site where NCPeds Practice Managers gather to learn, network, and socialize. Open Friday - Saturday

Practice Manager Host exhibitor will receive:
* Opportunity to briefly address PM attendees on behalf of your company
* Color logo on presentation screen and event app
* Signage acknowledgement sponsorship inside and outside event room
* Premium Booth Space - 1 6ft table-top exhibit spaces with chairs
* Two booth personnel badges
* Breakfast and lunch for your team
* Ten drink tickets to the exhibitor reception

NCPeds Presidents' Dinner

$8,000

In addition to premier Exhibit Hall location. Your company will host a reception and three course meal on Thursday evening for leaders and guests of NCPeds at this invitation only evening event. Mingle with the best in the profession for an entire evening in a casual atmosphere.

NCPeds Presidents’ Dinner will receive:
* Signage at entrance of function room
* Four Booth personnel badges
* Acknowledgement in special invitation sent to invitees
* The opportunity to attend and network with attendees
* Breakfast and lunch for your team of four
* Premier 6ft table top exhibit space with chairs, electric strip, and trash bin.
* Ten drink tickets to the exhibitor reception
• Advertisement funds must be kept separate, you must track your ad income/expenses as separate budget line items.
• You cannot offer advertisements as part of the arrangement for commercial support funds.
• Arrangements for advertisements cannot influence planning or interfere with the presentation.
• Advertisement that you sell cannot be placed in any materials that contain educational content. Educational materials that are part of a CME activity, such as slides, abstracts and handouts, cannot contain any advertising, corporate logo, trade name or a product-group message of an ineligible company.
• Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided and promotional activities must be kept separate from CME.
• Advertisements and promotional materials must not be visible on the screen at the same time as the CME content nor interleaved between pages, computer windows or screens of the content; materials may face the first or last pages of printed CME content as long as these materials are not related to the CME content they face and are not paid for by the commercial supporters of the CME activity.
• You may not place any part of a CME activity on a web site owned or controlled by an ineligible company; ineligible companies may not provide access to, or distribute, any part of a CME activity to learners.
• With clear notification that the learner is leaving the educational web site, links from the web site of an ACCME accredited provider to pharmaceutical and device manufacturers’ product Web sites are permitted before or after the educational content of a CME activity but shall not be embedded in the educational content of a CME activity.
• Advertising of any type is prohibited within the educational content of CME activities on the internet including, but not limited to, banner ads, subliminal ads, and pop-up window ads.
• Advertisements and promotional materials cannot be included in the CME content, there must be no commercial breaks.
• Advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CME activity.
• You cannot allow reps of ineligible companies to engage in sales/promotional activities while in the same place or online space of the CME activity; planners and presenters cannot self-promote their own materials during an educational session.
• No elements of journal-based CME can contain any advertising or product group messages of ineligible companies; learners must not encounter advertising within the pages of the article or within the pages of the related questions or evaluation materials.
• New: If you have exhibits, advertisements, promotional, marketing, or non-CME components developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. If non-educational components are occurring in a separate space or screen, the 30-minute interval does not apply. If the non-CME component is not educational in nature (such as a meal or guided meditation break) or would not cause any planners or presenters to have relevant financial relationships (such as a committee update session, business meeting, legislative update, awards ceremony), then the 30-minute interval is not required.
• New: Activities that are part of the event but are not for CME credit must be clearly labeled and communicated to learners as such.
• New: If an activity has financial/in-kind supporters, exhibitors, advertisers, and/or other external companies where an attendee list has been promised, you cannot share attendee contact information with them unless you first receive learner consent.
(September 2021)
RULES AND REGULATIONS

Who may exhibit? - The Event is intended for agencies, practices, organizations, and companies that are related to the pediatric profession. NCPEDS reserves, in its sole discretion, the right to determine the eligibility of any applicant as an exhibitor. Written confirmation will be sent to Exhibitor upon receipt of the completed application and payment.

Assigning exhibit space - The locations are assigned on a first-come-first-served basis. NCPEDS reserves the right to change location assignment at any time, as it may in its sole discretion deem necessary.

Cancellation by Exhibitor - All cancellation requests must be submitted in writing to NCPEDS. Cancellation received forty-five (45) calendar days or more prior to the Event will incur a $400 cancellation fee. Cancellations received less than forty-five (45) calendar days prior to the Event will receive no refund.

Cancellation or relocation by NCPEDS - If NCPEDS fails to hold the Event as currently scheduled, relocates the Event site to another location, or fails to furnish Exhibitor exhibit space as stated herein, it shall refund to Exhibitor the full price of registration paid by Exhibitor in full settlement of any loss or damage suffered or claimed by Exhibitor.

Exhibit standards - Each Exhibitor is entitled to a reasonable sightline from the aisle regardless of the size of the exhibit. Exhibits must conform to the size of the space and must be of such character or arrangement so as not to obstruct the view or interfere with the exhibits of others. All demonstrations and exhibits must be confined to the contracted space. Questionable exhibits shall be modified at the request of NCPEDS staff. Exhibitors shall not deface or harm the property on which the exhibits are housed. The fastening of materials to venue furniture, drapery, walls, ceilings, floors, carpeting, or columns is expressly prohibited.

Use of space - No sharing, subletting, or assignment of space is permitted. NCPEDS shall have the right to prohibit any exhibit or part of an exhibit that, in its opinion, is not suitable to or in keeping with the character or purpose of the annual meeting. Exhibits shall not be unduly noisy, glaring or otherwise objectionable. Audiovisual and other sound effects will be permitted only where and when they do not interfere with activities in adjacent spaces. Exhibitor shall maintain its exhibit in good order at its own expense. As a provider of continuing medical education, NCPeds must ensure the separation of educational activities from promotional activities. Continuing medical education is for scientific and educational purposes only and will not promote any products or services, directly or indirectly. The exhibitor agrees to adhere to the ACCME Standards for Commercial Support of Continuing Medical Education (SCS) and guidelines, where applicable. No other payment shall be given to the director of the activity, planning committee members, teachers or authors, joint sponsor, or any others involved with the supported activity. Social events or meals at CME activities cannot compete with or take precedence over the educational events. Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities. Product promotion material or product specific advertisement of any type is prohibited in or during CME activities. The juxtaposition of editorial and advertising material on the products or subjects must be avoided. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME. Promotional material cannot be displayed or distributed in the educational space immediately before, during or after a CME activity. Exhibitors may not engage in sales or promotional activities while in the space or place of the CME activity. Exhibitors shall comply with any municipal, state and federal laws, rules and regulations applicable to them. Exhibitors are encouraged to verify helium balloon usage with the facility and will be held accountable for any charges resulting from their use. Unless agreed upon prior to the Event, Exhibitor shall limit the number of personnel working concurrently to two (2) per space. Exhibitor personnel are prohibited from working in aisles or other public area.
Security - Exhibitors will be responsible for the security of their own property.

Contests, prizes, or lotteries - NCPEDS encourages supplying giveaways during events. It is Exhibitor’s responsibility to notify winners following the Event.

Exhibitor services - All costs for shipping, cartage, and handling are to be borne by Exhibitor. NCPEDS will supply one (1) skirted table and two (2) chairs; all other services required must be ordered directly from the facility or their approved contractor(s). Any and all charges for services levied by the facility or subcontractors are the responsibility of Exhibitor. NCPEDS is not responsible for payment for any services connected with Exhibitor requests and has no authority over any service charges, rental fees, set-up fees, labor contracts, etc., that are requested by any venue.

Marketing for the social media- Exhibitor grants NCPEDS the right to display Exhibitor’s name and logo in press releases, Event signage, websites, social media, and other publicity for the Event.

Liability, insurance, and waiver of subrogation - NCPEDS, its staff, directors, volunteers, service contractors, nor the facility shall be held responsible for the safety of exhibits against fire, theft, or property damage, or for accidents to Exhibitors or their employees from any cause prior to, during, or subsequent to the period covered by this Agreement. Exhibitor agrees to assume sole responsibility and liability for any and all damages and injuries arising out of, resulting from or in any manner connected with its exhibit (including installation and dismantling) that may be suffered by: (a) Exhibitor and its employees and representatives, (b) other exhibitors and their employees or representatives, (c) Event participants, guests or visitors, (d) the venue and the owners, employees and representatives thereof, (e) any other persons lawfully on or about the Event premises. Exhibitor further agrees to obtain, maintain and pay for general insurance coverage in amounts sufficient to insure against liability assumed pursuant to the provisions of this section. Exhibitor waives the right of subrogation by its insurance carrier(s) to recover losses sustained under Exhibitor’s insurance for real and personal property.

Force Majeure - NCPEDS shall not be liable for failure to deliver exhibit space to an Exhibitor as contracted for herein due to causes beyond NCPEDS’s control, including, without limitation, acts of God, war or public enemies, labor disputes, equipment malfunctions, computer downtime, material or component shortages, supplier failures, embargoes, earthquakes or other natural disaster, rationing, acts of local, state or national governments or public agencies, utility or communication failures or delays, fire, flood, epidemics, riots and strikes. In such event, NCPEDS will reimburse fees paid hereunder, less expenses incurred by NCPEDS including advertising, administration and related expenses. Exhibitor further agrees to obtain, maintain and pay for general insurance coverage in amounts sufficient to insure against liability assumed pursuant to the provisions of this section. Exhibitor waives the right of subrogation by its insurance carrier(s) to recover losses sustained under Exhibitor’s insurance for real and personal property.
Indemnification - Exhibitor agrees to indemnify and hold harmless NCPEDS, its members, directors, officers, employees, agents, affiliates, successors and assigns, from and against any and all liabilities, obligations, losses, damages, penalties, actions, judgments, suits, costs, expenses, including reasonable attorneys’ fees or disbursements of any kind or nature whatsoever, which may be imposed on, incurred by, or asserted against NCPEDS in any way relating to or arising out of this Agreement and/or Exhibitor’s use of exhibit spaces at the Event.

Music and amplification - Due to U.S. Copyright Laws, ASCAP, and BMI licensing requirements, no copyrighted music, live or recorded, will be permitted in the exhibit area unless Exhibitor has purchased the appropriate license.

Hospitality functions - Scheduling of private functions must be coordinated directly with NCPEDS. There shall not be any Exhibitor entertainment, meetings, and/or any other activities aimed at convention attendees scheduled during exhibit hours or during sessions without prior written approval from NCPEDS.

Violations - In the event of violation of this Agreement, NCPEDS may evict Exhibitor from the exhibit space and/or have exhibit materials removed. No fees will be returned to Exhibitor and Exhibitor shall be liable to NCPEDS for the costs associated with such eviction.

Matters not covered - NCPEDS reserves the right to rule on all matters pertaining to the Event, whether expressly mentioned or not, and Exhibitor, by completing the application process, agrees that all rulings shall be binding upon both Exhibitor and NCPEDS.

Governing Law, Venue, and Attorneys’ Fees - This Agreement will be governed by and construed in accordance with the internal substantive laws of the State of North Carolina, which are intended to supersede any choice of laws rules, which might require the application of the laws of another jurisdiction. Both Exhibitor and NCPEDS consent to the jurisdiction of the courts of North Carolina, whether federal, state or local, with respect to actions brought to enforce or interpret this Agreement. Venue for all actions shall be in North Carolina. The prevailing party in any legal or equitable action shall be entitled to an award of its reasonable attorneys’ fees and costs.

Waiver - Either Exhibitor or NCPEDS may at any time waive compliance by the other with any covenant or condition contained in this Agreement, but only by written instrument signed by the party waiving such compliance. No waiver of any provision of this Agreement shall be deemed to be, or shall constitute, a waiver of any other provision hereof, nor shall such waiver constitute a waiver in any other instance. Entire Agreement; Amendment; Order of Precedence; Severability - This Agreement is the entire agreement between NCPEDS and Exhibitor with respect to its subject matter, and supersedes all prior oral and written understandings, communications, or agreements between NCPEDS and Exhibitor. No amendment to or modification of this Agreement, in whole or in part, will be valid or binding unless it is in writing and executed by authorized representatives of both NCPEDS and Exhibitor. In the event that the terms of a separate agreement conflict with the terms of this Agreement, the terms of this Agreement shall control. If any provision of this Agreement is void or unenforceable, the remainder of this Agreement will remain in full force and will not be terminated.

Indemnification - Exhibitor agrees to indemnify and hold harmless NCPEDS, its members, directors, officers, employees, agents, affiliates, successors and assigns, from and against any and all liabilities, obligations, losses, damages, penalties, actions, judgments, suits, costs, expenses, including reasonable attorneys’ fees or disbursements of any kind or nature whatsoever, which may be imposed on, incurred by, or asserted against NCPEDS in any way relating to or arising out of this Agreement and/or Exhibitor’s use of exhibit spaces at the Event.

Music and amplification - Due to U.S. Copyright Laws, ASCAP, and BMI licensing requirements, no copyrighted music, live or recorded, will be permitted in the exhibit area unless Exhibitor has purchased the appropriate license.

Hospitality functions - Scheduling of private functions must be coordinated directly with NCPEDS. There shall not be any Exhibitor entertainment, meetings, and/or any other activities aimed at convention attendees scheduled during exhibit hours or during sessions without prior written approval from NCPEDS.

Violations - In the event of violation of this Agreement, NCPEDS may evict Exhibitor from the exhibit space and/or have exhibit materials removed. No fees will be returned to Exhibitor and Exhibitor shall be liable to NCPEDS for the costs associated with such eviction.

Matters not covered - NCPEDS reserves the right to rule on all matters pertaining to the Event, whether expressly mentioned or not, and Exhibitor, by completing the application process, agrees that all rulings shall be binding upon both Exhibitor and NCPEDS.

Governing Law, Venue, and Attorneys’ Fees - This Agreement will be governed by and construed in accordance with the internal substantive laws of the State of North Carolina, which are intended to supersede any choice of laws rules, which might require the application of the laws of another jurisdiction. Both Exhibitor and NCPEDS consent to the jurisdiction of the courts of North Carolina, whether federal, state or local, with respect to actions brought to enforce or interpret this Agreement. Venue for all actions shall be in North Carolina. The prevailing party in any legal or equitable action shall be entitled to an award of its reasonable attorneys’ fees and costs.

Waiver - Either Exhibitor or NCPEDS may at any time waive compliance by the other with any covenant or condition contained in this Agreement, but only by written instrument signed by the party waiving such compliance. No waiver of any provision of this Agreement shall be deemed to be, or shall constitute, a waiver of any other provision hereof, nor shall such waiver constitute a waiver in any other instance. Entire Agreement; Amendment; Order of Precedence; Severability - This Agreement is the entire agreement between NCPEDS and Exhibitor with respect to its subject matter, and supersedes all prior oral and written understandings, communications, or agreements between NCPEDS and Exhibitor. No amendment to or modification of this Agreement, in whole or in part, will be valid or binding unless it is in writing and executed by authorized representatives of both NCPEDS and Exhibitor. In the event that the terms of a separate agreement conflict with the terms of this Agreement, the terms of this Agreement shall control. If any provision of this Agreement is void or unenforceable, the remainder of this Agreement will remain in full force and will not be terminated.
EXHIBITS AND ADVERTISEMENTS
Exhibits are vendors who purchase space at your activity to promote their product lines.
• Exhibit funds must be kept separate, you must track exhibit income/expenses as separate budget line items.
• You cannot offer exhibit space/booths/tables as part of the arrangement for commercial support funds.
• Arrangements for commercial exhibits cannot influence planning or interfere with the presentation.
• Exhibit space must be kept separate from areas in which you offer education either online or in-person.
• You cannot have exhibitors in the same room, or on the same screens, as the educational content; you cannot allow reps of ineligible companies to engage in sales/promotional activities while in the same place or online space of the CME activity; planners and presenters cannot self-promote their own materials during an educational session.
• Virtual exhibits should be housed on a separate web page and you should have clear notification, such as a pop-up box, informing learners that they are leaving the educational activity.
• Exhibits and promotional materials will not be in the room of the education sessions or visible on the screen at the same time as the CME content nor interleaved between computer windows or screens of the CME content. They cannot be included within the CME content, there will be no commercial breaks and materials cannot be displayed or distributed in the educational space immediately before, during, or after a CME activity. Educational materials that are part of a CME activity, such as slides, abstracts and handouts, cannot contain any advertising, corporate logo, trade name or a product-group message of an ineligible company.
• You may not place any part of a CME activity on a web site owned or controlled by an ineligible company; ineligible companies may not provide access to, or distribute, any part of a CME activity to learners.
• With clear notification that the learner is leaving the educational activity, links from the educational web site to pharmaceutical and device manufacturers’ product web sites are permitted before or after the educational content of a CME activity but shall not be embedded in the educational content of the CME activity.
• While you can plan time to meet the exhibitors, take a break, view other non-CME content this must occur in a separate space from the education or house these items on a separate website page or channel and can promote them/provide directions before activity starts, after it ends, and during breaks between content sessions, you cannot promote or provide directions while CME content is being delivered to learners.
• New: If you have exhibits, advertisements, promotional, marketing, or non-CME components developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. If non-educational components are occurring in a separate space or screen, the 30-minute interval does not apply. If the non-CME component is not educational in nature (such as a meal or guided meditation break) or would not cause any planners or presenters to have relevant financial relationships (such as a committee update session, business meeting, legislative update, awards ceremony), then the 30-minute interval is not required.
• New: Activities that are part of the event but are not for CME credit must be clearly labeled and communicated to learners as such.
• New: If an activity has financial/in-kind supporters, exhibitors, advertisers, and/or other external companies where an attendee list has been promised, you cannot share attendee contact information with them unless you first receive learner consent.
• As with all CME activities delivered in an online format, accreditation staff needs to review virtual exhibit set-ups before activity launches. Screenshots capturing this separation need to be submitted for the CME file. Advertisement are the ads that you sell to outside sources to promote their product lines and place in materials that are distributed at your activity.