

# Guidelines for Satellite Events & Industry Symposia

## About the Urgent Care Association of America (UCAOA)

UCAOA exists to provide leadership, education and resources for the successful practice of urgent care – this is the organizational mission. Our Vision is to be the catalyst for the recognition of urgent care as an integral part of the health care system. UCAOA's membership of approximately 3200 is made up of clinicians and administrators working in urgent care. The Urgent Care Association of America is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.

## Annual Urgent Care Convention

The UCAOA Urgent Care Convention ("the Convention") is an educational forum for urgent care professionals to assemble for practical updates and reviews of urgent care practice and management. Past attendance was over 631 participants and expected to grow well beyond that for 2012. Educational sessions cover a variety of clinical and practice management topics.

## Definition of Satellite Events

Satellite events are defined as any event held by an organization (either at the host hotel or off property) in which the intended or invited audience are individuals attending or invited to attend UCAOA's Urgent Care Convention. Therefore, the only way to host an event is to receive approval by UCAOA through submission of the application and agreement to abide by the guidelines set forth below. Satellite Events include the following types of programs (see detailed definitions within).

- **Industry Symposia Satellite Event**
  - An educational program for which AMA PRA Category 1 Credit is offered
- **Promotional/Social Satellite Event**
  - A program of over 20 people whose primary purpose is promotion of a product or relationship with an organization, CME credit is not offered
- **Focus Group Satellite Event**
  - A program whose primary purpose is research on a particular organization, product or service

All of the programs below are:

- Planned and implemented by an organization external to UCAOA
- Not endorsed by UCAOA
- Not part of UCAOA's official Convention program
- Consistent with the mission and vision of UCAOA

Educational topics may include any and all clinical and practice management-related topics applicable to the delivery of excellent medicine and service in the urgent care environment. All topics should be tailored to an urgent care audience and comply with the guidelines herein.

## Proposal Submission Deadline

The deadline to submit a proposal to sponsor a Satellite Event, Industry Symposia or Focus Group is March 1, 2012. UCAOA reserves the right to continue the selection process if all slots are not filled by March 1. Proposals will be reviewed for acceptance on a first-come, first-served basis, and must be completed in their entirety to be considered. The Application Process is detailed in the pages that follow.

## Satellite Event and Symposia Guidelines

By applying to host an event listed above, you agree to adhere to the guidelines set forth by UCAOA below. Any violation of these guidelines may result in the immediate dismissal of your program and removal from the exhibit floor, and UCAOA reserves the right to reject future applications for symposia or events submitted on behalf of any sponsor, credit provider or commercial supporter who has violated these guidelines. UCAOA reserves the right to restrict and/or dismiss at any time any event it deems undesirable, in poor taste, or offensive to attendees.

## Available time slots for Satellite Events and Symposia

Sunday, April 15 – (Day prior to PreConference Day) – (Please note, UCAOA’s program begins on Monday morning, so this is arrival day for many attendees – recommend late event)

After 5:00pm  Industry Symposia  Promotional Event  Focus Group – LIMIT 1 of each

Monday, April 16<sup>th</sup> – PreConference Day

After 6:30pm  Industry Symposia  Promotional Event  Focus Group – LIMIT 1 of each

Tuesday, April 17<sup>th</sup> - Conference Day 1

After 7:00pm  Industry Symposia  Promotional Event  Focus Group – LIMIT 1 of each

Wednesday, April 18<sup>th</sup> – Conference Day 2

After 5:45pm  Industry Symposia  Focus Group - LIMIT 1 of each

*\*\*There is a Promotional Event already scheduled.*

**\*See page 6 for tips on hosting a successful event.**

## Satellite Event Guidelines - Overall (for all types of events)

Although compliance with the [AMA's Ethical Opinion on Gifts to Physicians from Industry](#) is the responsibility of the individual physician, every effort should be made to ensure that UCAOA members and Convention participants are not put in a situation that would be considered a violation of these guidelines. Approval of proposed symposia will be based on these and other regulations outlined below.

Regardless of the location and time of your event, your program (including registration, dinner, etc.) must not begin prior to the start times listed above so as not to compete with educational programs or UCAOA hosted Convention events.

**Application and Administrative Fees** – The fees for hosting events at the UCAOA Urgent Care Convention are based on the type of event and whether the applicant is also an exhibitor at the Convention. Please refer to the application form for all fees.

**Use of UCAOA logo** – UCAOA wishes to avoid any implication that a Satellite Event is planned, implemented or sponsored by UCAOA. For that reason, your promotional materials must specifically state that the event is not an official part of the UCAOA Urgent Care Convention.

**Invitations/Promotion** – All promotional materials for a Satellite Event must be reviewed and approved by UCAOA including but not limited to: flyers, brochures, print or electronic invitations, envelopes, advertisements, websites, signage, press releases. UCAOA will approve materials within 5 business days or less. Submit materials to [satellite@ucaoa.org](mailto:satellite@ucaoa.org).

Promotional Materials must include (as applicable): Name of Sponsor/Host, Name of credit provider, Acknowledgement of Commercial Support, Instructions to attendees for registration for the event.

UCAOA will provide an electronic version of the pre-registrant mailing list (UCAOA provides an option for attendees to “opt out” of e-mails, however, historically, this has only accounted for 10-20% of registrants). This list is approved for a mailing to registrants one time before and one time after the event only. In addition, the full [UCAOA membership or mailing list](#) is available for rental. UCAOA does not restrict promotion of your event to our Convention attendees.

UCAOA will produce a schedule of Satellite Events in the Convention Program, via signage in foyer areas listing all Satellite Events and a listing of events on our Convention website.

**Events must be scheduled and all fees paid by March 1, 2012 to be included in signage and the program.**

UCAOA provides continuing medical education to physicians and other providers, so must not be involved in the planning or provision of credit for an event sponsored by a commercial entity. Satellite Event advertisements in the Participant Program must include the sentence *“This event is not a part of the official 2012 Urgent Care Convention”*.

Exhibit booth representatives may distribute invitations, tickets, etc. from within the confines of the exhibit space assigned to the sponsor or commercial supporter of the Satellite Event. *However, distribution of invitations, etc. promoting a Satellite Event is strictly prohibited in all other public spaces of the event venue.*

Program Materials must be submitted to UCAOA for review no later than March 1, 2012. Please allow 5 business days for approval. A final copy of the program materials must be submitted to UCAOA as well.

Enduring Materials – whether credit bearing or not, enduring materials produced based on satellite events held during the Convention must be approved by UCAOA prior to production. Like promotional and program materials for the event, enduring materials may not use the UCAOA logo or name or make mention of the Convention.

## **Event-Specific Guidelines - Industry Symposia**

UCAOA provides continuing medical education to physicians and other providers, so must not be involved in the planning or provision of credit for an event sponsored by a commercial entity.

### **CME Credit and Compliance with AMA and ACCME Guidelines**

UCAOA does not provide AMA PRA Category 1 Credit for Industry Symposia. Those wishing to hold a symposium must obtain credit from another accredited CME/CEU provider. A list of accredited providers and medical societies can be obtained at [www.accme.org](http://www.accme.org).

All symposia must be held in compliance with the [ACCME Standards for Commercial Support of Continuing Medical Education](#). The CME provider is solely responsible for ensuring compliance with these Standards.

Symposia sponsors must submit an evaluation summary report, final program materials and final attendee list by May 15, 2012 to Becky Burress, UCAOA, P.O. Box 777, Valrico, FL 33594-0777.

## **Event-Specific Guidelines – Promotional/Social Events**

Promotional/Social Events include any gathering, dinner, reception, or event with the primary purpose of promoting a product or service or furthering a relationship between a commercial entity and potential customers (20 or more potential customers is considered a satellite event). This would include any event that is marketed or clearly understood by attendees (prior to, during, or after the event) to be sponsored by a commercial product(s), company(ies) or organization(s). While not eligible for CME credit, these events must still comply with all of the overall guidelines for Satellite Events and any additional external rules and regulations to which the host organization is subject relative to gifts to industry.

## **Event-Specific Guidelines – Focus Groups**

Focus Groups include any gathering, meal, meeting or other similar function whose primary purpose is to research user or potential user opinion on an organization, product or service. While not eligible for CME credit, these events must still comply with all of the overall guidelines for Satellite Events and any additional external rules and regulations to which the host organization is subject relative to gifts to industry.

Focus Group attendance is limited to 20 participants. **UCAOA will only include a scheduled Focus Group on the Satellite Event signage at the specific request of the hosting organization.**

## **Event Arrangements**

### **Space Assignments**

Once your event has been approved, you will receive confirmation from UCAOA. Upon confirmation of your approval you may contact Caesars Palace to request space for your event if you would like to use hotel property. Direct contact information will be provided with your acceptance. Events may not be held in UCAOA Convention space without prior permission from UCAOA. Please do not sign contracts for your event prior to event approval from UCAOA in case the event is not approved.

### **Catering and Logistics**

Arrangements for room setup, food and beverage selections and billing must be made directly with representatives at your event venue. They can provide you with menus and floor plans upon request. Event hosts are responsible for all expenses incurred related to their program. UCAOA bears no financial obligation for expenses incurred for any Satellite Events.

### **Production/Audio Visual Equipment Rental**

The application and administrative fee does not include audiovisual equipment rental or labor costs. You must make these arrangements directly with the venue hosting your event. When you are designing your staging and production for your event, please keep in mind that in most cases you will be limited to one hour of setup time.

## **Cancellation Policy**

UCAOA must be notified in writing of the cancellation of an approved Satellite Event. For cancellations received by the close of business on March 1, 2012, UCAOA will issue a refund of 80% of the application and administrative fee. No refunds will be issued for cancellations after March 1. Because we direct neither the topic nor the marketing efforts, UCAOA is not responsible for final attendance at Satellite Events.

## Tips for a Successful Event

UCAOA would like to see all satellite events well attended. Below is a list of strategies we have provided, based on our past experience with satellite events that may help increase the quality and attendance of your event.

Please note: The NUMBER ONE predictor of attendance is an established relationship with the vendor, so we recommend all satellite event hosts communicate with the urgent care and/or attendee audience multiple times prior to the meeting if you are not already a long-standing vendor with UCAOA.

### Meeting Planning tips:

- **Timing of your event** - Hold your event immediately following one of UCAOA's events in a location as close to UCAOA's event as possible. For example, we found our attendees are more likely to attend a satellite event that is held immediately following one of UCAOA's receptions, rather than scheduling an hour between events.
- **Exhibit at UCAOA's Urgent Care Convention** - Companies that exhibit and hold a satellite event typically have a better turnout at their event. Promoting your event at your booth is allowed and encouraged to increase attendance.
- **Allow for on-site registration**

### Marketing tips:

- Determine the key benefit for attending your event and emphasize it in all promotions (i.e. terrific speaker, menu, entertainment, venue, etc.).
- Incorporate a "call to action" in your communications that prompts the audience's next step (i.e. register today, visit our website)
- Keep your message consistent across all communications, and during your event.
- Start promoting your event 4-6 weeks before the conference.
- Communicate your event information through a variety of channels. Combine direct mail with an e-vite; leverage your social media sites (Facebook, Twitter, YouTube) and website to get the word out.
- Consider mailed invitations that require the recipient to RSVP.
- Exhibitors: be sure to "talk up" your event to all booth attendees.
- Take advantage of opportunities to connect with all conference attendees. Utilize UCAOA's direct mail service, newsletter ads, Exhibitor Marketing Brochure, and more! Visit [http://www.ucaoa.org/getinvolved\\_exhibitors.php](http://www.ucaoa.org/getinvolved_exhibitors.php) for more information.

# Application to Hold a Satellite Event - UCAOA Urgent Care Convention – Las Vegas – April 16-19, 2012

Providers/Sponsors planning to hold a Satellite Event during the UCAOA Urgent Care Convention must complete this application and agree to adhere to the UCAOA Guidelines for Satellite Events.

My signature below verifies that I have read and understand the conditions of this application. I have also provided the contact information of all parties involved with this event. By signing below, I am indicating my company's agreement to be bound by any and all such conditions and regulations. I accept responsibility for informing all of our employees, speaker(s), supporter(s) and activity organizer of these conditions and for ensuring that they abide by them also. I understand the penalties which may be assessed if we are in violation of these conditions. I also understand the cancellation policy for cancelling our event.

Signature: \_\_\_\_\_  
(Provider/Sponsor – authorized representative: name & date)

**Title of Event:** \_\_\_\_\_

**This application should be considered for a:**

- Industry Symposia     Promotional/Social  
 Focus Group

UCAOA has a limited number of events per time slot. Please list **first choice and second choice** when indicating when you plan to hold your event:

- Sunday       after 5:00pm  
Monday      after 6:30pm  
Tuesday     after 7:00pm  
Wednesday  after 5:45pm

\*\*UCAOA's program adjourns on Thursday at 12:00pm.

**Proposed location (hotel):**

\_\_\_\_\_

Once the application is approved for a specific time slot, providers/sponsors may not change date or time slot without UCAOA approval. When choosing your event date, be aware of UCAOA events taking place. See scheduled events online at [http://www.ucaoa.org/education\\_annualconvention.php](http://www.ucaoa.org/education_annualconvention.php).

**Provider/Sponsor:** \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

**Is this event joint sponsored?**  Yes     No

If applicable, name of second provider:

\_\_\_\_\_

Supporter(s):

(list add'l supporters and co-marketing companies on separate page)

Contact Name: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Activity Organizer (if different from above and applicable)**

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

**Administrative Fees:**

Event Type	Exhibitor	NonExhibitor
Industry Symposia	\$7,500*	\$10,000
Promo/Social	\$7,500*	\$10,000
Focus Group	\$1,500	\$4,000

\*Platinum Partners receive 10% discount

**Send application and fees to:**

Becky Burress

P.O. Box 777

Valrico, FL 33594-0777

Email [bburress@ucaoa.org](mailto:bburress@ucaoa.org), Phone 813-239-6429

## Application Deadlines for Spring 2012:

February 1 – Application & 25% due

March 1 – Balance due

March 1 – Materials due

March 1 – Cancellation deadline

May 15 – CME list due