



Center for Continuing Medical Education
600 Ackerman Road, 2nd Floor
Room E2055
Columbus, Ohio 43202
614-293-3576
614-293-4180 FAX

APPLICATION FOR DISPLAYING AT A CME ACTIVITY

(Instructions: Course Director or coordinator enters information to boxes 1, 2, 3, 4, 6, 7, 8, and 11 before sending to company representative. Company representative completes boxes 5, 9, 10 and 12, then signs. The completed application is returned to the Center for Continuing Medical Education.)

1. NAME OF ACTIVITY OR EVENT:	
2. DATE (S) OF ACTIVITY	
3. LOCATION OF ACTIVITY	
4. COMPANY NAME	
5. COMPANY REPRESENTATIVE ¹	
PHONE	
ADDRESS	
E-MAIL ADDRESS	
6. DISPLAY AREA ²	
7. DISPLAY FEE ³	
8. SET UP/TEAR DOWN TIMES	

¹Person named is responsible for the display and for insuring compliance with terms of display.

²Assigned by activity coordinator at time application is issued to company representative

³Assigned by activity coordinator at time application is issued to company representative

9. THERAPEUTIC AREA(S) REPRESENTED IN APPLICANT'S DISPLAY
1.
2.
3.

10. COMPANY REPRESENTATIVES ATTENDING (registration required)
1.
2.
3.
4.

11. PRIVILEGES ⁴	
Continental Breakfast(s)	
Breaks	
Lunch(es)	
Dinner(s)	
Scientific Session(s)	

12. PERSON COMPLETING APPLICATION	Initial
I understand and agree that sales or promotional activity may not take place within the facility specific to the CME Activity.	
I understand and agree that direct sales activity is prohibited.	
I understand and agree that commercial identification may not be worn inside the meeting room.	
I understand and agree that illegal services, products or activities, those not appropriate for a scientific venue, or those espousing philosophies or actions contrary to the mission and ethics of The Ohio State University are excluded.	
I understand that as a commercial agent I must defer to the non-commercial participants if space and materials is limited.	

Company Representative Signature

Date

CCME OFFICE USE ONLY:

Date Received:
Date Accepted:
Date Rejected:
Activity Coordinator:

⁴Assigned by activity coordinator at time application is issued to company representative

THE CME MEETING: Center for Continuing Medical Education Policy on Peripheral Activities Associated with a CME Activity.

The CME meeting consists of all functions associated with an approved CME activity, including all peripheral activities such as food functions and displays. Any function that is present in the same location as a CME activity and is present because of the CME activity must be considered part of the CME meeting. Therefore, all peripheral activities are regulated by CME guidelines.

PERIPHERAL ACTIVITIES

DISPLAYS

Commercial displays/exhibits/advertisements are promotional activities and not continuing medical education. Monies paid by commercial interests to providers for this promotional opportunity are not considered to be 'commercial support' of CME. A letter of agreement is not required for promotional opportunities. CME Activity Directors/Coordinators must request that commercial interests pay for promotional opportunities with resources designated for that purpose. 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. Product-promotion material or product-specific advertisement of any type is restricted to the function area designated for this purpose and is prohibited in facilities specific to the CME activity.

Non-commercial displays, such as poster sessions, may have an educational component that may be approved for CME credit. As such, non-commercial displays may not promote or sell commercial products. Non-commercial displays approved for CME credit must be distinctly separate from commercial displays. A schedule of access to this type of display must be available to participants, and the CME Activity Director/Coordinator must be able to document participation.

Application for Display

CME Coordinators must obtain a CCME Display Application from all commercial and non-commercial participants expecting to display at a CME activity. The Display Application identifies the CME Activity and date for which the display is intended; the site of the Activity; a description of the display area and the display space; the cost/fee for displaying; and set-up and tear-down times. A description of privileges, prohibitions, and conduct must accompany the Display Application. CCME will assess the activity \$25 to administer and evaluate the Display Application.

Most privileges are determined by the Activity Director/Coordinator and may include the numbers of display participants, or attendance at other peripheral functions. In compliance with the Accreditation Council for Continuing Medical Education (ACCME®) and its Standards for Commercial Support, attendance at CME activities is permitted by commercial supporters, as long as they refrain from commercial activities within the meeting room. This includes removing their company name badge while in the meeting room. Furthermore, when space and materials are limited, company representatives need to defer to non-commercial registrants. Commercial supporters are encouraged to register in advance so that they are included in preparations made by the conference coordinator.

Prohibitions are determined by CCME and include a ban on any commercial activity within the facility specific to the CME Activity; proscription on direct sales of any commercial products; the exclusion of illegal services, products or activities, those not appropriate for a scientific venue, or those espousing philosophies or actions contrary to the mission and ethics of The Ohio State University. CCME encourages attendance of exhibitors, commercial and non-commercial, in the approved CME Activity subject to prohibitions; and allows them to ask questions in scientific sessions as long as they disclose their commercial relationship(s).

Pricing Display Space

CME Coordinators may only assess market value for display opportunities. The determination of market value considers:

- Actual cost of arranging display space
 - Size and profession of audience
 - Location of meeting site and display area
 - Relative premium of display space
 - Size of display space
 - Cost of participating in food and beverage functions
 - Cost of providing educational materials
- Market value should not consider:
- Vendor's financial offers
 - Vendor's approval of an educational grant
 - Relationships between vendors, CME coordinators, or activity faculty
 - Access to mailing list or registration lists

CCME recommends that display opportunities for meeting sites in Ohio have a market value between \$500 and \$2000. Activity Directors must be prepared to justify display pricing using principles of market valuation. CCME regards that it is never appropriate to provide gratis display space to a commercial vendor since doing so implies a potential conflict of interest. Discounting display opportunities is not encouraged since it implies favoritism; however, activity directors may discount display space up to 25% if space remains available in the final two weeks prior to the activity. CCME also regards that "in-kind" payment for display space may also imply a potential conflict of interest.

Designing the Display Area

Displays and display areas may not be designed in such a way as to compel meeting participants to pass through a commercial gauntlet to enter the meeting area, or to proceed to other function areas, such as to meals or breaks. The interests of the exhibitors must be considered, so access to other function areas need not be completely free of displays.

Designing premium display spaces is permitted, subject to the following conditions:

- CME participants are not compelled to visit premium spaces.
- Market pricing is maintained.
- All displays have the same opportunity to reserve premium space, subject to availability; that is, conditions may not be established that give exclusive rights to certain vendors.
- Price, display size, and location may be considered when defining premium space.

Effective Date: September 1, 2009

Revised: 9/1/2009