



2008 INDUSTRY-SUPPORTED SATELLITE SYMPOSIA GUIDELINES

**AANS 76th Annual Meeting
Chicago, Illinois
April 28-29, 2008**

INTRODUCTION

The American Association of Neurological Surgeons (AANS) is pleased to present these guidelines for hosting a satellite symposium in concert with the AANS 76th Annual Meeting in Chicago, Illinois. This effort is due in part to an interest expressed by corporate sponsors to be able to host social or educational programs relating to neurosurgery during the AANS Annual Meeting. As the premier neurosurgical society, the AANS will provide you with a unique marketing opportunity to meet and network with over 6,000 attendees as they learn new concepts and seek out innovations. Now is the time to consider tapping into this wealth of knowledge and buying power with an opportunity that only happens each spring.

SCOPE

These guidelines were created to assist you as you plan and apply for your Satellite Symposia. The AANS Scientific Program Committee has developed these guidelines and will approve or deny every application. In addition to these guidelines, all Industry Supported Satellite Symposia companies must abide by the AANS Exhibitor Rules and Regulations, which may be found at http://www.aans.org/annual/2008/exhibits_supporter%20prog_advertising08.asp, via the Exhibit Prospectus.

CRITICAL DATES

Application Deadline (with full fee)	January 2, 2008
Acceptance Notification	January 31, 2008
Labels Mailed	March 28, 2008

AANS DEFINITIONS

For purpose of these guidelines:

~**Industry Supported Satellite Symposium:** Any activity, social, promotional or educational in nature that is independently planned and offered by an exhibiting company and held at a designated place/time in conjunction with the AANS 76th Annual Meeting.

Satellite Symposia is:

- An educational program, which may or may not offer CME credit;
- Planned and implemented by an organization external to the AANS;
- Available only to AANS 2008 exhibit companies;
- Not endorsed by the AANS; and
- Not part of the 2008 AANS Annual Meeting official program

~**Educational Sessions:** Any activity that includes formal presentations, demonstrations and is designed to educate. PLEASE NOTE: CME credit may be offered in conjunction with a 2008 Satellite Symposia. Commercial Supporter is responsible for acquiring CME credit. The AANS will not be responsible for the provision of CME.

~**Social Functions:** Any reception or dinner where there may or may not be educational programming.

~**Promotional Event:** Any social or promotional activity where promoting the company and its products and/or services is the key objective.

~**Focus Groups:** Any meeting or group where the key objective is to research and garner opinions from attendees.

~**Commercial Supporter:** The organization(s) providing funding for the symposia program, e.g. pharmaceutical or medical supply company. This **must** be an exhibiting company at the 2008 AANS Annual Meeting.

~**Organizer of the Program:** The organization handling the details, e.g. communications company, agency, etc.

IMPORTANT INFORMATION:

WHO CAN HOST A SYMPOSIUM?

Only 2008 AANS Annual Meeting exhibiting companies may host Industry-Supported Satellite Symposia.

NUMBER OF EVENTS

A maximum of 4 events per evening (8 in total), not to overlap with the 2008 AANS Annual Meeting programming or events will be available. Applications will be reviewed on a first-come, first-served basis. The AANS will divide applications by event topic, so as to avoid duplicate topics occurring the same evening.

Only complete applications will be accepted for processing. Incomplete applications will not represent an application that has been submitted for consideration. Review 'Deadline' (page 6).

SCHEDULING

Requests for a specific date require AANS approval. Requests will be taken on a first-come, first-served basis and are based on space availability at the **hotels designated by the AANS**. You will be contacted if your date request cannot be accommodated, and full payment will be returned to the applicant. The AANS has designated the following dates and times for satellite symposia programs:

Monday, April 28, 2008	6:30 – 10:30 PM
Tuesday, April 29, 2008	6:30 – 10:30 PM

EVENT LOCATION

The AANS will work with our contact to provide meeting space within the headquarter hotel, the Sheraton Chicago Hotel and Towers. Should the headquarter hotel have insufficient space, the Hyatt Hotel will also be considered. AANS will determine which hotel will host each approved symposium. The Commercial Supporter is responsible for contracting with the designated hotel for all Satellite Symposia details. The AANS cannot guarantee space for your symposium at either hotel, and no Industry-Supported Satellite Symposia will be permitted in McCormick Place. **The space will be secured on a first-come, first-served basis to companies who have approval.** PLEASE NOTE: Meeting room rental may be charged to approved applicants, directly by the hotel. The hotel address, the meeting room and the hotel contact will be included in the confirmation letter.

THIRD PARTY PLANNERS

Exhibiting companies are subject to all Rules and Regulations regarding Industry-Supported Satellite Symposia. It is the responsibility of the Third Party Planner to communicate with the exhibiting company.

ACCME GUIDELINES

Industry-Supported Satellite Symposia may offer Category 1 CME credit. The AANS does not provide CME credit for these programs. Those wishing to offer credit for their symposium will need to obtain credit from another accredited CME Provider/Accredited Sponsor (hospital, university, etc.).

All Industry-Supported Satellite Symposia offering CME must be held in accordance with the essentials and policies of the Accreditation Council for Continuing Medical Education (ACCME), including but not limited to the *Standards for Commercial Support of Continuing Medical Education*. To view the ACCME guidelines and the *Standards for Commercial Support of Continuing Medical Education*, please refer to the following link: www.accme.org.

ADMINISTRATION FEE

The administration fee for holding an Industry-Supported Satellite Symposium is \$15,000 per symposium. When submitting your application form, please enclose full payment, payable to: AANS. Applications will not be reviewed until fee is received. All other expenses are the responsibility of the sponsoring company.

Funds submitted will not be deposited by the AANS unless the symposium is approved. If the symposium application is declined, full payment will be returned to the applicant.

Once approved, it is your organization's responsibility to establish a contract with the hotel. Approved applicants will cover all costs relating to the satellite symposium (i.e. any fees incurred by the hotel for meeting room rental, audio visual equipment, catering, hotel guest room drops, etc.). It is also your organization's responsibility for marketing this event, registering attendees and all on-site management.

PROPOSAL REVIEW AND NOTIFICATION

All applications will be submitted to the AANS Scientific Program Committee for approval on a first-come, first-served basis. Acceptance for Industry-Supported Satellite Symposia will be based on topic and scientific content. You will be notified in writing if the application has been approved or not. If approved, all revisions to a symposium's content or format must be communicated to the AANS in writing.

NOTIFICATION

If the symposium is approved you will be notified in writing. Along with the confirmation letter, you will receive information to:

- Obtain your complimentary set of pre-registered attendee mailing labels – one time use labels*
- Obtain an additional set of pre-registered mailing labels OR post show mailing labels – one time use labels*
- Order form to purchase additional pre-registered mailing labels*
- Order form to purchase the AANS membership list*
- Housing Information

* The discount deadline for advance registration is March 24, 2008. We cannot guarantee labels prior to that date as many attendees wait to register until the deadline. All marketing materials are subject to approval by the AANS prior to production and distribution.

For complete and approved applications submitted with full payment by January 2, 2008, information regarding Industry-Supported Satellite Symposia will be included in the 2008 AANS Annual Meeting Program. Additionally, AANS will list approved symposia on the AANS Web site (on the Annual Meetings page) and provide strategically placed signs (provided by AANS) in McCormick Place. Clerks at the McCormick Place Information Desk will be provided with information on each approved symposium, in order to direct the attendees.

INVITATIONS/PROMOTIONS

Any and all invitations or solicitations to attend an Industry-Supported Satellite Symposium must receive AANS approval prior to production, distribution or posting. Once approved, any proposed revisions must be submitted to AANS for approval as well. If you are marketing the symposium on your Web site, also include your Web site address with the marketing materials you are submitting. Invitations and announcements addressed to attendees should clearly indicate the name(s) of the organization(s) funding the program. Promotional materials of any kind may not use the 2008 AANS Annual Meeting logo. These rules apply to materials developed for use before, during and after the conference, including signage. **Please do not go to print with any materials before they have been approved by AANS.**

For purposes of clarity, the AANS respectfully suggests that you include on your advertisements, invitations or mailings any of the following pieces of information that apply to your event:

- Pre-registration is required; only pre-registered attendees will be allowed entrance.
- Pre-registration is preferred; however, on-site registration will be accepted (based upon space).
- The symposium is only open to healthcare professionals.

The distribution of literature, invitations, etc. is to be confined to the assigned exhibit space in McCormick Place. As stated in the Exhibitor Rules and Regulations which are included in the Exhibitor Prospectus, any persons canvassing outside their exhibit booth will be asked to dismantle their exhibit immediately and vacate the meeting. Note: approved hotel guest room drops do not apply. The Commercial Supporter (exhibitor) is subject to the regulations as stated in the Violations information included in these guidelines (page 5).

After your application has been approved, you will receive instructions on how to obtain your complimentary set of pre-registration attendee mailing labels. Additionally, you will receive information on how to purchase additional sets of pre-registration and/or AANS membership mailing labels. You will not receive mailing labels until your application (with full payment) AND marketing piece(s) have been approved.

Approved symposia programs will be promoted by the AANS in the following methods:

1. Listing with complete event information will be in the 2008 AANS Annual Meeting Program (if applications are received by January 2, 2008)
2. Listing with complete event information on the AANS Web site (Annual Meetings page)
3. Strategically placed signs with complete event information will be placed in McCormick Place and the participating hotel (if applications are received by January 2, 2008)
4. Listing in the Program Book in the Ancillary Meeting section.

Additional programs for which all costs incurred are the responsibility of the Commercial Supported include:

1. Advertisement in the 2008 AANS Annual Meeting Program. For more information, contact Martha Lara at (847) 378-0541 or mal@aans.org.
2. Purchase of specific and/or supplemental mail list(s) from AANS. For information, please refer to the following link:
http://www.aans.org/annual/2008/exhibits_supporter%20prog_advertising08.asp

SIGNAGE

For on-site promotion, two (2) signs may be placed throughout the hotel where the function is being held, on the day of the symposium, with the hotel's approval. Commercial Supporter is responsible for acquiring hotel permission and AANS approval of signage text. Additionally, you may have one (1) sign at the door of the symposium room, for a total of three signs. The AANS will remove signs over the limit without notice. Signs may also be placed within the exhibit space assigned to the Sponsor or Commercial Supporter. However, signs may not be placed inside or around McCormick Place or at any hotels other than the hotel where the symposium is taking place. The AANS will strategically place signs

in the hotel and McCormick Place promoting all symposia programs. All sign placement is at the discretion of the AANS.

NO IMPLIED ENDORSEMENT

Industry-Supported Satellite Symposia are considered unofficial (not supported by the AANS). Therefore, there can be no implications in any promotional materials or mailers that the symposia programs are presented in cooperation, planned by, hosted, endorsed or sponsored by the AANS. The use of the 2008 AANS Annual Meeting logo is strictly prohibited. Additionally, The AANS does not provide CME credit for these programs.

HOUSING

For your convenience, the AANS will include discount housing information with your confirmation letter. You will be required to make your own reservations (housing information should be completed for symposia faculty as it is for exhibit booth personnel). Exhibitor housing information can be found online via the Registration and Housing Web link at www.aans.org, in the Annual Meetings section.

AUDIO VISUAL

The AANS official audio visual contractor can assist you with your equipment requirements. Audio visual charges are the responsibility of the Commercial Supporter.

PSAV
Contact: Brian Grothe
10540 N. Stemmons Freeway
Dallas, TX 75220
(214) 210-8078 or bgrothe@psav.com

OTHER INFORMATION

- Professional medical attendance for the 2008 AANS Annual Meeting is expected to be over 3,000, with a total attendance of over 6,000 (includes exhibitor personnel).
- Costs and On-site Management - Once AANS approves your application, it is your organization's responsibility for all costs relating to the satellite meeting (i.e. any fees incurred by the hotel for meeting room rental, audio visual equipment, catering, hotel guest room drops, etc.). It is also the organization's responsibility for marketing this event, registering attendees and all on-site management.

VIOLATIONS

To protect the integrity and quality of the symposia program and to ensure a successful outcome for all parties involved, the AANS requires each applicant to agree that they, their employees, speaker(s), program organizers and commercial supporters will observe all applicable AANS Guidelines identified in this agreement.

The AANS at its sole discretion, reserves the right to revoke privileges for future meetings for any Commercial Supporter or Organizer of the Program involved in planning an unofficial symposium which does not comply with the aforementioned guidelines and/or the additional Exhibitor Rules and Regulations included in the Application/Contract for Exhibit Space and/or the Online Exhibitor Service Manual pertaining to these unofficial events.

Violations of the AANS Industry-Supported Satellite Symposia Guidelines will result in one-year probation. During the probationary period, the AANS will accept no applications for review of any programs from the Commercial Supporter/sponsoring organization. If a symposium is found to have violated the AANS Rules and Regulations, the Commercial Supporter or Organizer of the Program will be prohibited from participating in an Industry-Supported Satellite Symposia the following year. All exhibitors are responsible for ensuring that their company representatives and/or agents adhere to all the Rules and Regulations. Violations may jeopardize future exhibiting status.

APPLICATION INFORMATION

Only complete applications will be considered. Industry-Supported Satellite Symposia applications must contain the following items to be considered:

- 1) Completed "Industry-Supported Satellite Symposia Application" with all required signatures
- 2) Full payment / \$15,000

DEADLINE

Application and all required documentation must be completed and sent to the AANS by ***Wednesday, January 2, 2008*** to be included in the 2008 AANS Annual Meeting Program.

CANCELLATION

Once approved, AANS must be notified in writing of the cancellation of an Industry-Supported Satellite Symposium. For cancellations received by close of business on Wednesday, February 20, 2008, the AANS will issue a refund of 80% (or \$12,000). No refunds will be issued for cancellation received on or after Thursday, February 21, 2008.

PAYMENT

Any organization sponsoring a symposium is responsible for paying a \$15,000 administrative fee, per symposium. This fee is payable to the AANS and needs to be included with the complete application for consideration. Forward full payment and all requirements to:

AANS
Attn.: Adele D. Johnson, Exhibits Manager
5550 Meadowbrook Drive
Rolling Meadows, IL 60008
(847) 378-0552 or adj@aans.org

Funds submitted will not be deposited by the AANS unless the symposium is approved. If the symposium is declined, full payment will be returned to the applicant.

DISCLAIMER

The AANS is not responsible for unsatisfactory attendance and/or marketing of the Industry-Supported Satellite Symposia. It's the responsibility of the Commercial Supporter to market this event. Advance marketing is critical to attracting the appropriate audience. For marketing suggestions, contact Adele Johnson, Exhibits Manager at adj@aans.org.

The opinions presented at your session are solely those of the speaker and the commercial supporter. They do not represent the opinion of the AANS. The AANS does not review the full presentations or evaluate the products or services discussed at these sessions, and makes no warranty, endorsement or recommendation regarding the safety, effectiveness, quality or costs of such products or services.

The AANS does not provide CME credit for these programs.

AANS reserves the right to have an AANS staff member or volunteer leader onsite to monitor the scope and contact of your symposium.

Commercial Supporter holds the AANS harmless from any/all claims that may result from your symposium.



**Industry-Supported Satellite Symposia Application
2008 AANS Annual Meeting**

**April 28-29, 2008
Chicago, Illinois**

To be considered for approval for an Industry-Supported Satellite Symposia please fill out this form and return it with all required attachments. Incomplete applications will not be processed.

Deadline to be included in the 2008 AANS Annual Meeting Program – January 2, 2008

(Please Print or Type)

Title of Function: _____

Commercial Supporter:

Contact: _____ Title: _____
Address: _____
City: _____ State: _____ Zip: _____
Telephone: _____ Fax: _____
Email: _____ Signature: _____

Note: The administrative fee for holding an Industry-Supported Satellite Symposia program is \$15,000, due with this completed application. Make checks payable to the AANS.

FUNCTION TYPE: (please check all that apply)

- Educational/Promotional/Focus Group only
- Educational/Promotional/Focus Group with Dinner or Reception
- Social Event only
- Other – Explain: _____

TARGET AUDIENCE/TOPIC (more than one may be selected):

- MD Physician Extender Office Staff Other _____
- Topic: Tumor Topic: Medical Services Topic: Spine Topic: Nursing
- Topic: Pediatrics Topic: CV Topic: Pain Other _____

FUNCTION DATES: (please indicate 1st choice and 2nd choice)

- Monday, April 28, 2008 Applicants Symposium Time: _____(must be between 6:30 – 10:30 PM)
- Tuesday, April 29, 2008 Applicants Symposium Time: _____(must be between 6:30 – 10:30 PM)

ROOM SETUP:

___ Conference ___ Schoolroom ___ Theater
___ Banquet Rounds ___ Cocktail Rounds ___ Other: _____

Please provide as much detail as possible regarding your space requirements and room set.

SYMPOSIUM TITLE: _____

ANTICIPATED ATTENDANCE: _____

INDUSTRY-SUPPORTED SATELLITE SYMPOSIA APPLICATION

Your complete application must contain the following items:

1. The "Industry-Supported Satellite Symposia Application" with all requested signatures (submit pages 7-8).
2. A complete description of the symposium including:
 - a. Proposed program/agenda
 - b. Learning objectives
 - c. Abstract style summary of program content
 - d. Function Type and Target Audience/Topic
3. Full payment of \$15,000. Please make checks payable to the AANS.

Application and all required documentation must be completed and sent to AANS by January 2, 2008, to be included in the 2008 AANS Annual Meeting Program. **Mail to:**

**American Association of Neurological Surgeons
c/o: Adele D. Johnson, Exhibits Manager
5550 Meadowbrook Drive
Rolling Meadows, IL 60008
IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT
ADELE JOHNSON AT 847-378-0552, or adj@aans.org**

The undersigned hereby agrees to the terms and conditions of this Agreement as set forth above, and he/she agrees to the guidelines of the 2008 AANS Annual Meeting Industry-Supported Satellite Symposia

Signature / Commercial Supporter: _____

Please Print Name: _____

Title: _____ Date _____

E-Mail Address: _____

FOR AANS OFFICE USE ONLY

Function Location: ___ Sheraton Chicago Hotel and Towers ___ Hyatt Hotel

Executive Committee Review:

___ **YES** Signature _____ Date _____

___ **NO** Signature _____ Date _____

Reason Declined _____