



Industry Supported Symposia

2010 Industry Supported Symposia

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2010 Industry Supported Symposia

The Academy appreciates industry support and participation in providing quality education to assist dermatologists in meeting their educational needs and improving patient care. Summer Academy Meeting is the second largest dermatologic scientific meeting during the year and the only venue for providing Industry Supported Symposia.

The Academy offers the right to hold an Industry Supported Symposium at Summer Academy Meeting 2010 which is scheduled to take place **August 4-8, 2010 at the Hyatt Regency Chicago**. Please complete the **Industry Supported Symposium Reservation Form** in this booklet to reserve your space. **Space is limited and will be assigned on a first come, first served basis. The Academy reserves the right to schedule presentations of topics to avoid overlap.**

**Fee for the "right to hold" an
Industry Supported Symposium is \$65,000.**

Dates and times available at Summer Academy Meeting 2010 are as follows:

**Wednesday
August 4, 2010
3 pm to 6 pm
7 pm to 10 pm**

**Thursday
August 5, 2010
7 pm to 10 pm**

**Friday
August 6, 2010
7 pm to 10 pm**

A Multi-Industry Supported Symposium may be considered.

Industry Supported Symposia are independently organized and are not an official part of Summer Academy Meeting 2010. All Industry Supported Symposia are required to secure **AMA PRA Category 1 Credit™** through an independent ACCME accredited provider.

Industry Supported Symposia count toward the Academy's corporate partner recognition program and individual company recognition level.

Recognition:

- Acknowledged in *Program-at-a-Glance* and *Dermatology World*; call-out in the Summer Academy Meeting Program Book (provided that signed Reservation Form is received prior to print deadline).
- Acknowledged in the Industry Supported Symposia Booklet sent to the Academy membership. Information in the booklet includes supporting company name, session name, date, time and location, faculty, program description, schedule and registration information for each symposium.

Industry Supported Symposia Policies and Guidelines

In order to provide the best educational experience and opportunities for our attendees, the Academy has developed the following policies and guidelines:

Following are the procedures required of supporters that wish to present an Industry Supported Symposium at Summer Academy Meeting 2010.

1. "Supporter" refers to a company that has committed to support an Industry Supported Symposium at Summer Academy Meeting 2010 with a "right to hold" fee of \$65,000.
2. "Supported Symposium" refers to any activity, not social in nature, which includes the presentation of medical and scientific information to individuals not in the employment of, or under contract to, the supporting company.
3. "To support" refers to a "right to hold" fee paid to the Academy by pharmaceutical or other industry companies (or their designated agents) for the purpose of conducting an educational program for attendees.

Important Dates

Reservation Form Due	February 1, 2010
Final Program Due	April 5, 2010
Final Payment Due	April 5, 2010
Invite Review Due	June 1, 2010
Promotional Item Review Due	July 12, 2010
Summer Academy Meeting 2010, Chicago, IL	August 4-8, 2010

When inviting a speaker for a symposium, the CME provider should determine whether that speaker is giving a similar presentation as a faculty member at Summer Academy Meeting 2010. If the speaker is giving a similar presentation, the CME provider should pursue an alternate speaker.

Program Book Ad

A full-page, 4-color advertisement in the Summer Academy Meeting 2010 program book may be purchased. For information to purchase an ad contact:

Elsevier, 360 Park Avenue South, New York, NY 10010
Roxana Aldea, r.aldea@elsevier.com, T: 212-633-3160 or
F: 212-633-3820

Aileen Rivera, a.rivera@elsevier.com, T: 212-633-3721 or
F: 212-633-3820

Program Content Parameters

Industry Supported Symposia must present medical and scientific information pertaining to diseases, conditions and treatment modalities which are specific to the dermatologic practice setting. The educational program should include an objective and inclusive discussion of possible therapies and may not be limited to products produced and/or distributed or services provided by the supporting company.

Hands-on/Live/Human Demonstrations

Symposium programs may **NOT** conduct hands-on/live human demonstrations of any kind. A videotape of a hands-on/live human demonstration can be played at the symposium. The videotape of the procedure must take place prior to the Industry Supported Symposium without a live audience, and at a location other than the location of the Industry Supported Symposium. The doctor and the participant can be present at the Symposium to discuss the procedure.

Continuing Medical Education (CME) Credit

The Academy does not provide AMA PRA Category 1 Credit™ for Industry Supported Symposia. All Industry Supported Symposia are required to secure AMA PRA Category 1 Credit™ through an ACCME accredited provider.

CME credit for supported symposia will be separate from that offered for Summer Academy Meeting 2010 and **NOT** included as an integral part of that program.

In addition to the *AMA PRA Category 1 Credit™* being provided by the Industry Supported Symposia CME provider, supporters can seek to have their programs "approved" for AAD Recognized Category 1 Credit. Under this process, outside groups can have their educational activities reviewed by a special AAD committee. If the program meets criteria for acceptance, those dermatologists who attend the session can have the AAD Recognized Category 1 CME Credit attributed to their attainment of the Academy CME Award.

For further information regarding Academy CME credit recognition, please contact the Academy's Accreditation Manager at 847/240-1698.

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All symposia must be in compliance with the Accreditation Council for Medical Education's (ACCME) "Standards for Commercial Support." In addition, although compliance with the AMA's "Ethical Opinion on Gifts to Physicians from Industry" is the responsibility of the individual physician, every effort should be made to ensure that Academy members and other conference attendees are not put in a situation that would be considered a violation of these guidelines.

Program Submission

Companies desiring to present a supported symposium at Summer Academy Meeting 2010 must complete the appropriate forms and submit them according to the respective deadline dates, as outlined on page two. The forms will require the following information:

1. Supporting company name and address;
2. Supporting company contact name and title;
3. Medical Education Company name and address;
4. Medical Education Company contact name and title;
5. Session title;
6. Session description to include key subjects to be covered and target audience;
7. Learning objectives;
8. Number of *AMA PRA Category 1 Credits™* provided;
9. Evaluation method;
10. Individual identified as the program chair;
11. Faculty list with each presentation identified by title;
12. Signed letter of compliance with these policies and guidelines;
13. Continuing Medical Education provider contact information (company name, address, contact name, title, telephone, fax and email);
14. ACCME provider number;
15. Registration procedures;
16. Contact information (telephone, fax and email) for all commercial supporters of the event;
17. A copy of Letters of Agreement between commercial supporter and event organizer;
18. Plan for how evaluations and CME credit will be distributed for CME events;
19. Sample evaluation form; and
20. Samples of distribution materials.

Program Review Process

A subcommittee of the American Academy of Dermatology Scientific Assembly Committee will review all Industry Supported Symposia proposed programs submitted. Suggested changes or revisions will be forwarded in writing to the contact person.

NOTE: The Academy reserves the right to schedule presentations of topics to avoid overlap.

Program Changes

Following approval, changes in the subject matter, speakers, or presentations may not be made without the prior written permission of the Chair of Summer Academy Meeting 2010.

Compliance/Monitoring

Once a program proposal and application are accepted, a letter of compliance will be forwarded to the industry supporter/organizer and/or CME provider for signature.

An AAD Scientific Assembly Committee member and/or AAD staff member will attend the symposium to assure compliance to all Academy guidelines (including exhibitor rules and regulations) and ACCME policies (where applicable), particularly to ensure that program content is free from bias.

NOTE: Supporters that do not adhere to these policies will be subject to cancellation of their symposium, and may be prohibited from presenting future symposia.

Use of the Academy Name and/or Logo

The Academy wishes to avoid any implication that Industry Supported Symposia are planned or sponsored by the Academy. For that reason, all materials, including promotional materials, (print or electronic) must contain the following disclaimer statement: **"Industry Supported Symposia are independently organized and are not an official part of Summer Academy Meeting 2010."**

Promotional materials may not use the Academy's name or the word "Academy," other than as presented in the disclaimer statement, the Academy logo, the words "Summer Academy Meeting 2010" other than as presented in the disclaimer statement, or the Summer Academy Meeting 2010 logo.

Promotional materials may not include phrases such as "presented during," "presented in conjunction with," "preceding," "concurrently," or "prior to."

These rules apply to all materials, including promotional materials (printed or electronic), and Web sites developed for use before, during, and after Summer Academy Meeting 2010.

Promotional Mailings

Supporters may request one (1) complimentary AAD Membership Mailing List subsequent to receipt of the signed Letter of Compliance by the Academy. To receive the complimentary mailing list, the supporting company must complete an order form (which will be provided) and include a sample of the mailing piece. The mailing list will not be released until the mailing piece has been approved. Please allow seven to ten business days for processing. Mailing labels may be customized by region, if requested.

Supporters are responsible for any promotions intended to attract attendees to their respective symposium.

Early Registration Mailing Lists are for the purpose of exhibit booth and Industry Supported Symposium marketing and are available to the exhibiting company only as a rental item.

It is the responsibility of the supporter to ensure that mailings do not construe the symposium to be directly endorsed by the Academy. The following statement must be included on all promotional pieces: **"Industry Supported Symposia are independently organized and are not an official part of Summer Academy Meeting 2010."**

All promotional items require approval by the Academy. Please allow five to seven business days for approval. The Academy suggests that symposium supporters factor this requirement into their timelines for promotional materials. In addition, we highly recommend that supporters do not print materials or go live with Web sites before Academy approval is received. The Academy is not liable for any expenses that may be incurred if changes must be made to pieces that have already been produced.

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IMPORTANT: All promotional mailings and any promotion of the symposia on the supporting industry's Web site, must be approved by the Academy prior to their actual mailing and Web site posting.

The following specified practices are prohibited:

1. The use of Session Directors or Chairs names on the return address of any envelope or mailing piece;
2. Letters addressed from Session Directors, Chairs or Faculty to Academy members inviting them to attend;
3. Distribution of any promotional materials outside the supporter's exhibit booth; and
4. Canvassing or distributing promotional materials (with the exception of the Academy's "Doctor Bag") in any part of the meeting facility. This applies to flyers, handbills, invitations, magazines, signage or other promotional materials to the hotel rooms of the attendees.

NOTE: Violations of any Academy policies can result in cancellation of the symposium and prohibition from presenting future symposia.

Registration & Housing

Staff

Staff from the supporter and/or educational company involved in the organization of the supported symposium that will only be at Summer Academy Meeting 2010 to assist with the supported symposium logistics will not be required to register for the meeting. These individuals are restricted from attending any other portion of the meeting. If these individuals plan to attend Summer Academy Meeting 2010, they need to register and pay the appropriate registration fees. In order to secure program and registration materials, these individuals will need to submit a Non-member Request for Program Materials Form and submit the required documentation for their respective category of registration. The submission site can be located on the Academy Web site beginning in April at **www.aad.org**, Annual Meeting, Attendee Tab, Non-Members. The Academy will allow up to five (5) staff hotel rooms that do not require registration for the meeting. Please contact Debra Barrett, Senior Meetings Manager, at d Barrett@aad.org or 847/240-1477 for additional information and a form.

Faculty

Faculty is encouraged to register for Summer Academy Meeting 2010. Faculty who are members of the Academy will receive the program materials and be able to register with their ID number that will be

located above their name on the back of the advance registration and housing brochure. Faculty who are not members of the Academy must submit a Non-member Request for Program Materials Form and submit the required documentation for their respective category of registration. This form can be located on the Academy Web site beginning in April at www.aad.org, Annual Meeting, Attendee Tab, Non-Members. Faculty who are not attending Summer Academy Meeting 2010 and are speaking at the symposium, please contact Debra Barrett, Senior Meetings Manager, at dbarrett@aad.org or 847/240-1477 for housing information.

NOTE: Given that meeting rooms are in use by the Academy immediately prior to the start of the symposia, every reasonable effort will be made to accommodate any meeting room set-up changes requested by the supporter.

When inviting a speaker for a symposium, industry should determine whether that speaker is giving a similar presentation as a faculty member at Summer Academy Meeting 2010. If the speaker is giving a similar presentation, industry should pursue an alternate speaker.

Attendee

Registration for the symposium will be the responsibility of the Medical Education Company. Each Medical Education Company will be required to supply the Academy with their registration policies and procedures by February 1, 2010 (see Registration and Housing Section in this brochure). Supporters may not restrict attendance to supported symposia except as required by space constraints. Symposium attendee registration must open at the same time as the Academy’s attendee early registration.

Meeting Arrangements and Related Expenses

All Industry Supported Symposia receive a similar amount of meeting space. However, capacity may change based upon requested set-up, audio-visual requirements, etc. Meeting rooms will be assigned based upon receipt of signed Reservation Form. Supporters will be responsible for all charges affiliated with their symposium and for communicating appropriate information to the hotel, audio-visual contractor, food and beverage, etc.

Industry Supported Symposia cannot start any earlier than its assigned time. However, the doors to the meeting room may be opened 15 minutes prior to the starting time so that attendees can be seated.

Supporters are required to utilize all service contractors identified by the Academy for Summer Academy Meeting 2010, and may request seating arrangement setup changes for food functions held during the three-hour symposium. However, the meeting room must be reset to the original Academy specifications. Any pre and post setup/reset charges would be the responsibility of the supporter.

Audio Visual and Recording

The Summer Academy Meeting 2010 Speaker Ready Room is available to supported symposia speakers in preparation for their presentations. Individual supporter Speaker Ready Rooms or rooms for rehearsal are not permitted. Due to space constraints, the Academy will not allow any additional meeting space, as per the exhibitor rules and regulations. Please see www.aad.org for more information.

Any audio or video recording of the supported symposium must be contracted through the Academy’s official audiovisual contractor. Recordings can in no way appear as either “sponsored” or “endorsed” by the Academy, and must not be represented as a “part of” Summer Academy Meeting 2010. Prior to final production, any recording or enduring material (whether credit bearing or not) for resale and/or distribution must be reviewed and approved by the Academy prior to resale and/or distribution. Once produced, the Academy must receive one complimentary copy or access.

Speaker Ready Room

Hours:

Wednesday, August 4.....	10:00 am to 8:00 pm
Thursday, August 5.....	6:30 am to 5:00 pm
Friday, August 6.....	6:30 am to 5:00 pm

Signage

Provided by the Academy
Two meter boards located in high traffic areas within the meeting facility that will include the following information for all Industry Supported Symposia: session name, date, location and name of supporting company.

Provided by Supporter
Up to four (4) informational/directional signs to be strategically placed to direct traffic to the assigned meeting room three hours prior to the start of the symposium. The informational/directional signs must be 22” x 28” in size and sit on an easel. The informational/directional signs must have a professional appearance, adhere to all Industry

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Supported Symposia Policies and Guidelines and cannot contain any product names. All signs require approval by the Academy. Please allow five to seven business days for approval.

All signage must include the following disclaimer:
“Industry Supported Symposia are independently organized and are not an official part of Summer Academy Meeting 2010.”

Note: The Academy reserves the right to relocate onsite signage, if necessary.

Violations of this policy can result in cancellation of the symposium, and prohibition from presenting future symposia.

Outside companies planning the symposium for the supporter must also adhere to these policies. Symposium supporters are responsible for removal of the informational/directional signs immediately following the scheduled event.

Distribution of Materials

The distribution of product information, samples, gifts, books or credit vouchers for the purchase of products or services to encourage attendance is specifically prohibited. Nothing of commercial value may be distributed to encourage attendance. The only approved materials to be distributed at the symposium will be reprints of previously published scientific articles and any syllabi directly related to the scientific presentation.

Pre and Post-Meeting Materials/Information

Companies producing any meeting printed or electronic materials such as manuscripts, symposia highlights, etc., must submit them for Academy approval prior to publication. Within six weeks following the symposium, supporters must supply the Academy with copies of speaker disclosure forms and any evaluations completed by attendees, along with a complete attendee list. This information should be directed to the Academy’s Senior Manager, Corporate Relations, American Academy of Dermatology, 930 E. Woodfield Road, Schaumburg, IL 60173, phone number 847/240-1415.

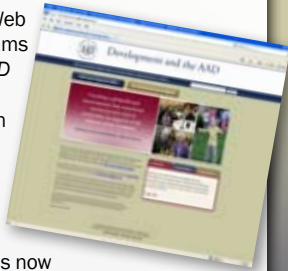
Failure to Follow Policies

Supporters that do not adhere to Industry Supported Symposia and Exhibitor policies and guidelines will be subject to cancellation of their symposium, and may be prohibited from presenting future symposia.

NOTE: Any non-Academy supported symposia, courses, or educational sessions deemed by the Academy as “competing” with Summer Academy Meeting 2010 sessions are prohibited. Violators may be subject to the cancellation of their exhibit space and prohibited from supporting any future symposia.

Cancellation Policy

The Academy must be notified *in writing* of the cancellation of an approved Industry Supported Symposium. For cancellations received by the close of business on April 15, 2010, the Academy will issue a refund of 80%. No refunds will be issued for cancellations after this date.



The Academy recently launched a new Web site dedicated to its Development programs and activities. *Development and the AAD* is designed for our members, Corporate Partners, and others seeking information about partnering opportunities and charitable giving.

At www.AADdevelopment.org, you will find our new 2010 Leaders in Giving Partnering Opportunities Booklet which is now searchable in two different formats which makes finding the right giving opportunity even easier.

The first format is a fully searchable online component. You can search for an opportunity by target audience, topic, course/conference, dollar amount and keyword. The benefit to this format is that it is updated in real time so you can easily see what is supported and what is available for support.

The second format is the Leaders in Giving Partnering Opportunities Booklet that has search capability with an interactive table of contents. The benefit to this option is that you can view the booklet as it is presented in hard copy.

The site also offers current and archived issues of *InPartnership*, the *Leaders in Giving Annual Report* and Corporate Partner policies, just to name a few.

Visit www.AADdevelopment.org for easy access to information regarding the many opportunities available, such as:

- Support for the Annual & Summer Academy Meetings;
- Public education opportunities through the SKINnovations program;
- Company-hosted special events to benefit AAD ; Camp Discovery or other Academy-approved programs;
- and much more.

Learn more about these opportunities and the many other ways your company can partner with the Academy by visiting www.AADdevelopment.org. While there, sign up for our new e-newsletter to have important news and information delivered straight to your in box.

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Summer Academy Meeting 2010

August 4-8, 2010

Hyatt Regency Chicago

Industry Supported Symposium Reservation Form

Reservation Form Due Date: February 1, 2010 (Space Is Limited, Reserve Early)

We wish to present an Industry Supported Symposium at Summer Academy Meeting 2010. We understand that the fee for the right to hold a symposium is \$65,000 and payment must be received prior to April 5, 2010.

Please complete the information requested on this Reservation Form, sign in the space provided and return via fax to Cheryl Hallquist, Senior Manager, Corporate Relations at 847/240-1916.

Supporter:

Medical Education Company:

Company Name: _____ Company Name: _____

Contact Name: _____ Contact Name: _____

Title: _____ Title: _____

Street Address: _____ Street Address: _____

City: _____ City: _____

State: _____ Zip: _____ State: _____ Zip: _____

Telephone: _____ Telephone: _____

Fax: _____ Fax: _____

Email: _____ Email: _____

Topic: _____ Topic: _____

Signature: _____ Signature: _____

All Industry Supported Symposia are required to secure AMA PRA Category 1 Credit™ through an ACCME accredited provider.

Following are the dates available to present an Industry Supported Symposium. Please identify your 1st, 2nd, 3rd and 4th choice for day and time of your symposium.

Choice # Date and Time

_____ Wednesday, August 4, 2010, 3:00 pm to 6:00 pm

_____ Wednesday, August 4, 2010, 7:00 pm to 10:00 pm

_____ Thursday, August 5, 2010, 7:00 pm to 10:00 pm

_____ Friday, August 6, 2010, 7:00 pm to 10:00 pm

Final Program Due Date: April 5, 2010

Thank you for your support of dermatologic continuing education!



Excellence In Dermatology™





Summer Academy Meeting 2010

August 4-8, 2010

Hyatt Regency Chicago

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Please complete the information requested on this Reservation Form, sign in the space provided and return via fax to Cheryl Hallquist, Senior Manager, Corporate Relations at 847/240-1916.

Supporter:

Medical Education Company:

Company Name: _____ Company Name: _____

Contact Name: _____ Contact Name: _____

Title: _____ Title: _____

Street Address: _____ Street Address: _____

City: _____ City: _____

State: _____ Zip: _____ State: _____ Zip: _____

Telephone: _____ Telephone: _____

Fax: _____ Fax: _____

Email: _____ Email: _____

Topic: _____ Topic: _____

Signature: _____ Signature: _____

All Industry Supported Symposia are required to secure AMA PRA Category 1 Credit™ through an ACCME accredited provider.

Following are the dates available to present an Industry Supported Symposium. Please identify your 1st, 2nd, 3rd and 4th choice for day and time of your symposium.

Choice # Date and Time

_____ Wednesday, August 4, 2010, 3:00 pm to 6:00 pm

_____ Wednesday, August 4, 2010, 7:00 pm to 10:00 pm

_____ Thursday, August 5, 2010, 7:00 pm to 10:00 pm

_____ Friday, August 6, 2010, 7:00 pm to 10:00 pm

Final Program Due Date: April 5, 2010

Thank you for your support of dermatologic continuing education!



Excellence In Dermatology™



Summer Academy Meeting 2010

Summer Academy Meeting 2010, the second largest dermatologic scientific meeting during the year, provides quality education for dermatologists and is the only venue for providing Industry Supported Symposia. Attendance at Summer Academy Meeting 2009 in Boston was more than 3,200 including 1,700 medical professional.

Summer Academy Meeting 2010 will take place in Chicago, IL from August 4-8, 2010. Additionally, the AAD is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education credit. Summer Academy Meeting 2010 offers approximately 33 *AMA PRA Category 1 Credits*[™].

Academy members appreciate industry participation and the Academy encourages efforts that help dermatologists meet their educational and informational needs. Academy members are traditionally highly supportive of attending scientific meetings. Strengthen your company image while assisting the Academy in its mission to provide the best educational and professional development opportunities for its members.

If you would like to support a program or activity at Summer Academy Meeting 2010, please visit www.AADdevelopment.org and view the 2010 Leaders in Giving Partnering Opportunities Booklet. The 2010 Leaders in Giving Partnering Opportunities Booklet is now available online and searchable in two formats.

The first format is a fully searchable online component. You can search for an opportunity by target audience, topic, course/conference, dollar amount and keyword. The benefit to this format is that it is updated in real time so you can easily see what is supported and what is available for support.

The second format is the Leaders in Giving Partnering Opportunities Booklet that has search capability with an interactive table of contents. The benefit to this option is that you can view the booklet as it is presented in hard copy.

For more information on how you can support the Academy please contact Elizabeth Jan Edgar, MS, Director of Development or Cheryl Hallquist, Senior Manager, Corporate Relations.

Thank you for your support of Summer Academy Meeting 2010.

For More Information...

Elizabeth Jan Edgar, MS
Director of Development
Phone: 847/240-1037
Fax: 847/240-1916
Email: jedgar@aad.org

or

Cheryl Hallquist
Senior Manager, Corporate Relations
Phone: 847/240-1415
Fax: 847/240-1916
Email: challquist@aad.org

Visit our Development Web site at www.AADdevelopment.org



American Academy of Dermatology
PO Box 4014
Schaumburg, Illinois 60168-4014

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Director of Development
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Fax: 847/240-1916
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Fax: 847/240-1916
Email: challquist@aad.org

Visit our Development Web site at www.AADdevelopment.org



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930 East Woodfield Road
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Toll-free: (866) 503-SKIN (7546)
Fax: (847) 240-1859
Web: www.aad.org