



Approved: Board of Directors – 04/21/07

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## Industry Access to Ticketed Sessions

### PURPOSE

In order to provide an opportunity for corporate partners to have access to ticketed Academy educational sessions during the Annual and Summer Academy Meetings and to be consistent with established process for corporate partner recognition benefits, the following apply:

### ELIGIBILITY

- Corporate partners that are members of the AAD Corporate Partner Circle Recognition Program will be eligible. The Corporate Partner Circle Recognition Program honors corporate partners that have supported Academy programs over a three year period at the Ruby Level of support and above (Ruby, Sapphire and Diamond). The Corporate Partner must be an exhibitor and a current Corporate Partner Circle member at time of registration.
- A point system has been developed to establish a point value over a three year period that encourages movement within the three levels with commensurate benefits.
- The number of eligible tickets has been determined based upon the final point value achieved over the previous three year period. The number may vary annually (higher or lower) depending upon final tier achieved.
- There are three tiers. The highest tier has access to 10 tickets, the second tier six tickets and the third tier three tickets.
- Corporate partner representatives must register for the meeting at the Non-Member Non Physician or AAD Corporate Individual Member rate and pay for tickets to educational sessions. They must also register at the appropriate time. Representatives must hold a high level management, professional relations or medical education position.
- The number of tickets awarded based upon the tier will be the same for both the Annual and Summer Academy Meetings. Tickets will be assigned during the advance registration process with no on-site registration.
- Corporate partners will be notified by the Development Department at the end of the year as to eligibility for inclusion in this pilot program for the upcoming year's meetings and of their tier level as part of the Corporate Partner Circle communication.
- Tickets are not transferable, unused tickets are forfeited.

### EDUCATIONAL SESSIONS

- Educational sessions are defined as the ticketed larger sessions such as symposia and include surgical sessions.
- A process for registering for industry has a defined sign-up time so that any unused seats will be made available on a timely basis.
- Industry representatives will be observers only and not allowed to ask questions or participate in discussion. Industry representative must have their badges clearly displayed at all times.
- A company may be assigned no more than 1% of the total tickets available for any session. Only one individual from a company may attend a session if session capacity is 100 registrants or less.

### VIOLATION OF GUIDELINES

- Any violation of the guidelines may be cause for expulsion from this program and possible other sanctions by the Academy.
- As this is a "pilot" program, violations may cause the Academy to end the program after the first year.