



## ACG POLICY ON INDUSTRY SPONSORED SATELLITE SYMPOSIA

The American College of Gastroenterology (ACG) recognizes that satellite events are often arranged in conjunction with its scheduled CME activities as a convenience to the target audience in attendance. The College remains sensitive to assuring that these programs are appropriately used for educational purposes. ACG retains the right to limit a company's right to priority or participation in future years if a particular satellite symposium program were to deviate markedly from the professional, educational atmosphere and decorum of the meeting.

### General Rules

1. Symposium sponsors must purchase exhibit space at the ACG Annual Scientific Meeting.
2. Educational symposia activities designed by or on behalf of industry for attendance by ACG meeting attendees are considered satellite events. There can be no implication in any promotional materials, handouts, or enduring materials that they are planned, sponsored or endorsed by ACG.
3. ACG does not provide *AMA-PRA Category 1* credit for satellite activities. Those wishing to offer credit for their symposia must obtain credit from another accredited CME provider.
4. Preference will be given to satellite symposia that are certified for CME credit.
5. Any satellite CME activities must be planned and executed in accordance with ACCME Essentials and Standards.
6. Satellite activities developed by industry must be offered during times allotted by ACG. ACG has sole discretion to schedule all activities at its meetings.
7. Promotional materials for satellite activities must receive prior approval from ACG.
8. All satellite activities must follow the AMA's Ethical Opinion on Gifts to Physicians from Industry.
9. Once the satellite activity has been approved by ACG, the CME provider, commercial supporter(s), event title, content, date, and time as proposed to ACG for the event may not change without ACG approval.
10. All symposia material must contain the following statement: "This event is neither sponsored by nor endorsed by ACG."
11. Organizers of satellite events are solely responsible for making all appropriate financial arrangements for their activity.
12. Representatives from ACG may attend the satellite activity without cost to audit compliance with this policy.
13. The use of the ACG name on any announcement, sign, publication or other material before, during or after the meeting requires prior written approval by ACG. Any organization providing meeting highlights of the event (to report clinical updates) or other educational initiatives (CME and non-CME), via print or online, may not use the ACG name without prior written approval by ACG. A detailed description must be provided at the time the request is made.
14. Videotaping the satellite activities within the assigned meeting room is permitted; however, videotaping outside of the designated area is strictly prohibited.

### Logistics

1. Satellite time slots will be scheduled by ACG.
2. Sponsors of satellite events may use the full time allotted or a reduced amount of time but may not exceed the scheduled time.
3. Sessions must be contained within the room assigned.
4. Audiovisual requirements are the responsibility of the sponsor of the satellite event.
5. Food functions must occur within the assigned event schedule.
6. All expenses associated with the event, including room set-up, clean up, food & beverage, A/V, electrical, telephone, shipping, etc. are the sole responsibility of the sponsor of the satellite event.
7. Symposia may be live streamed to virtual attendees at the expense of the exhibitor.
8. Symposia may be posted on the virtual platform as an enduring material with or without CME for an additional fee.

## Promotion

1. ACG must review and approve all promotional materials produced in conjunction with the satellite activity (e.g. invitations, announcements, signs, flyers, website information) prior to their dissemination. It is not the responsibility of ACG to cover any costs associated with these materials if they have been pre-printed and not approved.
2. Satellite activities are allowed one (1) professionally made 22x28" promotional sign (produced by the sponsor of the event) in the designated sign area to advertise the event. This sign must be removed immediately following the scheduled event.
3. Satellite activities are allowed one (1) promotional sign (produced by the sponsor of the event) outside the room in which the event will take place. The sign should be put in place immediately prior to the event and must be removed immediately following the event.
4. Directional signs will only be permitted to be placed one hour prior to the start of the program. Any signs set out earlier will be removed and discarded.
5. Exhibit booth representatives may distribute invitations and other promotional material for the event at their booth. **Canvassing outside of a sponsor's exhibit booth is strictly prohibited.**
6. The use of the ACG name on any announcement, sign, publication, or other material requires prior written approval by ACG. Use of the ACG or ACG Meeting logos is prohibited.

## Benefits

1. This satellite activity option offers a limited opportunity to provide a customized event to reach out to GI physicians and other health professionals in the GI field by providing educational opportunities as an adjunct program to the ACG educational program.
2. As an approved satellite activity taking place at an ACG Annual Scientific Meeting, the event will be listed on the College's website with a link directly to the education provider.
3. Approved satellite activity providers are eligible to receive free one-time use of ACG's membership list, 2021 attendee list or 2022 pre-registration list to promote the approved activity. Additional use of the mailing list is available for purchase and must be approved by the ACG.

## Cancellation Policy

ACG must be notified promptly in writing of the cancellation of any scheduled satellite event. No refunds will be issued for cancelled events.

## Violations and Sanctions

ACG, at its sole discretion, reserves the right to revoke privileges for future programs of any sponsoring organization, supporting organization, or activity organizer involved in planning a satellite activity that does not comply with the rules and requirements set forth in this policy, including complying with the ACCME Essentials and Standards as appropriate.

## Application Process

Applications for the Annual Scientific Meeting Symposia will be accepted on a first come, first served basis with priority given to companies who purchased a symposium time slot during the previous years' Annual Meeting. Full payment must accompany the application. Please be as thorough and detailed as possible in completing the accompanying application. Once the application is accepted, the ACG will contact each company with a room assignment. Information on approved satellite activities will be forwarded to the hotel or convention center. After notification of meeting room assignment, the sponsor of the satellite activity will work directly with the hotel or convention center to manage all meeting needs. In the event of cancellation, ACG will not be responsible for canceling any arrangements that may have been made by the applicant in connection with the proposed event. In addition, ACG will not be responsible for any costs incurred for the proposed event.

## **Frequently Asked Questions**

1. *How many people attend a symposium?* This varies tremendously based on the day, time, topic and marketing efforts. Anywhere from 100 – 300 people will attend a symposium.
2. *What is included with the symposium fee?* The fee includes the room rental; a listing in meeting print materials such as the Meeting Reference & Exhibit Guide and Meeting News; a listing on the ACG 2022 meeting website; a listing in the official meeting app and one-time use of the ACG mailing list for purposes of mailing out invitations.
3. *Is food and beverage included?* No, you must order food and beverage separately.
4. *Is AV included?* No, you must order AV separately.
5. *Are we required to use your AV company?* No, but you are welcome to. We can provide you with contact information.
6. *Are we required to offer CME for our program?* No, but we do give preference to CME programs.
7. *Will ACG offer virtual only symposia opportunities?* No, symposia will only be sold as live events taking place physically in Charlotte at the Charlotte Convention Center during the ACG conference. Sponsors will have the opportunity to livestream the event to virtual attendees during their designated time slot. Sponsors can also post a recording of the event on the virtual platform as an enduring material for an additional fee.

### **Requests for industry sponsored satellite activities should be submitted to:**

Elaine McCubbin

Vice President, Meetings and Conventions

[emccubbin@gi.org](mailto:emccubbin@gi.org)