

CORPORATE SYMPOSIA



American Association
of Diabetes Educators

36th **ANNUAL MEETING**
ATLANTA AUGUST 5-8 **2009**

GUIDELINES AND INFORMATION

Georgia World Congress Center
Atlanta, GA

The American Association of Diabetes Educators (AADE) is holding its 36th Annual Meeting and Exhibition in Atlanta, GA, August 5 – 8, 2009. We would like to extend you the opportunity to support a Corporate Symposia session and be a part of an incredible program that will offer visibility of your company to more than 4,000 diabetes healthcare professionals.

Corporate Symposia sessions are 90- and 120-minute accredited continuing education (CE) programs that provide information on a specific area of diabetes care and education with fair balance of presentation on therapy options, practical applications to clinical practice, and/or care and education of persons with diabetes. Programs are extremely well attended and are very highly rated by participants. AADE serves as the approver of the CE credit for these programs. Programs require completion of an application form and compliance with the CE Standards or Guidelines established by ANCC, CDR, and ACPE.

This packet contains 2009 Annual Meeting Corporate Symposia Guidelines and Information, as well as all deadlines. If you would like to submit a program for possible inclusion in this year's Corporate Symposia program, please download the application and instructions for submission from our website.

I would like to thank you for your interest in participating and we look forward to working with you to make the 2009 Corporate Symposia our most successful yet.



Laura M. Downes, CAE
Chief Operating Officer
American Association of Diabetes Educators

Corporate Symposia: Deadlines

March 2, 2009

Applications Due

Completed packet due with application fee of \$25,000.

Standard audio visual package fee of \$4,500 is due with your application.

Afternoon: Catering deposit of \$5,250 due with application (175 persons @ \$30 each).

Evening: Catering deposit of \$14,000 due with application (175 persons @ \$80 each).

March 3 – 30, 2009

Late Application Submissions Due

Completed packet due with application fee of \$30,000.

Standard audio visual package fee of \$4,500 due with application.

Afternoon: Catering deposit of \$5,250 due with application (175 persons @ \$30 each).

Evening: Catering deposit of \$14,000 due with application (175 persons @ \$80 each).

April 8 – July 10, 2009

Advertising Opportunities Due Dates

April 8, 2009: *The Diabetes Educator Journal*

April 17, 2009: Preview edition, *Show Daily*

July 3, 2009: Educator bag, room drops

July 10, 2009: On-site *Show Daily*

May 15, 2009

Additional Meeting Room Requests Due

Completed form due with \$500 placement fee.

No requests will be accepted after this date.

May 18, 2009

Additional Audio Visual Requests Due

Completed form due with appropriate deposit.

NOTE: A late fee of \$750 will be applied to deposits received for additional AV requests after this date.

June 1, 2009

Program Materials Due

Completed program materials (handouts, slides, certificates) in final electronic format due to AADE for review.

June 29, 2009

Final Date For Additional Audio Visual Requests

No additions or changes accepted after this date.

Staff/Sponsor Name Badge List Due

Complete list due in electronic format.

Sponsor Logo Due

High-resolution sponsor logo due in electronic format (preferably .eps file).

Guidelines and Information

The 2009 Annual Meeting & Exhibition is being held August 5 - 8, 2009, in Atlanta, GA at the Georgia World Congress Center. Corporate Symposia sessions will be held on Thursday, August 6 and Friday, August 7 from 4:15 – 5:45 pm. Afternoon refreshments and beverage service will be provided to participants prior to the start of each session.

New this year is the opportunity to host a 2-hour evening program on Friday. A light dinner and beverage service will be provided to participants prior to the start of the program.

Corporate Symposia sessions are a recognized part of the AADE Annual Meeting and are not scheduled to compete with any other educational programming; therefore, all registered attendees (4,000+ educators and healthcare professionals) are encouraged to choose one of these sessions to attend each day. The opportunity to sponsor this type of program is only available to companies participating in the 2009 Exhibition.

In an effort to make the experience of attending the AADE Annual Meeting efficient and satisfying for all of our participants, the following guidelines have been developed to streamline the process for both the sponsoring group and for AADE. Please read the guidelines carefully and note the timeline and dates.

Application Fee and Submission Deadlines

The fee to participate in the 2009 Corporate Symposia programming is \$25,000 and is required at the time of application submission.

The \$25,000 application fee provides the following services:

- **Application review and consultation** with AADE staff in order to comply with CE accreditation standards
- **Peer review** by an AADE member nurse (RN), dietitian (RD) and pharmacist (RPh), and feedback on session goals, objectives, and program content.
- **Accreditation** for RNs, RDs, and RPhs; this provided accreditation will be listed on the AADE, CDR, and ACPE websites.
- **Review and approval** of slides, handouts, and promotional copy.
- **Listing of program** in the AADE Annual Meeting Advance Program, on the AADE website, in the Annual Meeting and Corporate Symposia Preview, and in *The Diabetes Educator* journal.
- **Room assignment** for the session.
- **Program signage** outside the meeting room and in the hotel lobby.
- **Badge scanners and temporary staff** for on-site admission tracking at program check-in.
- **Report** of actual attendees with contact information following the close of the Annual Meeting.
- **Customized evaluation forms**, along with evaluation results processing and summary reports following the close of the meeting.

Submission Deadline: Applications and payments must be received by **Monday, March 2, 2009**. A late fee of \$5,000 will be applied to all applications and payments received from March 3 – 30, 2009. Applications will no longer be accepted after March 30, 2009. Please note: no action will be taken by AADE until payment of the application fee is made in full.

Cancellation Fee

AADE will assess a cancellation fee for programs cancelled by the program administrator or sponsor on, or before, Friday, May 1, 2009. Cancellations will result in fees of:

- \$7,500 for applications that are in process for CE approval.
- \$10,000 for applications that have completed the approval process.

After May 1, 2009 no refund will be provided regardless of where the application is in the approval process.

Right of Refusal

AADE has the right to deny any application submitted and will provide explanation to the program administrator and sponsor for such refusal in writing. No fees will be retained for any program AADE denies.

Scheduling of Sessions

AADE reserves the right to make the final decision on the Corporate Symposia program schedule.

Program Materials

Symposia handouts must follow the following format:

I. Front cover

- A. Program title
- B. Program date and location
- C. Acknowledgment of sponsor to read: "This program is sponsored by an unrestricted educational grant from "sponsor name." The sponsor's logo can be placed on the cover in addition to this statement, but must be smaller than the AADE logo. This is the only location sponsor acknowledgment can occur.
- D. Acknowledgment of medical education, company name and logo, if applicable.
This is the only location such acknowledgment can occur.
- E. AADE Annual Meeting and Exhibition logo – to be provided by AADE.

II. Interior content

- A. Program goals
- B. Program objectives
- C. Continuing education information – template to be provided by AADE
- D. Program agenda
- E. Faculty Information
 1. Speaker names, credentials, title, employer, city and state of employment
 2. Biographical information
 3. Financial and Conflict of Interest disclosure
- F. Slide presentation
- G. Additional resources and references
- H. Statement of credit – template to be provided by AADE
- I. Certificate of completion – template to be provided by AADE.

III. Back cover (blank)

Prior to any printing, ALL program materials must be reviewed and approved by AADE to ensure compliance with CE requirements. **Program materials must be submitted electronically no later than Monday, June 1, 2009. Programs that do not submit their materials by the above deadline will be subject to removal from the program schedule at the discretion of AADE and will not receive a refund for any fees paid.**

Upon written approval from AADE, the sponsor or program manager is asked to print enough copies to accommodate the room capacity. Three copies of the final produced handout must then be supplied to AADE on-site to be maintained in the program file.

In order to comply with continuing education requirements, handout materials and slide presentations used for the program **cannot mention branded products or company names.**

Promotion/Advertising

AADE will promote Corporate Symposia sessions in the Annual Meeting Guide, list them in the Preview edition of the *Show Daily*, include them in email communiqués, and on the AADE website.

There are four permitted avenues for you to purchase additional advertising for your session:

- The May/June 2009 edition of *The Diabetes Educator Journal* (ads due **April 8, 2009**)
- The AADE Annual Meetings and Corporate Symposia preview edition of the *Show Daily* (ads due **April 17, 2009**)
- The Educator Bag, Room Drops (due **July 3, 2009**)
- The AADE Annual Meeting *Show Daily* on-site (ads due **July 10, 2009**)

These opportunities offer the sponsor or management company the option of placing ads or including promotional inserts in advertising pieces that are mailed to all AADE members in summer 2009. For additional information and pricing, please contact Michael Warner at mwarner@aadenet.org.

Any promotional pieces developed for the above media must be approved by AADE prior to printing and must include:

- Program title
- Program description/abstract
- Program goals
- Program objectives
- Speakers' name, credentials, title, organization, city, and state
- Program agenda
- CE accreditation language and logos (to be provided by AADE)
- A statement that session seats are available on a first-come, first-serve basis for those registering for the entire AADE Annual Meeting
- Instructions that direct the person to visit the AADE website at www.diabeteseducator.org for Annual Meeting registration information
- AADE 2009 Annual Meeting and Exhibition logo (to be provided by AADE)

Invitations, mailers, or any other promotional materials developed for distribution outside of our four permitted promotional avenues are strictly prohibited. Likewise, AADE membership labels will not be available for purchase.

Room Set/Attendance

All Corporate Symposia room sets are standard as follows:

- **Location:** Corporate Symposia sessions may be held in either the convention center or in one of several hotels that are part of the AADE Annual Meeting room block. Free shuttle service between the convention center and hotels is provided for attendees.
- **Assignments:** Room assignments will be provided by AADE approximately two months before the Annual Meeting.
- **Diagrams:** Tentative room diagrams will be provided by AADE as a courtesy approximately 1-2 weeks before the session; change requests are not permitted.
- **Seating:** The room set for all sessions will be classroom style.
- **Head table:** The front of the room will have a head table, chairs, and a podium set on an elevated stage. Water service for the head table will be provided.
- **Signage:** The AADE-provided program sign will be placed outside the room. Additional signs inside or outside the room are not allowed.
- **Tables:** A display table, tech table, and catering tables will be provided for each room. Sizes and placement will be determined by AADE; tables may be located in the back and/or outside the room. Food service tables may be placed outside the room based on space availability.
- **Attendance:** Rooms will be set for maximum capacity, up to 400 persons.

Audio Visual

AADE provides a standard audio visual (AV) package at the cost of \$4,500, which includes labor. **This fee must accompany the application.** This package includes:

- 3 lavalier microphones
- 1 podium microphone
- 2 wired aisle microphones
- Projection screen appropriate to the ceiling height with dress kit; all projection will be in front of screen rather than rear screen to allow maximum seating in room
- Computer to run presentation
- LCD projector on a draped cart with a normal throw lens for front of room placement
- VGA switcher
- Sound amplification and mixer system appropriate for the number of microphones

An outside production company may be used by the sponsoring group during the program for technical supervision ONLY. No outside equipment or labor will be permitted.

Additional/optional AV equipment may be requested through AADE. If you would like to obtain AV equipment not included in the basic package, **a completed Additional Audio Visual Request Form must be submitted with the appropriate deposit no later than May 18, 2009. Forms submitted after May 18, 2009 will be assessed a \$750 penalty fee.** This form is available for download from the AADE website in the Annual Meeting Corporate Symposia section.

AV additions to the minimum package will be accommodated based on room availability to set up and tear down between other scheduled events. AADE reserves the right to decide what additional AV can be accommodated. **Any changes to the AV order after the request and deposit are received must be approved in writing by AADE and could require an additional deposit to secure. No changes to AV will be allowed after June 29, 2009.** An invoice will be issued at the completion of the Annual Meeting for the remaining amount due.

Catering

AADE has arranged for afternoon refreshments or a light dinner to be available preceding each program. This package price includes beverage service, as well as the hotel service charge and applicable state tax. Catering costs are the responsibility of the program sponsor/administrator, and guarantees will be made based on the maximum room set, up to 400 persons. **Afternoon: a \$5,250 deposit (175 persons @ \$30 each) is required with the application submission. Evening: a \$14,000 deposit (175 persons @ \$80 each) is required with the application submission.** An invoice will be issued at the completion of the Annual Meeting for the remaining amount due for food service based on the maximum number of participants set for each session.

Room Signage

Standard signage will be provided by AADE consistent in design and layout as all other Annual Meeting signage. Signage will be placed outside each session room one (1) hour prior to the program and will be removed after the conclusion of the program by AADE staff. The sign will include:

- Program title
- Moderator and speakers' names and credentials
- Educational grantor/corporate sponsor name and logo

Corporate Symposia programs will be listed with their room assignments in the AADE Meeting Guide given to all registrants on-site. Additional signage listing all room numbers for the day's sessions will be displayed in a prominent location in the convention center. A sign will also be placed in the hotel lobby (if program should be held in the hotel) indicating the programming occurring in that particular hotel. **Signage prepared by sponsors or their agency for corporate programs will not be permitted in any hotels or the convention center. Any unofficial signs will be removed.**

Participant Registration

Participants who register and pay for attending the entire Annual Meeting are eligible to attend one Corporate Symposia session per day. Session selection options are included in the registration materials and on AADE's website. Seating for all sessions is on a first-come, first-serve basis.

Name Badges

All participants will be wearing the official AADE 2009 show badge. Badges are required for Corporate Symposia participation. This will facilitate networking before and after the session, as well as ensure only registered attendees will attend.

AADE will provide name badges to identify non-attendee speakers and medical education company support and sponsor staff; these badges will be available in the assigned meeting room at 2:00 pm the day of the session. **A list of these people that includes full name, employer, city and state must be submitted to AADE by June 29, 2009.**

Session Evaluation Forms

For all Corporate Symposia sessions, an AADE-provided evaluation must be completed and returned by all participants as a requirement to receive a CE Statement of Credit. AADE will prepare the evaluation form and distribute a Statement of Credit for each Corporate Symposia session. The evaluation form will contain demographic questions and CE required questions related to the objectives, speakers, learning environment, and participant satisfaction with the session. The evaluation forms for Corporate Symposia are developed in the same format as other Annual Meeting sessions, and external evaluations are not permitted.

AADE will print the quantity needed for maximum attendance in each session and have them available in the designated hotel ballroom at 2:00 pm the day of the session. One evaluation form is to be given to each participant with the session handout materials before the session starts. The completed evaluation forms must be collected by the sponsor or management company staff as participants leave the room. They must be returned to the AADE staff monitoring the program. The completed evaluation forms will be processed by AADE and a summary of results sent to the program administrator by AADE. It is required that the program administrator send a copy of the evaluation results to each speaker in addition to placing a copy in the archive program file for a period of seven years.

Additional Meeting Room Requests

A limited number of small meeting rooms are available in various hotels. Please note that there will be a shared speaker ready room available starting on Wednesday, August 5, 2009 in the convention center. If you are interested in reserving an additional room please contact AADE Meeting Services department via email at meetings@aadenet.org. **Additional meeting room requests must be submitted by May 15, 2009 with a placement fee. No requests will be accepted after this date.** Additionally, session rooms will be available to sponsoring staff at 2:00 pm the day of the session.

Enduring Materials

Corporate Symposia Enduring Materials are printed, recorded, or web-based instructional materials developed from the live symposia offerings at the AADE Annual Meeting. They are available to AADE members and nonmembers for continuing education credit. If you are interested in having Enduring Materials created from your Corporate Symposia session, please contact Kellie Beumer at kbeumer@aadenet.org for more information.

Corporate Symposia Contacts

Application Process

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