The National Health Care for the Homeless Conference & Policy Symposium is the premiere event for humanitarians who serve vulnerable families, children, and individuals living without shelter.

More than 800 professionals from the United States and Canada attend this exciting three-day conference to share their knowledge and experience on the frontlines of American healthcare delivery.

In Community Health Centers and Health Care for the Homeless programs around the country, cost-effective and integrated health interventions save lives. Join us as we convene in our nation’s capital.

For more information, contact Jessie Lee, jlee@nhchc.org, (615) 226-2292
“Together, we work for a time when no one will suffer the indignities of homelessness.”

– Ellen Dailey, Founder, National Consumer Advisory Board; Boston, Massachusetts (1947 – 2006)

For more information, contact Jessie Lee, jlee@nhchc.org, (615) 226-2292
Our audience comprises key decision makers from health centers in cities across America. Your exhibit reaches influencers at every level - CEOs, clinicians, purchasing officers, and others - in medicine and public health in major cities across the United States. Tell our audience about your products and services and earn national recognition for your participation.

For more information, contact Jessie Lee, jlee@nhchc.org, (615) 226-2292
First-time exhibitors will receive **preferred placement** in the Mardis Gras ballroom located outside of the general session breakfast with featured speakers and special guests.

All exhibitors receive **recognition** in the conference program and reach an audience of influencers from health service delivery sites in communities across the U.S.

**MEMBER ORGANIZATIONS’ OPERATING EXPENSES**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
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<tr>
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<td>$43,132,070</td>
</tr>
<tr>
<td>High</td>
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</tr>
</tbody>
</table>

For more information, contact Jessie Lee, jlee@nhchc.org, (615) 226-2292
GEOGRAPHIC INFLUENCE
(Organizational members)

- Community Health Centers
- Stand-alone Health Care for the Homeless Programs
- Public Health Departments
- Hospitals
- Government Agencies

For more information, contact Jessie Lee, jlee@nhchc.org, (615) 226-2292
COMMERCIAL SUPPORT OPPORTUNITIES

Potomac Package ($15,000)

♀ Company spokesperson invited to give remarks during the Governing Membership Luncheon
♀ Recognition at the Opening General Session
♀ Three National Health Care for the Homeless Conference registrations (a $1,500 value)
♀ Company logo and link displayed on the NHCHC website (11,000 unique monthly visitors)
♀ Tabletop exhibit ($1,000 value)
♀ Recognized in all print and electronic communication surrounding the National Health Care for the Homeless Conference
♀ Mailing list of conference attendees (more than 1,000 addresses)
♀ Recognition in conference program and at the 2015 Fall Summit in Nashville, Tennessee
♀ Representative invited to speak to the Governing Board at the 2015 Fall Summit

For more information, contact Jessie Lee, jlee@nhchc.org, (615) 226-2292
Federal City Package ($7,500)

⚜ Recognition at the Opening General Session
⚜ Two National Health Care for the Homeless Conference registrations ($1,000 value)
⚜ Company logo and link displayed on the NHCHC website (11,000 unique monthly visitors)
⚜ Tabletop exhibit ($1,000 value)

Foggy Bottom Exhibitor Package ($1,500/$750 non-profit)

⚜ Company logo and link displayed on the NHCHC website (11,000 unique monthly visitors)
⚜ Tabletop exhibit ($1,000 value)
⚜ Meals covered for two exhibitor representatives

For more information, contact Jessie Lee, jlee@nhchc.org, (615) 226-2292
The K Street Reception Package ($5,000)

- Recognition at the Opening and Closing General Session
- Two National Health Care for the Homeless Conference Registrations ($1,000 value)
- Company logo and link displayed on the NHCHC website (11,000 unique monthly visitors)
- Tabletop exhibit ($1,000 value)
- Sponsorship signage at the Welcoming Reception in the Regency Ballroom

For more information, contact Jessie Lee, jlee@nhchc.org, (615) 226-2292
RULES FOR COMMERCIAL SUPPORT AND EXHIBITION

These rules and regulations are a bona fide part of the contract for exhibit space with the National Health Care for the Homeless Council (NHCHC) hereinafter referred to as NHCHC, for the National Health Care for the Homeless Conference & Policy Symposium. NHCHC reserves the sole right to render all interpretations, amend and enforce these regulations and to establish any and all further regulations not specifically covered below to assure the general success and well-being of the Conference. Each exhibitor, for himself, his employees, and his contractors agrees to abide by these regulations and by any amendments or additions hereafter made by NHCHC. NHCHC reserves the right to decline, prohibit, deny access or remove any exhibit which in its sole judgment is contrary to the character, objectives, and best interests of the Conference or suitable for its attendee audience. This reservation includes, but is not limited to, any violation of any public policy or these rules and regulations and extends to persons, things, printed matter, products, and conduct. NHCHC reserves the right to refuse applications of concerns not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits that reflect against the character of the Conference. NHCHC’s decision and interpretation shall be accepted as final in all cases.

1. PAYMENT OF SPACE.
Applications submitted prior to January 1, 2015 must be accompanied by a deposit in the amount of $800 (payable in U.S. funds and drawn on a U.S. bank) per 8' x 10' booth (minimum deposit is $800). Applications received without such payment will not be processed nor will space assignment be made. The balance of the space rental charge will become due and payable on April 20, 2015. Applications submitted after April 20, 2015 must be accompanied by payment IN FULL of the space rental charge. Applications received without such payment will not be processed nor will space assignment be made.

2. CANCELLATION AND REFUNDS.
All requests for cancellation of booth space must be received in writing. Cancellations made in writing between contract date and April 20, 2015 will be refunded less the $800/80 sq. ft. deposit. Cancellations after April 20, 2015, are not eligible for a refund.

Reduction of Space: If notice is received on or prior to April 20, 2015, the exhibitor will be responsible for deposit of $800 per 8' x 10' booth space. If notice is received after April 20, 2015, no refunds are issued on reduced space. It is expressly agreed by the exhibitor that in the event he fails to pay the space rental charge at the times specified, or fails to comply with any other provisions contained in these rules and regulations concerning his use of exhibit space, NHCHC shall have the right to reassign the confirmed booth location or to take possession of said space and lease same, or any part thereof, to such parties and upon such terms and conditions as it may deem proper.

In the event of a default by the exhibitor, as set forth in the previous sentence, the exhibitor shall forfeit as liquidated damages, the amount paid by him for his space reservation, regardless of whether or not NHCHC enters into a further lease for the space involved.

In case the exhibition shall not be held for any reason whatsoever, then and thereupon, the rental and lease of space to the exhibitor shall be terminated. In such case the limit claim for damage and/or compensation by the exhibitor shall be the return to the exhibitor of the pro rata amount already paid for space for this specific event.

3. SPACE RENTAL AND ASSIGNMENT OF LOCATION.
Whenever possible, space assignments will be made by NHCHC in keeping with the preferences as to location requested by the exhibitor. NHCHC, HOWEVER, RESERVES THE RIGHT TO MAKE THE FINAL DETERMINATION OF ALL SPACE ASSIGNMENTS IN THE BEST INTERESTS OF THE EXHIBITION.

4. USE OF SPACE, SUBLETTING OF SPACE.
No exhibitor shall assign, sublet or share the space allotted with another business or company unless approval has been obtained in writing from NHCHC.

Exhibitors are not permitted to feature names or advertisements of non-exhibiting manufacturers, distributors or agents in the exhibitor’s display, parent or subsidiary companies excepted.

Exhibitors must show only goods manufactured or dealt in by them in the regular course of business. Should an article of a non-exhibiting company be required for operation or demonstration in an exhibitor’s display, identification of such article shall be limited to the usual and regular nameplate, imprint or trademark under which same is sold in the general course of business.

No company or organization not assigned exhibit space will be permitted to solicit business within the Exhibit Areas.

5. OPERATION OF EXHIBITS.
NHCHC reserves the right to restrict the operation of, or evict completely, any exhibit which, in its sole opinion, detracts from the general character of the exhibition as a whole. This includes, but is not limited to, an exhibit which, because of noise, flashing lights, method of operation, display of unsuitable material, is determined by NHCHC to be objectionable to the successful conduct of the exhibition as a whole. Use of so called “barkers” or “pitchmen” is strictly prohibited. All demonstrations or other promotional activities must be confined to the limits of the exhibit space. Sufficient space must be provided within the exhibit space for the comfort and safety of persons watching demonstrations and other promotional activities. Each exhibitor is responsible for keeping the aisles near its exhibit space free of congestion caused by demonstrations or other promotions.
Direct Sales.
No retail sales are permitted within the exhibit area at any time, but orders may be taken for future delivery.

Contests, Drawings and Lotteries.
All unusual promotional activities must be approved in writing by NHCHC no later than 60 days prior to the opening of the exhibition.

Literature Distribution.
All demonstrations or other activities must be confined to the limits of the exhibitor's booth. Distribution of circulars may be made only within the space assigned to the exhibitor distributing such materials. No advertising circulars, catalogs, folders or devices shall be distributed by exhibitors in the aisles, meeting rooms, registration areas, lounges or grounds of the host facility. Trade publishers are prohibited from soliciting advertising during the Conference. Trade publications may be distributed from their booth, but automatic distribution is prohibited. Shopping bags are prohibited and literature bags shall not exceed a size of 16" x 18".

Copyright Licensing.
Exhibitor is solely responsible for obtaining any required licenses to broadcast, perform, or display any copyrighted materials including but not limited to music, video, and software. Exhibitor shall indemnify and hold harmless NHCHC and facility against cost, expense, or liability which may be incident to, arise out of or be caused by Exhibitor's failure to obtain requisite license.

Sound.
Exhibits which include the operation of musical instruments, radios, sound projection equipment, or any noisemaking machines must be conducted or arranged so that the noise resulting from the demonstration will not annoy or disturb adjacent exhibitors and their patrons, nor cause the aisles to be blocked. Operators of noisemaking exhibits must secure approval of operating methods before the exhibit opens. NHCHC shall be the sole judge of what constitutes appropriate sound levels.

Booth Representatives.
Booth representatives, including models or demonstrators, must be properly registered and wear badges.

Irregular Activities.
All giveaway items must be submitted for approval to NHCHC three (3) weeks prior to the opening of the exhibition. Noisemakers of any kind will not be permitted. Exhibitors may not place stickers on the attendees' badges.

6. EXHIBITORS AUTHORIZED REPRESENTATIVE.
Each exhibitor must name one person to be his representative in connection with installation, operation and removal of the company's exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary and for which the exhibitor shall be responsible. The exhibitor shall assume responsibility for such representative being in attendance throughout all exhibition periods; and this representative shall be responsible for keeping the exhibit neat, manned and orderly at all times.

For their own safety and protection, persons under the age of twenty-one (21) will not be admitted to the exhibit halls at any time.

7. INSTALLATION AND REMOVAL.
NHCHC reserves the right to fix the time for the installation of a booth prior to the Conference opening and for its removal after the conclusion of the Conference. Any space not claimed and occupied by three (3) hours prior to the published Show opening time may be resold or reassigned without refund. Installation of all exhibits must be fully completed by the opening time of the exhibition.

Exhibits must be staffed during all Conference hours and may not, to any extent, be dismantled before the Conference closing. Any early dismantling or packing shall be considered a breach of this agreement and may affect future applications.

8. ARRANGEMENT OF EXHIBITS.
Each exhibitor is provided an Official Exhibitor Kit. The Exhibitor Kit describes the type and arrangement of exhibit space and the standard equipment provided by NHCHC for booth construction. All booth space must be arranged and constructed in accordance with the guidelines, provisions and limitations contained in the Exhibitor Kit. If, in the sole opinion of NHCHC, any exhibit fails to conform to the Exhibitor Kit guidelines, or the provisions set forth herein, such exhibit will be prohibited from functioning at any time during the exhibition. Exhibits not conforming may be dismantled or modified, at cost to the exhibitor, at the sole judgment and discretion of NHCHC.

Exhibitor Plan Review.
Booth construction plans and layout arrangements for first-time exhibitors, exhibits in peninsula or island booth spaces, or involving other unusual construction features, must be submitted for approval at least sixty (60) days prior to the opening of the exhibition. NHCHC reserves the right to amend layouts at any point in time.

9. EXHIBITS & PUBLIC POLICY.
Each exhibitor is charged with knowledge of all State, County, and City laws, ordinances and regulations pertaining to health, fire prevention and public safety, while participating in this exhibition. Compliance with such laws is mandatory for all exhibitors and the sole responsibility is that of the exhibitor.

No part of the building shall be defaced in any manner, nor shall signs or other articles be posted, nailed, taped or otherwise affixed to any pillars, doors, walls or other parts of the building. Any and all damages, losses, expenses, and/or costs resulting from failure to observe this notice shall be payable by the exhibitor.
The exhibitor must, at his expense, maintain and keep in good order his exhibit and the space for which he has contracted.

NHCHC and service contractors have no responsibility pertaining to the compliance with laws as to public policy as far as individual exhibitor’s space, materials and operation is concerned. Should an exhibitor have any questions as to the application of such laws, ordinances and regulations to his exhibit or display, NHCHC will endeavor to answer them.

Exhibitors must comply with City and State fire regulations. All booth decorations including carpeting must be flame-proofed and all hangings must clear the floor. All exits, hallways, aisles and fire control apparatus must remain clear and unobstructed at all times. Use of butane or bottled gas is not permitted. Use of propane and helium balloons is prohibited. Electrical equipment and wiring must conform with National Electrical Code Safety Rules. If inspection indicates any exhibitor has neglected to comply with these regulations, or otherwise incurs fire hazard, the right is reserved to cancel all or such part of his exhibit as may be irregular, and effect the removal of same at exhibitor’s expense.

If unusual equipment or machinery is to be installed, or if appliances that might come under fire codes are to be used, the exhibitor should communicate with NHCHC for information concerning facilities or regulations. Independent contractors must conform to IAEM, ESCA and ED&PA guidelines and must be signatory to a current local collective bargaining agreement.

Exhibitor agrees to abide by all requirements of the ACCME Standards for Commercial Support of Continuing Medical Education and the Vanderbilt School of Medicine Office of Continuing Medical Education. Exhibitor and Commercial Supports will be required to complete all forms to the satisfaction of the Vanderbilt School of Medicine Office of Continuing Medical Education necessary for all jointly-sponsored activities.

10. STORAGE OF PACKING CRATES AND BOXES.
Unattended freight in any display space as of one hour prior to Conference opening will be removed and stored at the exhibitor’s risk and expense. Exhibitors will not be permitted to store packing crates and boxes in their booths during the exhibit period; but these, when properly marked, will be stored and returned to the booth by service contractors. It is the exhibitor’s responsibility to mark and identify his crates and boxes. Crates and boxes not properly marked or identified may be destroyed. NHCHC assumes no responsibility for the contents of crates or boxes improperly labeled as “empty.” Because of the lack of storage facilities, it may be necessary to store empty crates, boxes and exhibit material outside the building. Every effort will be made to protect the crates from the elements, but neither NHCHC nor its service contractors will assume any responsibility for damage to them. The removal and return of large crates that cannot be handled by hand trucks will be charged for at prevailing rates.

Crates, boxes or other exhibit materials unclaimed by the exhibitor after the Conference will be removed at the exhibitor’s expense. Exhibitors will be billed by the service contractor for removal time and materials at prevailing rates. Neither NHCHC, the service contractor, nor the exhibit facility shall assume any liability whatsoever for loss or damage.

11. SOCIAL ACTIVITIES.
Any social function or special event planned by an exhibiting company, to take place during the National Health Care for the Homeless Conference & Policy Symposium, must be pre-approved by NHCHC. Exhibitor agrees to withhold sponsoring hospitality suites/rooms or other functions during official conference and exhibition activities, including exhibit hours, social functions, educational seminars and any other related activity scheduled by NHCHC. Distribution of exhibitor materials is not permitted to attendee sleeping room doors, NHCHC meeting rooms or anywhere else in the hotel and/or exhibit facility except in the specified booth space.

12. LIABILITY AND INSURANCE.
All property of the exhibitor remains under his custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither NHCHC, its service contractors, the management of the exhibit hall nor any of the officers, staff members or directors of any of the same are responsible for the safety of the property of exhibitors from theft, damage by fire, accident, vandalism or other causes, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor. It is recommended that exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.

13. INDEMNIFICATION.
Exhibitor agrees that it will indemnify and hold and save NHCHC whole and harmless of, from and against all claims, demands, actions, damages, loss, cost, liabilities, expenses and judgments recovered from or asserted against NHCHC on account of injury or damage to person or property to the extent that any such damage or injury may be incident to, arise out of, or be caused, either proximately or remotely, wholly or in part, by an act, omission, negligence or misconduct on the part of Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees or of any other person entering upon the Premises leased hereunder with the express or implied invitation or permission of Exhibitor; or when any such injury or damage is the result, proximate or remote, of the violation by Exhibitor or any of its agents, servants, employees, contractors, patrons, guests, licensees or invitees of any law, ordinance or governmental order of any kind, or when any such injury or damage may in any other way arise from or out of the occupancy or use by Exhibitor, its agents, servants, employees, contractors, patrons, guests, licensees or invitees of the Premises leased hereunder. Such indemnification of NHCHC by Exhibitor shall be effective unless such damage or injury may result from the sole negligence, gross negligence or willful misconduct of NHCHC. Exhibitor covenants and agrees that in case NHCHC shall be made a party to any litigation commenced by or against
Exhibitor or relating to this lease or the Premises leased hereunder, then Exhibitor shall and will pay all costs and expenses, including reasonable attorney’s fees and court costs, incurred by or imposed upon NHCHC by virtue of any such litigation.

Property Damage.
Neither NHCHC nor Exhibitor shall be responsible for any loss of or damage to property of the other party hereto, including, but not limited to, loss or damage occasioned by theft, fire, smoke, acts of God, public enemy, riot, civil commotion, or other insurable casualty, and NHCHC and Exhibitor expressly waive any claim for liability against the other party hereto with respect to any such loss or damage. In the event that such occurrence results in cancellation of the exhibition, each party hereby releases the other from obligations under this contract. Accordingly, it shall be the responsibility of NHCHC and Exhibitor, respectively, to secure its own insurance or otherwise protect itself and its property against such loss or damage.

Use of Certain Property.
Exhibitor will assume all costs arising from the use of patented, trademarked, or franchised materials, devices, processes or dramatic rights used on or incorporated in the exhibitor’s space. Exhibitor shall indemnify, defend and hold harmless NHCHC, the City and their officers, directors, members, agents, and employees from and against all claims, demands, suits, liability, damages, losses, costs, attorneys’ fees, and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.

14. WAIVER.
NHCHC shall not be deemed to waive any of its rights hereunder unless such waiver is explicitly stated as a waiver in writing and signed by NHCHC. No delay or omission by NHCHC in exercising any of its rights shall operate as a waiver of such rights and a waiver of such rights in writing on one occasion shall not be construed as a consent to or a waiver of any right or remedy on any future occasion.

15. ATTORNEYS’ FEES.
Should NHCHC find it necessary to employ an attorney or attorneys to enforce any of the provisions of this agreement, or to protect in any manner its interest or interests under this agreement, NHCHC, if it is the prevailing party, shall be entitled to recover from the other party all reasonable costs, charges, and expenses including attorneys’ fees.

16. AMERICANS WITH DISABILITIES ACT.
Exhibitors acknowledge their responsibilities under the Americans with Disabilities Act (hereinafter “Act”) to make their booths accessible to handicapped persons. Exhibitor shall also indemnify and hold harmless NHCHC and facility against cost, expense, liability or damage which may be incident to, arise out of or be caused by Exhibitor’s failure to comply with the Act.

17. ATTENDEE MAILING LISTS.
All approved exhibitors will receive a mailing list in pdf format of registered attendees by e-mail after the event. This list is for one-time use only, and may not be disclosed, transferred, duplicated, reproduced, sold, loaned, or any portion retained whatsoever, including entering into electronic databases. Violation of these conditions will jeopardize your standing as a NHCHC exhibitor at future NHCHC meetings.

18. OTHER REGULATIONS.
Any and all matters not specifically covered by the preceding rules and regulations shall be subject solely to the decision of NHCHC. NHCHC SHALL HAVE FULL POWER TO INTERPRET, AMEND, AND ENFORCE THESE RULES AND REGULATIONS, PROVIDED EXHIBITORS RECEIVE NOTICE OF ANY AMENDMENTS WHEN MADE. EACH EXHIBITOR AND ITS EMPLOYEES AGREES TO ABIDE BY THE FOREGOING RULES AND REGULATIONS AND BY ANY AMENDMENTS OR ADDITIONS THERETO IN CONFORMANCE WITH THE PRECEDING SENTENCE. EXHIBITORS OR THEIR REPRESENTATIVES WHO FAIL TO OBSERVE THESE CONDITIONS OF CONTRACT OR WHO, IN THE OPINION OF NHCHC, CONDUCT THEMSELVES UNETHICALLY MAY IMMEDIATELY BE DISMISSED FROM THE EXHIBIT AREA WITHOUT REFUND OR OTHER APPEAL.

19. COMMERCIAL SUPPORT AGREEMENT.
The Commercial Supporter agrees to abide by all requirements of the ACCME Standards for Commercial Support of Continuing Medical Education and the Vanderbilt School of Medicine Office of Continuing Medical Education guidelines for commercial support for jointly-sponsored activities. (Please see below). The Accredited Provider (NHCHC) agrees to: 1) abide by the ACCME Standards for Commercial Support of Continuing Medical Education; 2) abide by the Vanderbilt School of Medicine Office of Continuing Medical Education guidelines for commercial support for jointly-sponsored activities; 3) acknowledge educational support from the commercial company in program materials; 4) upon request, furnish the commercial supporter a report concerning the expenditure of the funds provided.

STATEMENT OF PURPOSE:
Conference is for scientific and educational purposes only and will not promote the company’s products, directly or indirectly.

INDEPENDENCE of NHCHC in THE USE of CONTRIBUTED FUNDS:
Funds should be in the form of a check made payable to the National Health Care for the Homeless Council. No other funds from the commercial company will be paid directly to the program director, faculty or others involved in the CME activity.
STANDARDS FOR COMMERCIAL SUPPORT

STANDARD 1: Independence
1.1
A CME provider must ensure that the following decisions were made free of the control of a commercial interest. (See www.accme.org for a definition of a ‘commercial interest’ and some exemptions.) (a) Identification of CME needs; (b) Determination of educational objectives; (c) Selection and presentation of content; (d) Selection of all persons and organizations that will be in a position to control the content of the CME; (e) Selection of educational methods; (f) Evaluation of the activity.
1.2
A commercial interest cannot take the role of non-accredited partner in a joint sponsorship relationship.

STANDARD 2: Resolution of Personal Conflicts of Interest
2.1
The provider must be able to show that everyone who is in a position to control the content of an education activity has disclosed all relevant financial relationships with any commercial interest to the provider. The ACCME defines “‘relevant’ financial relationships” as financial relationships in any amount occurring within the past 12 months that create a conflict of interest.
2.2
An individual who refuses to disclose relevant financial relationships will be disqualified from being a planning committee member, a teacher, or an author of CME, and cannot have control of, or responsibility for, the development, management, presentation or evaluation of the CME activity.
2.3
The provider must have implemented a mechanism to identify and resolve all conflicts of interest prior to the education activity being delivered to learners.

STANDARD 3: Appropriate Use of Commercial Support
3.1
The provider must make all decisions regarding the disposition and disbursement of commercial support.
3.2
A provider cannot be required by a commercial interest to accept advice or services concerning teachers, authors, or participants or other education matters, including content, from a commercial interest as conditions of contributing funds or services.
3.3
All commercial support associated with a CME activity must be given with the full knowledge and approval of the provider.
Written agreement documenting terms of support
3.4
The terms, conditions, and purposes of the commercial support must be documented in a written agreement between the commercial supporter that includes the provider and its educational partner(s). The agreement must include the provider, even if the support is given directly to the provider’s educational partner or a joint sponsor.
3.5
The written agreement must specify the commercial interest that is the source of commercial support.
3.6
Both the commercial supporter and the provider must sign the written agreement between the commercial supporter and the provider.
Expenditures for an individual providing CME
3.7
The provider must have written policies and procedures governing honoraria and reimbursement of out-of-pocket expenses for planners, teachers and authors.
3.8
The provider, the joint sponsor, or designated educational partner must pay directly any teacher or author honoraria or reimbursement of out-of-pocket expenses in compliance with the provider’s written policies and procedures.
3.9
No other payment shall be given to the director of the activity, planning committee members, teachers or authors, joint sponsor, or any others involved with the supported activity.
3.10
If teachers or authors are listed on the agenda as facilitating or conducting a presentation or session, but participate in the remainder of an educational event as a learner, their expenses can be reimbursed and honoraria can be paid for their teacher or author role only.
Expenditures for learners
3.11
Social events or meals at CME activities cannot compete with or take precedence over the educational events.
3.12
The provider may not use commercial support to pay for travel, lodging, honoraria, or personal expenses for non-teacher or non-author participants of a CME activity. The provider may use commercial support to pay for travel, lodging, honoraria, or personal expenses for bona fide employees and volunteers of the provider, joint sponsor or educational partner.
Accountability
3.13
The provider must be able to produce accurate documentation detailing the receipt and expenditure of the commercial support.

STANDARD 4.
Appropriate Management of Associated Commercial Promotion
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 those 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.

STANDARD 5.
Content and Format without Commercial Bias

5.1
The content or format of a CME activity or its related materials must promote improvements or quality in healthcare and not a specific proprietary business interest of a commercial interest.

5.2
Presentations must give a balanced view of therapeutic options. Use of generic names will contribute to this impartiality. If the CME educational material or content includes trade names, where available trade names from several companies should be used, not just trade names from a single company.

STANDARD 6.
Disclosures Relevant to Potential Commercial Bias Relevant financial relationships of those with control over CME content

6.1
An individual must disclose to learners any relevant financial relationship(s), to include the following information: The name of the individual; The name of the commercial interest(s); The nature of the relationship the person has with each commercial interest.

6.2
For an individual with no relevant financial relationship(s), the learners must be informed that no relevant financial relationship(s) exist. Commercial support for the CME activity.

6.3
The source of all support from commercial interests must be disclosed to learners. When commercial support is 'in-kind' the nature of the support must be disclosed to learners.

6.4
'Disclosure' must never include the use of a trade name or a product-group message.

Timing of disclosure

6.5
A provider must disclose the above information to learners prior to the beginning of the educational activity. Entities that answer 'yes' to the first question under Section 5 on page 1 must agree to the Commercial Support Agreement by checking the box and signing page 2.