

# PAFP FOUNDATION

## Satellite Events

### Symposia and Product Theaters Guidelines & Application

Satellite events are great opportunities to connect with the attendees at our CME conferences.

#### Overview:

**Symposia** are satellite events offering family physicians additional education on topics that can help improve patient care and health outcomes. These events may offer CME credits based on approval by the AAFP. Non-CME symposium do not offer CME credit.

**Product Theaters** are promotional events for attendees to learn more about pharmaceutical or other company products and services, acquire the latest in data and research findings, These are non-CME events.

**Time Slots Available** - Breakfast, lunch, reception-style or dinner

**Exclusivity** - Each satellite event will have its own time slot; there will be no other satellite events or CME sessions at that time.

**Location** - In a private meeting room at the event facility, not in the exhibit area

#### Administrative Fee/Conference Schedule:

**Symposia and Product Theaters:** \$6,000

<b>Spring</b>	March 6 - 8, 2020	The Hotel Hershey, Hershey, PA
<b>Fall</b>	November 13 - 15, 2020	The Westin Pittsburgh

**Participants** - Spring and Fall 150-200+ includes Pennsylvania family medicine physicians and other primary care health providers.

#### Questions about Satellite Events?

Janine Owen, Chief Education Officer, Direct 717-418-0398 or [jowen@pafp.com](mailto:jowen@pafp.com)

VALUABLE | PRACTICAL | AFFORDABLE

PAFP Foundation  
**CME**

[www.pafp.com](http://www.pafp.com)



PENNSYLVANIA ACADEMY OF  
FAMILY PHYSICIANS FOUNDATION

## GUIDELINES FOR SATELLITE EVENTS - SYMPOSIUM OR PRODUCT THEATER

**Symposia applicants** whose events are approved may offer AAFP Prescribed credit, CME application forms must be completed online via the AAFP website <http://www.aafp.org/online/en/home/cme/cmea.html> and additional AAFP fees apply. Please note: Compliance with all AAFP, ACCME, AMA guidelines are required for CME events. Visit [www.accme.org](http://www.accme.org) for the guidelines in their entirety.

### Available Slots:

Day 1 or 2 of the Conference    Breakfast (1 hr);    Lunch (1 hr);    Reception Style (1 hr);    Dinner (no time limit)

**Each slot is exclusive – there will not be any other satellite events or CME sessions during your time slot.**

### Terms & Administrative Fees:

**Twenty-five percent (25%) of the administrative fee is due with your application.** In the event that your application is not approved, your funds will be returned. It is the responsibility of the CME or event provider (you) in this case to cancel any arrangements that have been made for the satellite event. The PAFP will not be responsible for any expenditure or other costs incurred by the provider or its agent(s) in planning or conducting the satellite event.

### **Cancellation Policy:**

- If an event is cancelled by you after approval of the time slot, the 25% deposit will not be refunded. If the administrative fee has been paid in full, 75% of the fee will be refunded.
- If the balance due is not received within two weeks of the conference, your event will be removed from the agenda and PAFP Foundation will notify members that this event has been cancelled.
- Absolutely no refunds will be made within two weeks of the conference date.

### **WHAT IS INCLUDED IN THE ADMINISTRATIVE FEE**

- Listing of your event on the PAFP web site;
- Exhibit Table – upon request;
- PAFP Staff will display signage (provided by you) in the registration area and at the facility;
- PAFP Staff will hand out one promotional piece to all conference attendees;
- List of conference attendees;
- Standard AV which can include a cart, screen and wireless mic, if needed. PAFP may be able to provide (at no charge) an LCD if there one is available and not needed elsewhere during your time slot. Otherwise, additional AV above and beyond the standard package would be your responsibility.

### **WHAT IS NOT INCLUDED IN THE ADMINSTRATIVE FEE**

- Logistics (Food, Set Needs)
- On-site registration needs (if any)
- Obtaining CME credit or fees for credit if being offered
- Faculty
- Additional marketing materials for the event, i.e. invitations, etc.
- Obtaining attendee addresses or demographic information after the event for your follow-up needs (aside from the list we will provide)

## **PROMOTIONAL MATERIALS MUST BE REVIEWED BY THE PAFP**

Satellite Symposia or Product Theaters must indicate that they are not planned or sponsored by the PAFP.

Use of the PAFP name, logo and or other images used in printed or online promotion is strictly prohibited. Promotional materials, on-site materials, or after-products cannot say the “PAFP CME”, “presented in conjunction with the PAFP”, “preceding”, “prior to” or “endorsed by the PAFP”.

**All announcements, invitations or solicitations, including envelopes, web sites, etc. must receive PAFP approval prior to distribution or posting. Please allow five days for proofing.**

**Prior to submitting final proofs of promotional materials to the PAFP, please have the following items:**

- **All materials must show the following disclaimer statement on the cover/front page:** “This event is not a part of the official Pennsylvania Academy of Family Physician (PAFP) CME Conference. The content of this event and opinions expressed by the presenters are those of the sponsor/presenter and not that of the PAFP.”
- Name of event provider and acknowledgment of supporter.
- Instructions to potential attendees about the registration procedure for your event.
- AAFP CME accreditation statement (for CME events only) as described on the AAFP website. This applies to print ads in *Keystone Physician* Digital magazine as well. (see below)

**Advertising in the PAFP *Keystone Physician* Journal** (Digital Magazine) (Optional)

The *Keystone Physician* has served Pennsylvania family physicians for more than 65 years. *Keystone Physician* has a circulation of over 6,300 subscribers.

Upon approval of your application, you will receive advertising information including ad rate, specs, deadlines, and digital media options for the *Keystone Physician* to promote your satellite event. Additional fees apply.

## **PLANNING YOUR EVENT**

All Satellite events must be held at the conference facility. PAFP staff will secure space for your event. Please do not contact the facility to secure space. **No space for your event will be secured until after your application has been approved.**

**On-Site Registration** – On site registration, if required, is to be managed by the host organizer or CME provider (You). **Note that no physician or attendee information will be provided to you by PAFP after the event in terms of demographics, etc. Collection of this information if needed is solely your responsibility.**

**Entertainment** - To maintain the focus on education and the research being presented, no entertainment or performance, live or otherwise, may be offered before during or after your event.

**Signage** - PAFP staff will gladly place your signs appropriately if shipped to the facility in advance.

**Exhibit Table** – Feel free to distribute invitations, tickets, etc., from within your exhibit space, if applicable.

**On-Site Materials** - Please submit all handouts and slides by the stated deadline in the timeline that will be sent to you upon approval of your application. For CME Events only: Please see ACCME guidelines.

**For CME events only: (Skip if not applicable)**

## **COMPLIANCE POLICY**

The PAFP strictly adheres to all AAFP CME policies and guidelines. Please review these policies at [www.aafp.org](http://www.aafp.org)

**Commercial Support Guidelines** - Commercial support can contribute significantly to the quality and accessibility of CME activities. The PAFP as a chapter of the AAFP requires that CME providers whose activities are accredited for AAFP CME credit comply fully with the ACCME Standards for Commercial Support, [www.accme.org](http://www.accme.org) for the guidelines. Non-compliance with these guidelines for a CME Satellite event will disqualify you from further participation at PAFP Foundation activities. **CME providers are responsible for assuring all educational partners (activity organizers and commercial supporters) are knowledgeable about the guidelines and are committed to full compliance in their roles as well.**

To protect the integrity and the quality of Satellite events and to ensure a successful outcome for all involved parties, the PAFP requires each Satellite Event provider to agree that they, their employees, facilitator(s) (if applicable), activity organizers and supporters observe all applicable AAFP, ACCME and AMA guidelines. Events will be monitored for compliance and penalties will be cited for, including, but not limited to, the following situations:

- Presenting content that is commercially biased, imbalanced, or scientifically unsound.
- Failure to make appropriate written disclosures of relationships to participants prior to beginning the activity.
- Failure to resolve conflict of interest prior to beginning the activity.
- Failure to maintain appropriate independence from the promotional goals and activities of supporter(s).
- Presenting a CME activity that involves sales or promotion or promoting products for unapproved uses.

These infractions will result in the provider being placed on a one year suspension with ineligibility to participate in any Satellite events during the next year's program and/or permanently losing the privilege of participation in future Satellite events

If a violation is noted, the PAFP will issue a written notice outlining all infractions and consequent penalties to the provider, the entity responsible for the event. The provider will be instructed to send letters to the organizer and supporter outlining the infractions and penalties and reviewing the importance of presenting unbiased, balanced, and scientifically sound content with full disclosure, resolution of conflicts of interest and appropriate independence from the promotional goals and activities of supporter(s).

If a provider is suspended and later merges with another organization, the suspension status remains in effect with the newly merged organization until the provisions for reinstatement are met.

The PAFP reserves the right to terminate an event at its discretion. In the event of such restriction or eviction, the PAFP will not be liable for any refunds, rentals, program or other related expenses.

**Faculty Selection** - The CME provider is responsible for securing your faculty, and for communicating the requirement regarding all guidelines. **Please send a copy of the faculty confirmation letter communicating the above information to the PAFP one month prior to your scheduled event.**

**After-Product Enduring Material** - If you wish to offer AAFP Prescribed credit for the activity, an *Application for Approval of Enduring Materials for CME Credit* will need to be submitted to AAFP. Fees apply. **No reference may be made to the PAFP CME when promoting the new CME activity.**

**PAFP SYMPOSIUM OR PRODUCT THEATER APPLICATION**

**Application deadline** – Because slots are filled on a first-come; first-served basis, early submission is recommended. No applications will be accepted within one month of the event.

**Provider/Sponsor:** (organization responsible for the event) \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address \_\_\_\_\_ City/St/Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**This is a** \_\_\_\_\_ Symposium (educational focus) \_\_\_\_\_ Product Theater (promotional focus)

**PAFP Event where your Symposium or Product Theater will take place:**

\_\_\_\_\_ The Hotel Hershey, March 6-8, 2020

\_\_\_\_\_ The Westin Pittsburgh, November 13 - 15, 2020

**Available Slots: Please list your top 3 preferences (1, 2, 3) each slot is exclusive – there will not be any other Satellite Events or CME sessions during your time slot.**

Please circle - \_\_\_ Breakfast (1 hr) \_\_\_ Lunch (1 hr) \_\_\_ Reception Style (1 hr) \_\_\_ Dinner (no time limit)

**Symposium/Product Theater Information: (for use in PAFP promotional materials)**

Program Title:

\_\_\_\_\_

Program Description:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Product/Research being highlighted: \_\_\_\_\_

\_\_\_\_\_

Significance to primary care/relevance to current data or market:

\_\_\_\_\_

Intended speaker(s), please attach CV/resume/brief bio

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**Please note that once your application is approved, no changes can be made to the date/time slot without PAFP approval.**

**ACCEPTANCE OF TERMS AND PAYMENT INFORMATION**

By checking below I am indicating that:

- I have read and understand the conditions of this application and all applicable guidelines.
- I have provided contact information of all parties involved with this event.
- I am indicating my company's agreement to be bound by any and all such conditions and regulations.

\_\_\_ I have read and agree to all the terms in the PAFP Satellite Events Guidelines Date: \_\_\_\_\_

Funds are being provided by (supporter) \_\_\_\_\_

Contact Name : \_\_\_\_\_ Phone: \_\_\_\_\_

E-mail : \_\_\_\_\_

**25% of the Administrative fee must accompany this application. The balance is due two weeks prior to the event. If final payment is not received within two weeks of the conference, your event will be removed from the agenda. (see cancellation policy).**

\_\_\_ I am sending the 25% fee (\$1,500)                      \_\_\_ I am paying in full

\_\_\_ Enclosed is a check made payable to PAFP Foundation.

\_\_\_ I am paying with the following credit card: \_\_\_ VISA    \_\_\_ MASTERCARD    \_\_\_ AMERICAN EXPRESS

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

Card# \_\_\_\_\_ Exp. Date \_\_\_\_\_ Card Security Code \_\_\_\_\_  
(3 digit number on back of card)

Send application with 25% of the administrative fee to:

Janine Owen, Chief Education Officer  
Pennsylvania Academy of Family Physicians Foundation  
2704 Commerce Drive, Suite A  
Harrisburg, PA 17110  
717-418-0398 (direct)  
Fax: 717-564-4235  
e-mail: jowen@pafp.com