

2019
AAD Annual Meeting
Washington, D.C. • March 1-5, 2019



2019
AAD Summer Meeting
New York, New York • July 25-28, 2019



**Industry Non-CME (INC)
Program Application
and Guidelines**

Companies may hold Industry Non-CME (INC) Programs, in conjunction with the American Academy of Dermatology (AAD) Annual and Summer Meetings. These informational programs will not be certified for CME credit and all content is under the control of the sponsoring company.

The AAD will provide space in one of its contracted hotels and publicize these opportunities, clearly stating that the program and its content are neither developed nor approved by the AAD. As part of the "right to hold" agreement, the sponsoring companies will receive the complimentary use of one advance registrant mailing list (street addresses only), available approximately 4 weeks prior to the Meeting.

The cost for the "right to hold" an Industry Non-CME Program at the AAD Annual Meeting is \$37,500 and at the AAD Summer Meeting is \$15,000. Hosting an INC Program at both meetings will result in a discounted rate of \$45,000 total. The fee paid will be included in a company's total support of the AAD for purposes of the AAD Corporate Partner Recognition Program. All food or beverage served at the program and any audio/visual requirements will be at the sponsoring company's expense and in accordance with its own compliance guidelines. All other expenses will also be incurred by the sponsoring company (including but not limited to earlier access to the meeting space, fee for not purchasing food & beverage, hotel fees for cancelling their program, etc.).

The AAD reserves the right to not permit events that are considered considered Independent Medical Education (IME), professional education given by accredited medical education providers who design and implement program totally independent of any industry influence. Sponsoring companies must be exhibitors or have staff registered to attend the meeting. Due to limited housing, AAD is not able to provide assistance with housing for staff or speakers.

The following schedule of times is available for INC Programs at the 2019 AAD Annual Meeting and 2019 AAD Summer Meeting:

2019 Annual Meeting

Meeting space will be provided in hotels within the AAD hotel block, and will be approximately 4,000 square feet. Access to the meeting space may be limited by its use for other events earlier in the day. The set-up for an INC Program can typically begin at 2:00 p.m. on the day of the program. Other events will be permitted to be scheduled against the INC Programs, such as reunions; however, historically, many are over by 7 p.m.

- Thursday, February 287-10 p.m.
- Friday, March 17-10 p.m.
- Saturday, March 27-10 p.m.
- Sunday, March 37-10 p.m.

2019 Summer Meeting

Meeting space will be provided in the headquarter hotel. The meeting space will be approximately 2,000 square feet. Access to the meeting space may be limited by its use for other events earlier in the day. The set-up for an INC Program can typically begin at 5:30 p.m. on the day of the program.

- Wednesday, July 24 7-10 p.m.
- Thursday, July 25 7-10 p.m.
- Friday, July 26 7-10 p.m.
- Saturday, July 27 7-10 p.m.

The start time of 7 p.m. will mean there is at minimum a 1.5-hour window between any AAD CME certified activities and the INC Programs at both the AAD Annual Meeting and AAD Summer Meeting. The earliest INC Programs are permitted to begin is at 7 p.m. Onsite registration for INC Programs may begin no earlier than 6:30 p.m.

Guidelines for Industry Non-CME (INC) Programs

Application / Reservations / Confirmation

- The application must go through the AAD's Community, Corporate, and Philanthropic Relations Department, keeping it separate and distinct from the AAD CME certified activities and their development, implementation and evaluation.
- Requests must include program topic and title, invited speakers and objectives.
- Reservations are accepted on a "first come, first serve" basis and will be date stamped. The reservation request requires a 1st, 2nd, 3rd and 4th choice of date.
- AAD reserves the right to accept or reject and to schedule INC Programs in a way that best meets member and supporter needs. This will allow AAD to balance topics across dates and times, for example.
- All INC Program sponsoring companies (and third-party companies) must adhere to the rules in the [AAD Technical Exhibit Prospectus](#).
- If additional meeting space/rooms are desired for events in conjunction with an INC Program (e.g. room for slide review), the request must be made through the exhibitor function request process (see Exhibitor Resources on either AAD Annual Meeting or AAD Summer Meeting websites for the request form). Please note meetings with medical personnel are not permitted during specific times that are noted in the [AAD Technical Exhibit Prospectus](#). Meeting space is extremely limited for these type of requests especially at the Summer Meeting and submission of request does not guarantee available space.

Content / Speakers

- Off label discussions are not permitted and the programming providers must certify that the INC Program is compliant with FDA labeling and OIG guidance and relevant laws.
- **INC Program speakers, who are also AAD Annual Meeting or AAD Summer Meeting session directors or speakers, may not repurpose a presentation on the same topic at an INC Program at the AAD meeting during which the INC Program is presented.**
- It is recommended that the speaker complete the National Faculty Education Initiative at <http://www.nfeinitiative.org/>.

Third-Party Companies

- Third-party companies must work through the sponsoring company (particularly if they are an exhibitor) to procure additional assets to promote the INC Program. For example, additional advance registration mailing lists and securing scanners for registration are available to exhibitors at an additional fee, and must be arranged via the [AAD Technical Exhibit Prospectus](#).
- Third-party companies must work with their sponsoring company to secure hotel rooms through the AAD's hotel block. Otherwise, they may secure rooms on their own outside the AAD's hotel block. Due to high-demand, and AAD member priority, hotel rooms are not likely to be available at the hotel where the INC program is being held, especially at the AAD Annual Meeting.
- All INC Program sponsoring companies (and third-party companies) must adhere to the rules in the [AAD Technical Exhibit Prospectus](#).

Payment

- Payment must be received 30 days prior to the INC Program.
- The AAD will provide space for all INC Programs as part of the "right to hold" fee. All other expenses will be incurred by the industry sponsor. If the industry sponsor decides to pursue a space other than what is provided by the AAD, they may do so at their own expense and staff time, and must continue to follow the guidelines laid out in this document and in the [AAD Technical Exhibit Prospectus](#).

Meeting Room Logistics

- Sponsoring companies may be required to utilize service contractors identified by AAD. The sponsoring company may request specific meeting room set-up and food & beverage held during the three-hour program. However, the meeting room must be reset at the conclusion of the program to the original AAD specifications. Any pre- and post-setup/reset charges will be the responsibility of the sponsoring company.
- Set-up for meeting rooms can typically begin at 2 p.m. at the AAD Annual Meeting and 5:30 p.m. at the AAD Summer Meeting.

AAD Promotion of INC Programs

- Any promotion of the INC Programs that the AAD produces will promote INC Programs as a whole and not single out any particular event on its own.
- AAD will provide signage located in high traffic areas within the meeting facility that will include the following information for all INC Programs: session name, date, time, location and name of sponsoring company.

- AAD will create a question under the FAQ/General Information section on the meeting website and meeting mobile app linking to a unique URL that will include information contained on the onsite signage (session name, date, time, location, and name of sponsoring company), as well as whether advance registration is preferred/required.
- AAD will send out at minimum two e-Blasts to meeting pre-registrants with the information and artwork presented on the onsite signage.
- AAD will produce a notice about the INC Programs in one Meeting News ePreview, including link to the unique URL.

Sponsoring Company Promotion of INC Programs

- All promotional materials (mailings, door drops, flyers, postcards, websites, etc.) will need to be reviewed/approved by AAD Community, Corporate, and Philanthropic Relations staff (in addition to AAD Advertising staff, where advertising fees apply) prior to mailing/distribution.
- The sponsoring company may provide up to four (4) informational/directional signs to direct traffic to the assigned meeting room no earlier than two hours prior to the start of the program. The informational/directional signs must be no more than 22"x 28" in size and sit on easels. Facility rules & guidelines on signage must be adhered to. The disclaimer statements must also be included (see below).
- The sponsoring company may also distribute flyers/postcards to promote the INC Program from their booth in the exhibit hall. It is not permissible to leave and/or distribute flyers in public areas. As noted above, flyer/postcards/invitations/websites (as with any promotional material), must be reviewed/approved by AAD Community, Corporate, and Philanthropic Relations staff.
- One complimentary AAD advance registrant mailing list (street addresses only) will be sent to the sponsor subsequent to the receipt of signed Sponsorship Agreement and review/approval of the mailing (list is available approximately 4 weeks prior to the Meeting).
- The sponsoring company is responsible for any advance and onsite registration for their program. Please note, if there is an interest in securing scanners for registration, this must be arranged via the [AAD Technical Exhibit Prospectus](#).

Required Disclaimers

- The AAD name/logo may not be used, nor make any reference to the AAD's meetings, on marketing or other materials related to the INC Program, as your INC Program is independent of the AAD's Annual Meeting and/or Summer Meeting. In addition, all materials, including promotional materials must contain the following disclaimer statements:
 1. This program is independent and is not part of the official AAD Annual Meeting/or AAD Summer Meeting, as planned by its Scientific Assembly Committee.
 2. This program does not qualify for Continuing Medical Education (CME) Credit.
- Sponsoring companies must adhere to the policies and delineated requirements herein, or will be subject to cancellation of their INC Program and may be prohibited from presenting future INC Programs at AAD meetings.



Industry Non-CME (INC) Program Application

Please return this application to **Fran Hackler, Lead Specialist, Corporate and Foundation Relations, American Academy of Dermatology**, via fax at (847) 240-8708 or email at fhackler@aad.org. Once approved, you will receive an agreement and invoice, which must be paid prior to the program.

Deadline for 2018 AAD Annual Meeting: **SEPTEMBER 14, 2018**

Deadline for 2018 AAD Summer Meeting: **APRIL 26, 2019**

Company Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Contact Name/Title: _____

Phone: _____ Email: _____

Session Title: _____

Description: _____

Speakers: _____

2019 AAD Annual Meeting – Select in order of preference (1-4):

- _____ Thursday, February 28..... 7-10 p.m.
- _____ Friday, March 1..... 7-10 p.m.
- _____ Saturday, March 2 7-10 p.m.
- _____ Sunday, March 3..... 7-10 p.m.

2019 AAD Summer Meeting – Select in order of preference (1-4):

- _____ Wednesday, July 24 7-10 p.m.
- _____ Thursday, July 25..... 7-10 p.m.
- _____ Friday, July 26 7-10 p.m.
- _____ Saturday, July 27 7-10 p.m.

Every effort will be made to schedule your first date choice. Once your application is approved, you will receive a Sponsorship Agreement.

For More Information Contact:

Fran Hackler

Lead Specialist, Corporate and Foundation Relations
American Academy of Dermatology

Phone: (847) 240-1437

Fax: (847) 240-1916

Email: fhackler@aad.org



**AMERICAN ACADEMY of
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