

JW MARRIOTT WASHINGTON, DC • 14 - 16 JUNE 2012 • THURSDAY – SATURDAY

EXHIBITOR LETTER OF COMMITMENT

MedStar Georgetown University Hospital Office of Continuing Education (OCE) shall ensure that all educational activities comply with the Accreditation Council for Continuing Medical Education (ACCME) Standards for Commercial Support and other compliance guidelines for commercial support, as applicable.

Date: _____
Company Name: _____
Company Representative: _____
Title: _____
Address: _____
City/State/Zip: _____
Phone: _____
Fax: _____
E-mail: _____

EXHIBITOR PACKAGE TOTAL

All exhibit fees are payable to **Georgetown University Hospital, Federal Tax ID 52-2218584**

Company Representative Signature

Dennis A. Vitrella, Conference Director

Georgetown University Hospital

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, presentations) or enduring (printed or electronic advertisements) promotional 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. • •

Please return this signed form immediately to:

Dennis A. Vitrella, Conference Director or Brandy D'Heilly, Account Executive

AWR Administrative Headquarters

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