WE INVITE YOU TO SUPPORT A
Hot Topic Educational Session

OVERVIEW
We are pleased to offer companies, who are confirmed to exhibit at the 2011 ASDS Annual Meeting, the opportunity to present an industry-supported Hot Topic Educational Session. The purpose and objectives of these supported programs must be educational and beneficial to the meeting registrants. CME sessions will be given priority. The number of sessions is limited to six and will be scheduled on Thursday evening, November 3, from 7:00 pm to 9:00 pm. The industry-supported Hot Topic Educational Sessions will be listed in all of the Annual Meeting marketing material.

PROCEDURES TO APPLY
• Companies interested in supporting a session must complete and return the enclosed application. In order for the company to be included in the Annual Meeting Final Program, forms are due to the ASDS no later than April 29, 2011. Consideration will be given to the offering of CME, timeliness of topics, relevance to dermatologic surgery and value to registrants.
• The fee to support a session is $15,000. Payment will be due upon official acceptance of your Hot Topic proposal. Applications will be accepted only from those companies confirmed to exhibit at the meeting. All costs associated with speakers, AV, food and beverage and additional marketing efforts will be the responsibility of the hosting company.
• The application form will require completion of the following information:
  Company Information:
  Company name and address
  Primary contact
  Course Information:
  Proposed course title
  Educational objectives
  Course description
  Schedule of instruction
  Scheduling Information:
  Anticipated number of attendees
  Room set-up

APPROVAL/CONFIRMATION PROCESS
All applications will be considered on a first-come basis and evaluated on applicability to dermatologic surgery and attendees of the ASDS Annual Meeting. Upon acceptance, you will be required to complete a commercial support agreement. An industry-supported Hot Topic Educational Session will not be considered confirmed until a signed letter of agreement and payment is received at the ASDS office.

LOGISTICS
• The ASDS staff will arrange for appropriate meeting space at the hotel where the Annual Meeting is being held. The ASDS encourages live patient demonstrations, however, the associated expense and liability for these demonstrations are the sole responsibility of the supporting company.
• Upon approval/confirmation, the supporting company will work directly with the ASDS office to finalize all room set-up.

INDUSTRY-ORGANIZED GUIDELINES
• The ASDS will not offer CME credit for these sessions, but encourages supporters to do so. Companies offering industry symposia must provide CME from another source with the understanding that all ACCME standards and essentials will be upheld and practiced. CME credit for industry-supported symposia is the responsibility of the hosting company.
• All session participants must be registered for the Annual Meeting. Registration fees for industry-supported speakers will be waived by the ASDS if they do not participate in any other element of the Annual Meeting. Permission must be granted in advance.
• Companies selected to offer supported sessions will be given a list of registrants for direct promotion. All promotional materials, distributed by the supporting company, must be approved by the ASDS prior to printing and distribution. The supporting company may not use the ASDS logo in any promotional material. Any material distributed must say “All attendees must be paid registrants of the Annual Meeting.” Permission to support a session should not be construed as an endorsement of any kind by the Society.
• On-site promotions must be coordinated with the ASDS unless the promotional piece is being distributed from the supporting company’s booth in the exhibit hall which is permissible. The ASDS will list the Hot Topic Educational Sessions in the Program at a Glance. No additional signage is allowed in the meeting area.
• The supporting company may distribute educational materials during its scheduled session, provided that the material has been pre-approved by the ASDS.
• In the event a confirmed supporting company cancels, the company is responsible for full payment. If the ASDS is able to find a suitable alternative, then only a fee of 25 percent will be assessed.

FOR MORE INFORMATION CONTACT...
Tara Azzano
Director of Development and Industry Relations
American Society for Dermatologic Surgery
5550 Meadowbrook Drive, Suite 120
Rolling Meadows, Illinois 60008
(847) 956-9128 • tazzano@asds.net
APPLICATION TO SUPPORT
A HOT TOPIC EDUCATIONAL SESSION
2011 ASDS Annual Meeting • November 3-6, 2011 • Washington, DC

Print or Type

I. Company/Contact Information:
A. Company Name: _________________________________________________________________
Address: __________________________________________________________________________
Cty: ____________________________ State: ____________________________ Zip Code: ____________
B. Primary Contact for Educational Session
Name: __________________________________________________________ Title: ________________
Address (if different from above): _______________________________________________________________________________________
Cty: ____________________________ State: ____________________________ Zip Code: ____________
Phone: (_____) __________________________ Fax: (_____) __________________________
Email: __________________________

II. Course Information:
A. Title: __________________________________________________________________________
B. Educational Objectives: _____________________________________________________________________________________________

C. Please provide a course description, timeline and faculty list.
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________

D. Describe any special room set up requirements, equipment to be utilized or other factors
that may affect the size/configuration of meeting room to be assigned.
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________
__________________________________________________________________________________________

Please provide your contact Information:
Contact Name for meeting logistics: __________________________________________________________
Mailing Address: __________________________________________________________________________
Phone: (_____) __________________________ Email: __________________________________________
Contact Name for Invoice: ________________________________________________________________
Mailing Address: __________________________________________________________________________
Phone: (_____) __________________________ Email: __________________________________________

Please send your completed application to:
American Society for Dermatologic Surgery • Attn: Tara Azzano, Director of Development and Industry Relations
5550 Meadowbrook Drive, Suite 120 • Rolling Meadows, IL 60008. Or you may fax to (847) 956-0999.

TERMS OF SUPPORT
OF ALL CME ACTIVITY
The ASDS Annual Meeting is a forum for scientific and educational purposes only and will not promote the commercial supporter’s products, directly or indirectly.

The ASDS is ultimately responsible for control of content and selection of presenters and moderators.

The ASDS will ensure disclosure to the audience of (a) commercial support and (b) any significant relationship between the ASDS and any company (e.g., grant recipient), or between individual speakers or moderators and any company. The ASDS will ensure disclosure to the audience (a) that a faculty member has no significant financial relationships to disclose. Any faculty member who refuses to provide his or her disclosure of interest or otherwise will be removed from participation.

There will be no “scripting,” emphasis or influence on content by the commercial supporter or its agents.

No promotional activities will be permitted in the same room or obligate paths as the educational activity. No product advertisements or literature of any kind will be permitted in the program room.

The ASDS will ensure that data regarding any company’s products (or competing products) are objectively selected and presented, with favorable and unfavorable information and balanced discussion of prevailing information on the product(s) and/or alternative treatments.