

AACR SATELLITE
EDUCATIONAL
SYMPOSIA
GUIDELINES

Definitions

Satellite Educational Symposia are autonomous, CME-accredited events that are held as an adjunct to the American Association for Cancer Research (AACR) Annual Meeting and are supported by an organization other than the AACR. Satellite Educational Symposia go through a rigorous approval process and are evaluated for their ability to provide educational content distinct from and/or that enhances the content provided by the official AACR scientific program.

- **Sponsoring Organization:** The organization planning the CME content and providing the *AMA PRA Category 1 Credit™*.
- **Supporting Organization:** The organization providing funding for the program.
- **Third-Party Organization:** The organization responsible for the logistics, communications companies, and/or third-party planners (this may also be the Sponsoring Organization).

Schedule

The AACR has designated the following dates and times for Satellite Educational Symposia:

- Saturday, April 25 6:30 p.m.-10:00 p.m.
- Sunday, April 26 6:30 p.m.-10:00 p.m.
- Monday, April 27 6:30 p.m.-10:00 p.m.
- Tuesday, April 28 6:30 p.m.-10:00 p.m.

Limited slots are available and will be determined by the AACR official evening events schedule to reduce topic conflicts.

Eligibility Criteria

The supporting organization must adhere to the following criteria:

- Fulfill any funding obligations.
- Hold the AACR harmless from any and all claims that may result from the program.

The AACR reserves the right to:

- Reject any proposal that does not meet the criteria set forth in these guidelines.
- Reject any proposal for reasons solely determined by the AACR, including a decision to limit the number of industry-organized activities at the AACR Annual Meeting.

- Consult with the supporting organization to assure appropriateness of the activity outcome.
- Provide on-site monitoring of the event to ensure that the organizer is meeting said criteria.

Benefits

- Exposure by presenting important education to a targeted audience of cancer research scientists from around the world.
- Use of hotel meeting space in an AACR Annual Meeting official hotel.
- Use of a separate hotel meeting room for speaker preparation and office.

Compliance and CME Accreditation

Only organizations accredited by the Accreditation Council for Continuing Medical Education (ACCME) or organizations that work with an AACME-accredited provider through joint providership may sponsor CME activities and may award *AMA PRA Category One (1) Credit™*. These accredited providers are responsible for the content, quality, and scientific integrity of all CME activities certified for credit.

The AACR encourages all CME providers participating in Satellite Educational Symposia to review current ACCME Standards for Commercial Support. These standards, along with the tools to implement them, can be found at www.accme.org.

- All Satellite Educational Symposia must provide CME credit, and the supporting organization is responsible for obtaining this credit.
- Speakers must provide relevant conflicts of interest prior to the CME activity. This must be done orally immediately prior to the speaker presentation, and a written disclosure slide must precede the presentation.
- Speakers must provide appropriate disclosures of non-FDA-approved (off-label) uses of drugs and medical devices.
- References must be included with authors and dates or included on the slides.
- There must be appropriate evaluations of symposium content and speakers.

Evaluation Summary

All Satellite Educational Symposia program presenters must provide the AACR with a summary report of the attendees' evaluations of the program collected in conformance with the ACCME requirements. Attendees must be asked to evaluate the program for objectivity and the presence of commercial bias. Final attendance numbers and demographics should be included in the final summary report.

Evaluation results are to be included in a summary report that must be provided to the AACR by June 30, 2020. Please send these data to the attention of Ronald Arthur, Assistant Director, Office of CME, ronald.arthur@aacr.org.

Program Content

- Program content must be developed independently, free of bias, and cannot completely overlap content being presented in the official program of the AACR Annual Meeting. The program title must be indicative of the symposium.
- Objectives must clearly meet the educational needs of the target audience.
- The program must be presented in an objective, balanced, and scientifically rigorous manner. It cannot commercially promote a specific drug, product, or service.
- Proposals must be for live programs only; enduring materials will be permitted.
- Content cannot promote a specific proprietary business interest of a commercial entity.

Role of the Faculty

- Faculty must be independent subject matter experts, and must be scientists and/or clinicians.
- Faculty must present an evidence-based, balanced presentation with a full scientific review.
- Product-specific promotional material and/or advertisement of any type is prohibited during the presentation and at the event.

Regulations Regarding Leadership Participation

Certain elected officials ([AACR Board of Directors](#)) and relevant committee members ([Annual Meeting Program Committee](#)) directly and currently involved in the AACR Annual Meeting 2020 are prohibited from participation in Satellite Educational Symposia, except as an attendee who receives no reimbursement and/or honorarium. The AACR reserves the right to reject any proposed faculty member who it deems may have a conflict of interest with these symposia.

Audit

To ensure compliance, the programs may be audited by a member of the AACR's CME Department.

Program Modifications

It is the responsibility of the applicant supporting organization to develop and implement a program that is in line with the proposal submitted and approved for presentation. Any changes in content or faculty must be communicated to the AACR in writing and in advance of the symposium and must receive AACR approval. The AACR reserves the right to deny any changes to programs at any time. Changes made after the deadlines will not be reflected in the AACR's official listings.

Marketing and Promotion of Satellite Educational Symposia

All symposia invitations, announcements, and signage must reflect the professional tone of the AACR Annual Meeting and must be reviewed and approved by the AACR prior to printing and circulation. The AACR strongly recommends NOT printing prior to receiving approval.

Please send a PDF copy of the proposed piece to Lisa McGlashen, lisa.mcglashen@aacr.org, by Friday, March 13, 2020. Please allow 5-7 business days for review from the time of the request.

Guidelines for Promotional Materials

AACR names, insignias, logos, and acronyms are proprietary marks. Use of the names in any fashion, by any entity, for any purpose is strictly prohibited without written permission.

The following disclaimer must be included on the front of each invitation, mailer, and promotional sign:

This symposium is sponsored by <name of sponsoring organization> and supported by a grant from <name of supporting organization>. This is not an official program of the American Association for Cancer Research Annual Meeting.

In addition to the disclaimer, the AACR name can only be referenced once using the above language on each mailer and promotional sign. There can be no implication in any marketing materials or after-products that the event is directly connected with the official AACR Annual Meeting, presented in cooperation with the AACR, or endorsed by the AACR. In describing these events, the following phrases may not be used: "presented during," "presented in conjunction with," or "attendees of the AACR Annual Meeting."

Giveaways or incentives to the symposium attendees, or on-site promotional tactics, are prohibited. Meals and educational materials pertinent to the symposium are permitted.

Distribution Methods for Promotional Materials

Permitted:

- Promotions provided by the AACR as outlined below.
- Approved invitation distributed from an exhibitor's booth.
- Approved signage in hotels with hotel approval.

Not Permitted:

- Use of individuals posing as "walking signs" in hotels or the convention center, including the aisles of the Exhibit Hall.
- Distribution of materials, signs, or brochures in the convention center, with the exception of the Satellite Educational Symposia Booth.
- Hotel door drops.
- Broadcast faxes or emails to pre-registrants sent by anyone other than the AACR.

Each Sponsoring Organization Will Receive from the AACR

- Two email blasts to the AACR Annual Meeting 2020 registered attendees, which list title, description, time, location, and link to each symposium webpage.
- One-time use of the pre-registration mailing list for promotion of the event. List does not contain phone or fax numbers or email addresses.
- Listing of each symposium, including description, location, and registration information, in the AACR Annual Meeting 2020 Program Guide.
- Listing of each symposium, including description, location, and registration information, in the AACR Annual Meeting 2020 mobile app.
- Link to each symposium registration or information site from the AACR Annual Meeting webpage.
- On-site Satellite Educational Symposia Booth from the opening of registration on Friday, April 24 through Tuesday, April 28. Although attendees will not be permitted to register for the symposia at this booth, invitations with symposia agendas, speakers, and registration information will be available and distributed at this location. Please note: This will be the only promotion allowed in the convention center.

Symposia Signage Regulations

A limited number of promotional and directional signs for symposia are permitted:

- One 22" w x 28" h poster must be provided to the AACR for placement in the Satellite Educational Symposia Booth.
- One 22" w x 28" h poster may be placed at the supporting organization's exhibit booth.

- Two 22" w x 28" h posters may be placed on the easels in front of the assigned meeting room, two hours prior to the start of the symposium. No signs will be permitted outside this venue, and no plasma screens are allowed.
- Three 8.5" w x 11" h handheld directional signs are permitted in areas near the allocated symposium room, 30 minutes prior to the start of the symposium. Handheld signs may be used near an elevator or escalator to direct attendees to the appropriate floor.
- No stand-alone signs are allowed to be placed in the hotel lobby.
- Placement of signage must not interfere with other symposia.

Logistics

Expenses and Catering

Supporting, sponsoring, or third-party organizations must accept financial responsibility for all aspects of the symposium, including audiovisual, catering, electrical, telephone, shipping, etc. The AACR is not responsible for any charges incurred by the organizers of the Satellite Educational Symposia.

Registration

The AACR requires any registration outside of a symposium room to be limited to three, six-foot tables. Lead retrieval units will be offered to sponsorship organizations by CompuSystems, the official AACR Annual Meeting registration vendor. Order forms, cost, and additional details will be provided to each sponsoring organization.

Room Set

All symposia rooms will be assigned based on the number of estimated attendees per the application. Room sets must be coordinated with the hotel directly and will only be accommodated on a space-available basis. Symposia lectures must be contained within your assigned room. Video overflow is not permitted. Registration and all food functions may not begin prior to or be held after the assigned time frame. Speaker ready rooms will be available on space availability and handled directly with the hotel.

Proposal Review Process

The AACR's committee for oversight of Satellite Educational Symposia will review each complete proposal and provide feedback to the organizers. Accepted applications received by January 10, 2020 will receive email confirmation of assignment by January 31, 2020. Space assignments will not include office space and/or speaker ready room. These will need to be requested after the initial space release has been received. Once official notification and space release has been received, organizers will be provided a hotel contact to help make the necessary arrangements for the symposia.

Application Process

- Organizers of a Satellite Educational Symposium must submit a proposal as outlined in these guidelines by January 10, 2020.
- Satellite Educational Symposium fee: \$75,000.
- A non-refundable deposit of \$5,000 must be submitted with the proposal. Proposals without the deposit will not be considered.
- Funding must be confirmed at the time of submission. Applicants are required to submit a funding commitment letter from all supporting companies in order for each company to be listed as a co-supporter in promotional materials.
- Incomplete applications will not be reviewed, so please pay close attention to each required component of the application. Please be as accurate and detailed as possible, as the AACR will print the information contained in the applications of accepted programs in a section of the final program.
- Following review as noted above, applicants will be notified of the AACR's decision by January 31, 2020.
- Upon selection and notification, the organizer will be required to submit the balance and signed symposium agreement on or before February 12, 2020. If these items are not received by February 12, 2020, the satellite symposium will not proceed.
- Satellite Educational Symposia will be assigned appropriate space in an AACR-designated hotel(s). Assignments are final and non-negotiable. This determination will not be made until space assignments have been finalized for AACR official functions.

Proposal Elements

In order to be considered, an application must be completed and submitted to the AACR no later than January 10, 2020. Late applications will not be accepted. You may request an application from Lisa McGlashen at lisa.mcglashen@aacr.org.

Important Dates:

January 10, 2020

- Deadline for application submission.

January 31, 2020

- Acceptance letters emailed.

February 12, 2020

- Payment and signed letter of agreement due to the AACR.

March 13, 2020

- Final deadline for approval of promotional and educational materials by the AACR.
- Final deadline for registration site links to the AACR to post on website for all Satellite Educational Symposia.

March 27, 2020

- Final deadline for mailing list request.

June 30, 2020

- Summary of the symposium evaluations and final attendance count is due to the AACR with copies of original evaluations.