



Commercial Interest Exhibitor Agreement

Piedmont Healthcare Continuing Medical Education Program shall ensure that all educational activities that it accredits will comply with the Accreditation Council for Continuing Medical Education (ACCME) Standards for Commercial Support and other compliance guidelines for Commercial Support, as applicable.

Exhibitor fees will solely cover the promotional opportunity of an exhibition area in a separate room set up for food and exhibitors during the conference.

From the ACCME Standards for Commercial Support:

4.1 Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation; nor can they be a condition of the provision of Commercial Support for CME activities.

4.2 Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided. Live (staffed exhibits, presentation) or enduring (printed or electronic advertisements) promotion activities must be kept separate from CME.

- For **print**, advertisements and promotional materials will not be interleaved within the pages of the CME content. Advertisements and promotional materials may face the first or last pages of printed CME content as long as these materials are not related to the CME content they face **and** are not paid for by the commercial supporters of the CME activity.
- For **computer based**, advertisements and promotional materials will not be visible on the screen at the same time as the CME content and not interleaved between computer 'windows' or screens of the CME content.
- For **audio and video recording**, advertisements and promotional materials will not be included within the CME. There will be no 'commercial breaks.'
- For **live, face-to-face CME**, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CME activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity.

4.3 Educational materials that are part of a CME activity, such as slides, abstracts and handouts, cannot contain any advertising, trade name or a product-group message.

4.4 Print or electronic information distributed about the non-CME elements of a CME activity that are not directly related to the transfer of education to the learner, such as schedules and content descriptions, may include product promotion material or product-specific advertisement.

4.5 A provider cannot use a commercial interest as the agent providing a CME activity to learners, e.g., distribution of self-study CME activities or arranging for electronic access to CME activities.

¹ The ACCME defines a Commercial Interest as any proprietary entity producing, marketing, re-selling, or distributing health care goods or services, consumed by, or used on, patients, with the exemption of non-profit or government organizations and non-health care related companies. The ACCME does not consider providers of clinical service directly to patients to be a commercial interest.



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Title of Activity	15 th Annual Cardiac, Vascular, and Stroke Care Conference
Activity Location	Piedmont Athens Regional – Medical Services Building
Activity Date	Saturday, February 22, 2020
Exhibit Amount	\$1,000
Tax ID Number	58-2179986

Please acknowledge your intention to exhibit and to comply by the above standards:

Commercial Interest/Exhibitor

Name of Commercial Exhibitor

Address

City

State

ZIP

Contact Person

Phone Number

Email Address

I agree to exhibit at the above program and comply with ACCME standards as defined above in exchange for an Exhibitor Fee for a single display area. *I understand that this fee is nonrefundable except in the event of program cancellation.*

Signature and Date

Activity Sponsor

Name of Activity Sponsor

CME Program/PHI-Athens

Address

1199 Prince Avenue

City

State

ZIP

Athens, GA 30606

Contact Person

Linda Groarke

Phone Number

706-475-7525

Email Address

Linda.groarke@piedmont.org

Signature and Date

Please return this agreement with your payment to:

CME Program

Piedmont Athens Regional
1199 Prince Avenue | Athens, GA 30606
Email: CME@piedmont.org