

**2020**  
**AAD Annual Meeting**  
Denver, Colorado • March 20-24, 2020

**2020**  
**AAD Summer Meeting**  
Seattle, Washington • August 13-16, 2020



**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 (mailing information 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. 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 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 2020 AAD Annual Meeting and 2020 AAD Summer Meeting:

### 2020 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 default registration time is set to 6:30 p.m. with the presentation time beginning at 7 p.m. Unless other events are running up against the INC Program, set-up can typically begin at 2:00 p.m. on the day of the program.

- Thursday, March 19 ..... 7-10 p.m.
- Friday, March 20 ..... 7-10 p.m.
- Saturday, March 21 ..... 7-10 p.m.
- Sunday, March 22 ..... 7-10 p.m.

### 2020 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. The default registration time is set to 6:30 p.m.

- Wednesday, August 12 ..... 7-10 p.m.
- Thursday, August 13 ..... 7-10 p.m.
- Friday, August 14 ..... 7-10 p.m.
- Saturday, August 15 ..... 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 (including food & beverage service) 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.
- Requests 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** available on AAD.org.
- 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 types 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 (mailing information only) 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 at least 60 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 and food & beverage room set-up during the three-hour program. However, the meeting room must be reset at the end 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 AAD promotion of the INC Programs included in the "right to hold" agreement will promote all INC Programs together as a whole.
- AAD will provide digital 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 frequently-asked question on the Meeting's website and mobile app linking to a unique landing page on AAD.org that will include INC Program information (session name, date, time, location, name of sponsoring company, and registration information, if available).
- AAD will send out at least one e-Blast to meeting pre-registrants directing back to the INC Programs' landing page on AAD.org.
- AAD will produce a notice about the INC Programs in one Meeting News ePreview, linking back to the INC landing page.

### Sponsoring Company Promotion of INC Programs

- All promotional materials for the company's INC program (e.g. website, registration materials, mailings, etc.) **are at the responsibility of the sponsoring company**, and must be reviewed and approved by AAD prior to distribution. All promotional materials and signage **must include the required disclaimers** listed below.
- The sponsoring company may produce and display up to two (2) 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 cannot be more than 22"x 28" in size and sit on easels. The disclaimer statements must also be included (see below) and signs must comply with all facility rules & guidelines.
- 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 approved by AAD in advance.
- One complimentary AAD advance registrant mailing list (mailing 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 **Maureen Fishback, Manager, Corporate and Foundation Relations, American Academy of Dermatology**, via email at [mfishback@aad.org](mailto:mfishback@aad.org). Once approved, you will receive an agreement and invoice, which must be paid 60 days prior to the program.

Deadline for 2020 AAD Annual Meeting: **SEPTEMBER 27, 2019**

Deadline for 2020 AAD Summer Meeting: **MAY 8, 2020**

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Name/Title: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Session Title: \_\_\_\_\_

Description: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Speakers: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## 2020 AAD Annual Meeting – Select in order of preference (1-4):

- \_\_\_\_\_ Thursday, March 19 ..... 7-10 p.m.
- \_\_\_\_\_ Friday, March 20 ..... 7-10 p.m.
- \_\_\_\_\_ Saturday, March 21 ..... 7-10 p.m.
- \_\_\_\_\_ Sunday, March 22 ..... 7-10 p.m.

## 2020 AAD Summer Meeting – Select in order of preference (1-4):

- \_\_\_\_\_ Wednesday, August 12 ..... 7-10 p.m.
- \_\_\_\_\_ Thursday, August 13 ..... 7-10 p.m.
- \_\_\_\_\_ Friday, August 14 ..... 7-10 p.m.
- \_\_\_\_\_ Saturday, August 15 ..... 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:**

**Maureen Fishback**

Manager, Corporate and Foundation Relations

American Academy of Dermatology

Phone: (847) 240-1437

Email: [mfishback@aad.org](mailto:mfishback@aad.org)



**AMERICAN ACADEMY of  
DERMATOLOGY | ASSOCIATION**

9500 W Bryn Mawr Avenue, Suite 500, Rosemont IL 60018-5216