

AMERICAN COLLEGE OF CLINICAL PHARMACY

SATELLITE SYMPOSIA GUIDELINES

2011 ACCP Annual Meeting • October 16–19, 2011

David L. Lawrence Convention Center • Pittsburgh, Pennsylvania



accp

Satellite Symposia Guidelines

2011 ACCP Annual Meeting

October 16–19, 2011

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Images courtesy VisitPittsburgh

Description, Format, and Attendance

ACCP is pleased to offer satellite symposia as a forum for the presentation of continuing pharmacy education programs developed by other accredited providers during the Annual Meeting. Acceptable educational formats for satellite symposia include presentations by speakers, panel discussions, films, and video presentations. Attendance at a satellite symposium will range from 50 to 200 attendees, depending on the topic and concurrent symposia. Total anticipated attendance at the ACCP Annual Meeting is approximately 1,500 people.

Symposia Schedule

The following is the schedule for satellite symposia at the 2011 Annual Meeting:

| Available Symposia | Fee |
|---|----------|
| Monday, October 17, 7:00 a.m.–9:00 a.m. Two concurrent symposia | \$14,000 |
| Tuesday, October 18, 7:00 a.m.–9:00 a.m. Two concurrent symposia | \$14,000 |

In general, no other ACCP-sponsored or -approved educational programs are scheduled opposite satellite symposia. In instances when ACCP-sponsored educational programs are scheduled, the symposia provider will be notified before a final time slot is assigned. Satellite symposia cannot run longer than 2 hours. Registration and meals may begin up to 1 hour before the start of the symposia.

Application Process and Deadline

Program proposals can be submitted using the Application for Satellite Symposium form (see page 9). The application deadline is July 8, 2011. The program provider will be notified of a symposium's acceptance no later than July 29, 2011. For all proposals received after July 8, 2011, the program provider will be notified of acceptance within 3 weeks of receipt of the application.

Review Process

The satellite symposia review process is designed to ensure that approved symposia meet the educational needs of ACCP members, present a variety of topics, and do not duplicate the educational content of the ACCP Annual Meeting. Review the criteria below.

- Program objectivity, balance, and scientific rigor. The program proposal will not be accepted if it is judged to be promotional rather than educational.
- Extent to which the program proposal meets the educational needs of meeting attendees. Content should be presented at the highest level of sophistication.
- Extent to which the program proposals present a variety of topics. ACCP will attempt not to schedule programs that address the same therapeutic area concurrently.
- Extent to which the program proposal complements the overall educational content of the meeting.





Symposia Fees

Satellite symposia fees are \$14,000 per program. The satellite symposium fee, payable to the American College of Clinical Pharmacy, must accompany the application for the program proposal to be considered.

Symposia Fees Include:

- Three complimentary registrations for the 2011 ACCP Annual Meeting, to be used by speakers, sponsors, event organizers, or on-site staff. Registrations are nontransferable.
- Program listing and schedule on the ACCP Web site, linking to the program provider's online registration site for the satellite symposium.
- Program listing and schedule in the meeting materials distributed to all meeting attendees. Program proposal must be submitted and approved by August 19, 2011, for inclusion in meeting materials.
- One complimentary ACCP membership mailing list and one complimentary preregistration mailing list for use in promotion of the satellite symposium (see page 5).

Refund Policy for Cancellation by the Satellite Symposium Provider

Notice of cancellation must be made in writing to ACCP and must be received before August 19, 2011. If notice of cancellation is received by ACCP before August 19, 2011, 50% of the fee will be refunded. If notice of cancellation is received by ACCP on or after August 19, 2011, no refund will be given. Nonrefunded program fees cannot be transferred for another use within ACCP for any reason.

Policies and Procedures

Continuing Education Provider

All satellite symposia must provide ACPE-approved continuing pharmacy education credit. ACCP is unable to provide continuing pharmacy education credit for satellite symposia because ACCP does not participate in or have responsibility for the development or planning of these programs. All satellite symposia must be delivered by an ACPE accredited provider.

General Information

ACCP assumes no responsibility for developing or conducting educational programs presented as satellite symposia, except that ACCP will:

- Ensure that the content of an educational program presented as a satellite symposium does not duplicate other concurrent satellite symposia or the content of sessions being presented.
- Provide three complimentary registrations for the 2011 ACCP Annual Meeting, to be used by speakers, sponsors, event organizers, or on-site staff. Registrations are nontransferable.
- Provide program listing and schedule on the ACCP Web site, linking to the program provider's online registration site for the satellite symposium.
- List program and schedule in the meeting materials distributed to all meeting attendees. Program proposal must be submitted and approved by August 19, 2011, for inclusion in meeting materials.
- Provide one complimentary ACCP membership mailing list and one complimentary preregistration mailing list for use in promotion of the satellite symposium.



Promotional Opportunities

Annual Meeting News

ACCP's convention newspaper is a one-of-a-kind opportunity for satellite symposia sponsors and others to communicate their message, on-site, right at the conference, October 16–19, 2011, in Pittsburgh, PA. Satellite symposia sponsors can reach attendees with their important sales messages. Annual Meeting News will be published three times in Pittsburgh: October 16, 17, and 18. Each issue will feature important up-to-the-minute news and photographic coverage of the event. Each issue will be directly distributed to attendees every morning as they enter the registration area and the Exhibit Hall during show hours. ACCP's Annual Meeting News will reach industry professionals at precisely the right time. These issues will help guarantee high visibility and maximum traffic for your company and its satellite symposium. Please contact John Carter at our publishing partner, CustomNEWS, to learn more about this opportunity: (800) 627-8723 or jcarter@usae-e-mail.com.

Submitting a Program Proposal

Using the Application for Satellite Symposium (page 9), the program provider should submit to ACCP, together with the appropriate fee, a program proposal that includes the following:

- Program title
- Titles of proposed presentations
- Proposed speakers, with their affiliations
- Proposed educational objectives for each presentation
- Name of the ACPE-approved CE provider and program planner, mailing address, telephone number, and e-mail address
- Industry sponsor supporting the symposium and name, mailing address, telephone number, and e-mail address of primary contact person at this company
- Name of third-party medical communications company, if any, involved in coordinating the program, including name, mailing address, telephone number, and e-mail address of primary contact person
- Preferred time slot
- Plans to convert program into an enduring program (see page 7) or supplement (see page 8)
- Statement by the CE provider that the presentation will meet all ACPE, FDA, OIG, and other applicable guidelines for objective, unbiased, and balanced educational programs
- Payment of appropriate fees



Advance Program Promotion

Your satellite symposium fee includes one complimentary ACCP membership mailing list and one preregistration mailing list to use in promoting your program. Additional sets of the ACCP membership mailing list may be purchased following ACCP's usual procedures (see ACCP Web site at www.accp.com). All promotional materials must be approved by ACCP before mailing. Because ACCP is not a cosponsor of the satellite symposium, the following phrase is the only one in which the ACCP name can be used in connection with the promotional materials: "Presented as a satellite symposium during the 2011 ACCP Annual Meeting."

ACCP will place the program schedule for your satellite symposium on the ACCP Web site, linking to the program provider's online registration site. The listing and program schedule will also be printed in the meeting materials distributed to all meeting attendees. The final program schedule must be submitted by August 19, 2011, to be included in the meeting materials.

On-site Program Promotion

A 2' x 3' sign may be placed in a designated area near the ACCP registration desk the day before your symposium for publicity purposes. One additional sign may be placed outside the satellite symposium meeting room on the day

of your symposium. Three additional directional signs may be placed in the hotel no more than 2 hours before the symposium. All other promotional media used to publicize your program may be distributed only through the Hotel Door Drop Program. ACCP does not allow the hiring of people to act as walking advertisements by holding signs or handing out any promotional materials. Because ACCP is not a cosponsor of the satellite symposium, the following phrase is the only one in which the ACCP name can be used in connection with the promotional materials: "Presented as a satellite symposium during the 2011 ACCP Annual Meeting."

Extend Your Reach with the Hotel Door Drop Program

The Hotel Door Drop Program provides added visibility for your satellite symposium. The door drop service helps you reach late and on-site registrants whom mailings may miss and serves as a last reminder about meeting events to attendees who are planning their meeting schedules. The door drop will be distributed on a peak evening. Satellite symposium providers can take advantage of this service for the special price of \$1,925 per piece.

For more information, contact Randi Fischer, rfischer@cunnasso.com; or Jim Pattis, jpattis@cunnasso.com Cunningham Associates at (201) 767-4170.





Meeting Space Specifications*

Monday, October 17

7:00 a.m.–9:00 a.m.
(Two, 2-hour slots available)
\$14,000 each

1. Allegheny Grand Ballroom I,
Westin Convention Center Pittsburgh
Size: 3,700 square feet
Ceiling Height: 18
Approximate capacity: 200 participants
Misc.: Setup can not begin until after
9:00 p.m. the night prior
2. Allegheny Grand Ballroom III,
Westin Convention Center Pittsburgh
Size: 3,700 square feet
Ceiling Height: 18
Approximate capacity: 200 participants
Misc.: Setup can not begin until after
9:00 p.m. the night prior

Tuesday, October 18

7:00 a.m.–9:00 a.m.
(Two, 2-hour slots available)
\$14,000 each

1. Allegheny Grand Ballroom I,
Westin Convention Center Pittsburgh
Size: 3,700 square feet
Ceiling Height: 18
Approximate capacity: 200 participants
Misc.: Setup can not begin until after
10:00 p.m. the night prior
2. Allegheny Grand Ballroom III,
Westin Convention Center Pittsburgh
Size: 3,700 square feet
Ceiling Height: 18
Approximate capacity: 200 participants
Misc.: Setup can not begin until after
10:00 p.m. the night prior

* Approximate capacity is based on banquet rounds with limited audio visual equipment.

* Set up times will vary greatly based on previous room usage.

* ACCP's preferred audio visual provider is Visual Aids Electronics (VAE). You will receive their contact information following approval of your proposal and assignment of a time slot.

* ACCP will pay for meeting room rental of each satellite symposium. All other charges will be the responsibility of each satellite symposium.

* Union labor rules may apply.

Convert Satellite Symposia to Enduring Programs

Expand the reach of your program by placing it on the ACCP Web site or linking from the ACCP Web site to a host site. The program is delivered as audio/slide-synchronized streaming media with handouts available as downloadable PDF files. All providers of satellite symposia who choose to convert their program into a Web-based program will receive a preferential time slot assignment if application and fee are received by the July 8, 2011, deadline.

Each program will remain active and online for 1 year from the date the program becomes accessible online (e.g., January 2012 through January 2013). At the conclusion of this 1-year period, the program provider may extend the availability of its program for an additional year for an additional fee of \$2,500.

Fees

Enduring program hosted on ACCP Web site \$15,000

Enduring program on host's site with link from ACCP Web site \$10,000

As part of the agreement to convert the satellite symposium into an online program, the provider is required to pay a deposit of \$5,000 to ACCP at the time the application is submitted. If the symposium is not selected for presentation, a refund of the entire amount will be made. If the provider later decides not to develop the program into an online program, a refund of \$2,500, minus any expenses, will be returned to the provider. Once accepted, the balance of the online program fee will be due to ACCP within 30 days from the date the program becomes accessible online.

Web-Based Program

ACCP will work directly with the satellite provider to obtain the information and electronic files necessary to convert the satellite symposium to an online educational program. The fee supplied by the provider will be used to cover all expenses associated with placement of the

program online. Each satellite symposium will become available online after the receipt of all applicable electronic files from the program coordinator, the development of the program, and the final approval by the provider (approximately 8 weeks). ACCP will:

1. Cover all direct costs associated with placing and maintaining the online satellite symposium on the ACCP Web site (i.e., travel and lodging for the audio technician, audio recording of the live presentation, audio synchronization of sound and slides, development of the Web program pages, and hosting fees).
2. Maintain the program on the ACCP Web site.
3. Promote the program to ACCP members through a listing on the ACCP Web site and by means of blast e-mails.

Web Link

ACCP will work directly with the satellite provider to determine how best to audio record the live program. The fee supplied by the provider will be used to cover certain expenses associated with the placement of the program online. Each satellite symposium must become available online approximately 8 weeks after the live presentation following both the development of the program by the satellite provider and the final approval by ACCP and the provider. ACCP will:

1. Cover certain direct costs associated with placing and maintaining the online satellite symposium link on the ACCP Web site (i.e., travel and lodging for the audio technician and if they use Visual Aids Electronics audio recording of the live presentation).
2. Facilitate the transfer of the recorded live presentation between the audio recorder and the satellite provider.
3. Maintain the link posted on the ACCP Web site to the host site.
4. Promote the program to ACCP members through a listing on the ACCP Web site and by means of blast e-mails.

For More Information

For more information regarding conversion to an online educational program, please contact Gretchen L. Miles, CMP, ACCP Meeting Planner, at (913) 492-3311 or gmiles@accp.com.

Conversion of Program into a *Pharmacotherapy* Supplement

Pharmacotherapy, the official journal of ACCP, provides an excellent mechanism to extend the reach and influence of educational programs presented as satellite symposia. Program providers who are able to commit to a supplement at the time they apply to present a satellite symposium will enjoy the following benefits:

- Preferential time block assignment if application and fee are received by the July 8, 2011 deadline and a complimentary two-page color advertisement in *Pharmacotherapy*
- Supplements to *Pharmacotherapy* are routinely sent to all 13,000 journal subscribers. They are available online, plus, for an additional fee, any special mailing lists of interest to the program provider can be purchased.

All supplements to *Pharmacotherapy* undergo peer review by members of the journal's Editorial Board or cadre of distinguished reviewers. Supplements are indexed in standard indexing and database systems, such as *Index Medicus*, *Current Contents*, *Excerpta Medica*, *Biological Abstracts*, *Current Awareness in the Biologic Sciences*, and *Chemical Abstracts*. *Pharmacotherapy's* most recent Impact Factor for 2009 is 2.726, which is the highest of all pharmacy publications.

Fees

As part of the agreement to convert the satellite symposium into a supplement to the journal, the program provider will be required to pay a deposit of \$10,000 to ACCP at the time the application is submitted. If the symposium is not selected for presentation, a refund of the entire amount will be made. If the symposium is not developed into a supplement, a refund of \$7,500 will be returned to the provider. The specific cost to publish a supplement depends on the number of pages contained in the supplement and the number of reprints the program provider wishes to obtain. The following is provided as an example of approximate cost:

For More Information

Program providers who are interested in converting their satellite symposium into a supplement in *Pharmacotherapy* are encouraged to contact Randi Fischer, rfischer@cunnasso.com; or Jim Pattis, jpattis@cunnasso.com Cunningham Associates at (201) 767-4170.



Sample Supplement Costs

36-page Supplement to *Pharmacotherapy*

| Quantity | Approximate Cost* |
|----------|-------------------|
| 10,000 | \$70,273 |
| 15,000 | \$72,095 |
| 20,000 | \$73,916 |
| 30,000 | \$77,378 |
| 40,000 | \$80,505 |
| 50,000 | \$83,631 |

*Includes *Pharmacotherapy's* editorial, production, and printing costs. Does not include the cost of professional coordinators, medical writers, or mailing to lists beyond regular subscribers to *Pharmacotherapy*.

Application for Satellite Symposium



American College of Clinical Pharmacy

Make check payable to ACCP and send this completed application, together with the appropriate fees, to: Liz Lentino, Cunningham Associates, 180 Old Tappan Road, Old Tappan, New Jersey 07675; fax: (201) 767-8065; phone: (201) 767-4170.

Symposium title: _____

Program outline

Attach an outline for the program that includes:

- The scheduled time for each lecture (e.g., 7:15 a.m.–7:45 a.m.)
- The title of each lecture
- The educational objectives for each lecture
- The names of speakers, with their affiliations, for each lecture

ACPE accredited CE provider: _____

Program planner whose signature appears below: _____

Title: _____

Address: _____

Telephone: _____ Fax: _____

E-mail Address: _____

This program is supported by an independent medical education grant from: _____

Medical communications company coordinating this program (if different from accredited provider)

Contact person at medical communications company: _____

Title: _____

Address: _____

Telephone: _____ Fax: _____

E-mail Address: _____

Preferred time slot (See page 2 for schedule.)

1st Choice: _____ Date: _____ Time: _____ Fee: \$14,000

2nd Choice: _____ Date: _____ Time: _____ Fee: \$14,000

Hotel Door Drop Program

I plan to participate in the Hotel Door Drop Program. I have enclosed a \$1,925 fee for each planned insert with this application.

Enduring programming

Please check all that apply.

I plan to have ACCP convert this program into an enduring online program on the ACCP Web site (see page 7).

I have enclosed a \$5,000 down payment with this application (Web Program).

I plan to convert this program into an enduring online program with a link posted on the ACCP Web site (see page 7).

I have enclosed a \$5,000 down payment with this application (Web Link).

I plan to convert this program into a supplement that will appear in *Pharmacotherapy* (see page 8).

I have enclosed a \$10,000 down payment with this application.

Authorized signature

My signature below indicates that this program will meet all ACPE, FDA, OIG, and other applicable guidelines for objective, unbiased, and balanced educational programs and that it will be conducted in accordance with all ACCP guidelines, policies, and procedures outlined in this document.

Signature of continuing education provider: _____ Date: _____