



## The American Society for Aesthetic Plastic Surgery, Inc.

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October 29, 2009

Dear Marketing Manager,

The American Society for Aesthetic Plastic Surgery (ASAPS) developed the Corporate Satellite Symposium Program to assist exhibitors in reaching the meeting attendees on a more personal level. Since the program's inception, Corporate Satellite Symposia have been well received by the hosting companies as well as the attending doctors. Each year, the allowed time slots have sold-out and attendance at each symposium has been standing room only.

Again this year, the Aesthetic Society will allow third party educators to provide Category 1 CME credit for Corporate Satellite Symposia. This is a change from the past, as programs were strictly promotional in nature. Such opportunities, allow for greater explanation of products, services and/or education specific to your area of expertise. Note: The Aesthetic Society will not be the provider of any CME you may wish to offer. Accordingly, CME guidelines appear on the website [www.surgery.org/prospectus](http://www.surgery.org/prospectus) to assist you in developing your symposia, it will be your responsibility to familiarize yourself with the ACCME requirements and to ensure that you have met all applicable rules, including those pertaining to course content, absence of commercial bias and avoidance with disclosure of conflicts of interest.

If you are interested in learning more about Corporate Satellite Symposia please review the information located at [www.surgery.org/prospectus](http://www.surgery.org/prospectus). Should you decide that this is a viable opportunity for your company, you are encouraged to complete and send the application along with **payment in full** as soon as possible. There are limited timeslots so don't wait as space is sold on a **first-come, first-served basis**.

Finally, if the activities and projects described above are not in your purview, please forward this email to the appropriate person(s) within your organization.

Please feel free to contact me at 562-799-2356 or [kathie@surgery.org](mailto:kathie@surgery.org) if you have any questions about this valuable opportunity.

Sincerely,

*Kathie Muehlebach*

Kathie D. Muehlebach  
Manager of Development and Corporation Relations  
American Society for Aesthetic Plastic Surgery

# Aesthetic Meeting 2010

## Corporate Satellite Symposium Guidelines

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### Corporate Satellite Symposia Definitions

**Corporate Satellite Symposia** are:

- Educational programs sponsored by an exhibiting company which has a designation for Category 1 CME credit
- Promotional events sponsored by an exhibiting company, which are not eligible for Category 1 CME credit
- Separate events from scientific session and teaching courses during the Aesthetic Meeting 2010 and are not sponsored or endorsed by ASAPS.

**Commercial Supporter** – The organization providing the funding for the educational or promotional event (medical device company, pharmaceutical company, etc.)

**Third Party CME Provider/Accredited Sponsor** – An outside organization planning the CME content, education and designating Category 1 CME credit (university, hospital, etc...)

**Event Organizer** – An outside event management company implementing the event on behalf of the Commercial Supporter.

It is important to note that there is a distinct difference between “Corporate Satellite Symposia” and “Affiliate Events.” Affiliate Events are **strictly social**, while Corporate Satellite Symposia are educational or promotional in nature and may or may not include a social function. ASAPS does not assess a fee on Affiliate Events and does not provide marketing opportunities to those companies. ASAPS, however, will assist companies sponsoring Corporate Satellite Symposia with a complete marketing program as outlined in these Guidelines.

### No Implied Endorsement

Corporate Satellite Symposia are considered unofficial, separate events and are not endorsed by ASAPS. Therefore, the use of any ASAPS or ASERF logos or seals, or any language other than “Held during The Aesthetic Meeting 2010” is strictly prohibited in any and all marketing and promotional materials, including web sites.

### Eligibility/Restrictions

Corporate Satellite Symposia opportunities are made available to confirmed exhibiting companies at the upcoming Aesthetic Meeting. Space for Corporate Satellite Symposia is available on a first-come, first-served basis and will be assigned by ASAPS according to space availability. Corporate Satellite Symposia are given priority over Affiliate Events.

### Number of Events

The Aesthetic Society allows just three (3) Corporate Satellite Symposia at any one time, and will not schedule direct competitors against one another. The Aesthetic Society determines direct competitors not Commercial Supporters.

In an effort to be fair the Aesthetic Society limits Corporate Satellite Symposia to a SINGLE topic (i.e. fillers/toxins, breast implants, etc). Programs that focus on more than one topic or area will be immediately rejected. Programs will be monitored by Aesthetic Society staff. Failure to comply with these rules on-site could result in eviction from future exhibitions and Aesthetic Meetings.

### Scheduling

The Society will work with the hotel to find adequate function space as outlined in your application. However, due to the size of the Aesthetic Meeting and its needs, function space is limited.

Once space is assigned, you will be given the appropriate contact information to proceed with your event.

### **ACCME and AMA Guidelines – CME Symposia**

CME providers must be in compliance with all the Accreditation Council for Continuing Medical Education (ACCME) policies, including but not limited to the *Standards for Commercial Support of Continuing Medical Education*.

ACCME guidelines require a written agreement between the supporting company and the accredited provider of the program in order to ensure that the symposium program meets all the criteria necessary for designation of Category 1 CME credit. (Please provide a copy of the work agreement as well as a copy of the third parties' CME certification.)

ACCME guidelines require CME programs to provide attendees with an opportunity to give a written evaluation of the symposium as well as evaluate the program for objectivity, commercial bias and off-label product use. A copy of the completed evaluation forms must be sent to Kathie Muehlebach at the Aesthetic Society four (4) weeks after the program (May 27, 2010).

AMA's *Ethical Opinion of Gifts to Physicians* from Industry is the responsibility of the individual physician. However, every effort should be made to ensure that ASAPS members and Aesthetic Meeting attendees are not put into a situation that would be considered a violation of these guidelines.

Corporate Satellite Symposia that offer CME must include the following Accreditation and Designation Statements on all marketing information:

*“This activity has been planned and implemented in accordance with the Essentials Areas and Policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of the (CME Provider) and (Commercial Supporter). (CME Provider) is accredited by the ACCME to provide continuing medical education for physicians.”*

*“(CME Provider) designates this educational activity for a maximum of [number of hours] credits in Category 1 credit towards the AMA Physician's Recognition Award. Each physician should claim only those hours of credit that he/she actually spent in the educational activity.”*

### **Audio Visual/Food and Beverage Service**

Contact information regarding audio visual equipment rental and food and beverage will be provided to you in writing upon acceptance of your symposium. These costs are separate from the ASAPS Corporate Satellite Symposia fee and are paid by the hosting company, NOT ASAPS.

### **Deadlines**

Applications will be accepted on a first-come, first-served basis and will be open until all day/time slots are filled or until **January 16, 2010**, whichever comes first.

### **Corporate Satellite Symposia Fees**

A check or money order, made payable to ASAPS, **must accompany your application** in the sum of \$25,000 per symposia.

If space isn't available, your application and fee will be returned in full.

### **Proposal Review and Acceptance**

**Non-CME Corporate Satellite Symposia** – Once a check and application is received the application will be processed. At that time, the ASAPS meeting staff will work with the hotel to secure space based on your requirements, should space still be available.

Once function space is assigned you will receive, via email, notification of acceptance along with the appropriate hotel contact information, room assignment, etc. You are responsible for contracting with the hotel and paying the associated fees for food and beverage, audio/visual, etc.

**Third Party CME Accredited Corporate Satellite Symposia** – Once the check, application, copy of the third-party work agreement and proof of CME certification is received your application will be processed. At that time, the ASAPS meeting staff will work with the hotel to secure space accommodations – should space still be available.

Once function space is assigned you will receive, via email, notification of acceptance along with the appropriate hotel contact information, room assignment, etc. You are responsible for contracting with the hotel and paying the associated fees for food and beverage, audio/visual, etc.

### **Cancellations**

ASAPS must be notified in writing prior to March 30, 2010. Any cancellations made on or prior to March 30, 2010 are subject to a 25% handling fee. No refunds will be issued to companies canceling on or after April 1, 2010.

### **Violations**

In an effort to provide the best educational experience for Aesthetic Meeting attendees, the Aesthetic Society requires all Commercial Supporters, Third Party CME Providers, Event Organizers, exhibitors, sponsors, their employees and speakers to comply with the aforementioned guidelines and/or additional rules and regulations outlined in the Exhibitor Prospectus.

ASAPS reserves the right to revoke any and or all privileges at future Aesthetic Meetings for any Commercial Supporter, Third Party CME Provider, Event Organizer, exhibitor, organizer or sponsor for violations of the aforementioned guidelines and the rules and regulations outlined in the Exhibitor Prospectus.

### **Available Dates, Times and Fees**

The following dates and times are available for Corporate Satellite Symposia as they do not conflict with official ASAPS meetings, social events, seminars, symposia or teaching courses:

<b>Date</b>	<b>Day</b>	<b>Time</b>	<b>Price</b>
4/22/10	Thursday	6:30pm – 10:00pm	\$25,000
4/23/10	Friday	6:30pm – 10:00pm	\$25,000
4/25/10	Sunday	6:30pm – 10:00pm	\$25,000

### **Marketing Opportunities**

- A full set of ASAPS seeded mailing labels (approximately 2,600 members and candidates);
- One set of seeded labels of all registered attendees 6 weeks prior to the meeting;
- Listing on the ASAPS web site with all scientific sessions and teaching courses;
- Listing in the Annual Meeting Program Book as Corporate Satellite Symposia, including time, day, place and topic;
- Option to purchase advertising in “Aesthetic Society News” and the Annual Meeting Program Book;
- Option to promote the event through room drops (ASAPS fee waived, hotel fee still applies); and
- Option to promote the event through flyers distributed from the confines of the company’s exhibit booth.

### **Signage**

A total of two signs may be placed in the location of the Corporate Satellite Symposium on the day of the event. One is to be placed at the door of the assigned space of the event and one directional sign in an adjacent location to assist attendees with finding the assigned space. Any other signage will be removed by ASAPS staff without notification.

### **Space Assignment**

The Society will assign space based on your list of requirements and needs. We ask that you **consider ALL of your needs** including but not limited to: ceiling height, expected audience, food & beverage, audio visual needs and set up, seating etc. Once space is assigned and you are put in contact with the hotel, you will not be given the opportunity to ask for different space.

**It is important to note that all activities including food set-up must be contained within your given space. A single registration table and the two signs are the only items to be outside of the assigned space. Additionally, all applications must cap their attendance to ensure all activities are contained within the assigned space.**

### **Invitations/Promotions**

The sponsoring company is responsible for all invitations and promotional materials. All marketing materials must contain the following statement: “*This event is not sponsored or endorsed by ASAPS/ASERF.*”

Additionally, all materials must have approval by ASAPS prior to distribution or posting, including web site listings. Any revisions or additions to marketing and promotional materials after ASAPS approval will require additional approval.

Distribution of all literature is limited to the methods outlined above in “Marketing Opportunities.” Anything other than these will be considered a violation and the symposium will be cancelled without refund.

ASAPS will not provide assistance with registration and it is suggested that you outline your registration policy clearly in your marketing materials.

**Disclaimer**

ASAPS does what it can to support and promote each Corporate Satellite Symposia; however, **ASAPS is not responsible for unsatisfactory attendance.** The Aesthetic Society will sell Corporate Satellite Symposia on a first-come, first served basis. Incomplete applications, **including failure to send payment** will result in a rejected application.

The Aesthetic Society does not review the presentations or evaluate the content of the programs, the products and/or services of the commercial supporter. Opinions presented during Corporate Satellite Symposia are those of the speaker and the commercial supporter and are not a reflection of the Aesthetic Society’s opinions, nor are they supported, sponsored or endorsed by the Society.

**Planning Checklist**

<b>Due Date</b>	<b>Item</b>
<input type="checkbox"/> <b>NOW</b>	Corporate Satellite Symposium Application with payment in FULL – one topic selected CME Symposium <u>ONLY</u> : Must include copy of agreement between supporting company and accredited provider as well as copy of third party CME certification.
<input type="checkbox"/> Jan 16, 2010	Deadline to submit application for Corporate Satellite Symposium / All space assigned
<input type="checkbox"/> Jan 19, 2010	Request ASAPS member and candidate mailing list for early promotion of event
<input type="checkbox"/> Feb 23, 2010	Deadline to submit promotional copy to be printed in the Aesthetic Meeting 2008 Program Book
<input type="checkbox"/> March 20, 2010	ASAPS to provide seeded mailing list of all Aesthetic Meeting 2008 registrants. Send event invitations.
<input type="checkbox"/> March 30, 2010	Cancellation Deadline – no refunds after this date
<input type="checkbox"/> April 20, 2010	Event RSVP Deadline (Optional)
<input type="checkbox"/> June 3, 2010	CME Program <u>ONLY</u> – submit copy of the completed meeting evaluation summary

# AESTHETIC MEETING 2010

## Corporate Satellite Symposium Application and Space Request

Commercial Supporter \_\_\_\_\_

CME Provider \_\_\_\_\_

Event Organizer \_\_\_\_\_

Designated Contact \_\_\_\_\_ Email \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Event Title \_\_\_\_\_

Topic/Area of Interest \_\_\_\_\_ Estimated Attendance \_\_\_\_\_

Please list your first two options for date/time/fee

Thursday, April 22, 2010                      6:30pm – 10:00 pm                      \$25,000

Friday, April 23, 2010                      6:30 pm to 10:00 pm                      \$25,000

Sunday, April 25, 2010                      6:30 pm to 10:00 pm                      \$25,000

Function Type                       Dinner                       Reception

Room Setup                       Rounds                       Theater                       Schoolroom                       Crescents

Audio Visual Needs and set up \_\_\_\_\_

**Plan Carefully: Request space to include all food & beverage functions INSIDE the room. A registration table and two signs are the only items allowed outside the assigned function room.**

CME to Be Provided

ACCME Accreditation Certificate Enclosed

- All Corporate Satellite Symposia will be held at the Gaylord National Hotel & Convention Center in Washington, DC.
- All Corporate Satellite Symposia are sold on a first-come, first-served based on complete applications.
- For an application to be considered complete payment MUST accompany the application.

**The undersigned hereby acknowledges that the American Society for Aesthetic Plastic Surgery is not responsible for this corporate satellite symposium, its content, speakers, overall outcome or attendance. The views expressed, and quality of the content are of those presenting, the accrediting body and/or the commercial sponsor and in no way should be regarded as those of the American Society for Aesthetic Plastic Surgery, its board, the members or its staff. By signing this application you acknowledge and agree with all the terms and conditions of the Corporate Satellite Symposia Guidelines and the Exhibitor Prospectus and understand that you are purchasing time at the Aesthetic Meeting 2010 to hold your own symposia and are allowed to market the program as outlined in these guidelines.**

Name \_\_\_\_\_ Title \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Payment Requirement: A check payable to ASAPS in US funds drawn on a US Bank**

Send completed application and payment to:                      ASAPS  
11262 Monarch Street  
Garden Grove, CA 92841 USA

**PAYMENT MUST BE MADE IN FULL FOR APPLICATION TO BE PROCESSED**