

AAPA 2020

SATELLITE SYMPOSIUM

GUIDELINES

Sunday, May 17
Monday, May 18
Tuesday, May 19



NASHVILLE CONVENTION CENTER
Nashville, TN
May 16-20, 2020
aapa.org/conference

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Conduct a Satellite Symposium at AAPA 2020

PAs are one of the fastest-growing occupations in healthcare. There were more than 131,000 PAs in all 50 states and the District of Columbia as of December 31, 2018, and the PA profession is expected to grow by 37% by 2026.

At the AAPA 2020 Annual Conference, you will find unparalleled access to PAs of many different backgrounds and specialties. Over 6,000 PAs from every practice setting will gather at AAPA 2020 for 5 days of professional education, career enhancement, and networking.

Take advantage of this unbeatable opportunity by providing a customized event to this key audience. Join AAPA in **Nashville, TN May 16-20, 2020** and conduct a satellite symposium!

These sessions are not part of the official AAPA Conference program and are planned solely by the educational provider.

Application

Deadline for applications is January 31, 2020. Late or incomplete applications will not be accepted.

The application can be found [here](#). Please pay close attention to each required component of the application and make sure all information is accurate. Incomplete applications will not be reviewed. AAPA must be notified of any changes made after submission deadline which include, but are not limited to, change in the management company, corporate supporter(s), speakers, and the title of program.

Acceptance is based on topic, scientific content and other criteria, as determined by AAPA. All proposals must provide a practice performance gap analysis related to PA practice.

The provider is the organization responsible for the educational content and development of a CME program (e.g., communications company, medical education company, public relations agency, etc.). A commercial interest may not act as a provider.

Applications must be signed by representatives accepting responsibility for the program. By signing the application, each representative agrees to take responsibility for following the AAPA Satellite Symposium Guidelines. Please designate **one contact person** with whom AAPA should communicate, and who agrees to share information with other program representatives.

Applicants will be notified by February 15, 2020 of their tentative approval and a formal AAPA agreement will be sent, in which the day, time, and location for the session will be established. Final approval, however, is contingent upon AAPA's review of all marketing materials, electronic copies of all slides, handout materials, and online CME evaluation questions. **These items are due no later than April 1, 2020**, and applicants should **allow a minimum of 10 business days for the review of all materials**. Materials submitted after April 1, or not reviewed and approved by AAPA may not be used.

Timelines

Due Date	Item Due
January 31, 2020	Satellite Symposia applications due
February 15, 2020	Tentative AAPA approval of content and AAPA Agreement sent to approved programs
March 1, 2020	AAPA Category 1 CME Accreditation application due for approved Satellite Symposium (note: separate fees apply)
March 15, 2020	<ul style="list-style-type: none"> • Signed AAPA Agreement with full satellite symposium fee and copy of corporate supporter email/letter from all commercial supporters due to AAPA • Electronic copies of all first draft slides, handout materials, and online CME evaluation questions must be submitted for initial review <ul style="list-style-type: none"> ○ Anticipate 10 business days for review of all submitted materials ○ Materials received after the deadline will be reviewed at the discretion of AAPA ○ Materials that have not been reviewed and approved by AAPA may not be used
April 1, 2020	<ul style="list-style-type: none"> • Final information for online conference scheduler due, including: <ul style="list-style-type: none"> ○ Program title ○ Funder acknowledgement ○ Learning objectives or educational goal ○ Abstract ○ Program faculty, credentials, and full disclosure information • The following materials are due for final review and approval: <ul style="list-style-type: none"> • Marketing materials • Syllabus content (electronic or print) • Signage (electronic copies) • Final slides, handout materials, and online CME evaluation questions (electronic copies) • For all materials: <ul style="list-style-type: none"> ○ Anticipate a minimum of 10 business days for the review of all submitted materials ○ Materials received after the deadline will be reviewed at the discretion of AAPA ○ Materials that have not been reviewed and approved by AAPA may not be used

Program Content

- Topic selection must be based on a needs assessment and that needs assessment must be provided to AAPA. PA performance gap analysis must be articulated.

- Final slides will be reviewed and approved by AAPA for scientific accuracy and to ensure that they contain a fair discussion of available treatment options (see important dates for timelines and review periods).
- At least one member of the faculty must be a PA.
- All speakers, planners, and anyone in the position to control content must disclose all financial relationships with an [ACCME-defined commercial interest](#) occurring within the past 12 months.
- As an additional safeguard to monitor the conduct and content of the Satellite Symposium, anonymous observers may be present in all sessions. These individuals will be charged with ensuring compliance with AAPA policies.

Speakers/Faculty

AAPA excludes members of the following groups from participating as faculty or speakers:

- [AAPA Board of Directors](#)
- [JAAPA Editorial Board](#)
- [Commission on Continuing Professional Development and Education](#)

Applications including members of the above groups will be disqualified.

Disclosure information for each speaker must also be submitted with the AAPA Category 1 CME Accreditation application by March 1, 2020. There are no exceptions.

AAPA CME Accreditation Application Procedures

Live Activity at Conference

Providers of Satellite CME events that are approved to hold an event must apply for AAPA Category 1 credit and successfully complete the AAPA CME accreditation process. An application for approval of live activities for CME credit must be submitted via the [online application](#). **The CME application review process can take up to two weeks**, and CME providers hosting satellites must be approved for AAPA Category 1 credit prior to the satellite taking place. The CME accreditation fee is separate from the satellite symposium administrative fee. **Providers must submit their activity for AAPA CME credit online by March 1, 2020.** Questions about the AAPA CME credit application process may be directed to cmeapproval@aapa.org.

If the program content or title originally described on the application to hold a satellite event is different from the program content submitted on the AAPA CME accreditation application form, the AAPA reserves the right to deny the application for credit and the application to hold a satellite event.

Post Activity Enduring Material

Expand the reach of your content by developing enduring material and distributing it via AAPA's Learning Central! Providers may develop post activity enduring material(s) (online, video, CD ROM, monograph, etc.) from the content of the Satellite Symposium and potentially reach AAPA's entire PA database that includes over 60,000 members and 40,000 nonmembers. Activities hosted within Learning Central typically receive anywhere between 500 and 3,000 additional participants depending on the activity topic.

For a total fee of \$15,550, this enduring material option includes:

- 12 months of hosting on Learning Central
- Integration into the Learning Central CME Catalog and indexing for optimal exposure
- Launch announcement and periodic inclusion in the Featured CME section of Learning Central
- Monthly participation reports
- Final report of all assessment data
- CME Accreditation approval and administration for a period of one year from release

No reference may be made to the AAPA 2020 Conference when promoting the enduring material.

Contact conferencecme@aapa.org for more information on hosting enduring materials on Learning Central.

Satellite Symposium Scheduling

- Space for each seminar will be assigned by AAPA.
- Space assignments will be confirmed by March 1, 2020.
- Contact Allie Levy at 571-319-4409 or alevy@aapa.org for additional logistical information

Dates, Times and Fees for Satellite Symposia

Satellite Symposia will be scheduled on the following dates/times at the Music City Center:

Sunday, May 17, Monday, May 18, and Tuesday, May 19 Dinner - 5:30-8 p.m.

Fees

The fee for dinner symposia is \$75,000.

AAPA does not guarantee attendance, and no refunds or partial refunds will be made if the attendance is less than anticipated.

For tentatively approved activities, the program fee is due and payable to AAPA no later than **March 15, 2020**. Fees payable by check should be sent to:

AAPA
Attn: Satellite Symposia
2318 Mill Road, Suite 1300
Alexandria, VA 22314-6868

Applicants are required to submit support statements from all commercial supporters so that each company may be listed as a supporter in meeting materials.

Included in the AAPA Satellite Symposium Fee

- Needs-based review
- Content review
- Compliance review
- Posting on the AAPA Conference 2020 website
- Posting on AAPA mobile app
- Listing in digital conference materials
- Complimentary conference registration (only for day of symposium) for organizers and faculty
- One complimentary pre-registration mailing list (estimated number 2,000, dependent upon timing) for use to promote the symposium. The list will be supplied by request and must be sent to a bonded mailing house. The provided list is for one-time use only and will be monitored for additional use. Lists include mailing addresses only and do NOT include phone, fax or email information. Lists with email information and any subsequent lists must be purchased by contacting Tony Manigross (tmanigross@aapa.org).

- Two session readers to be used for scanning in attendees. Session reader units are picked up and returned to on-site Experient Representative at the On-Site Registration desk in the convention center as follows. An order form for additional session reader units (at your cost) will be provided with the countersigned AAPA Agreement at your request. *Company will responsible for any fees associated with replacing missing units if they are lost or not returned.*
 - Pick up prior to 5:00 p.m. the day of dinner symposia
 - Return the same evening

Room Set-up

- Room set-up banquet style for a maximum of 350 people – this does *NOT* guarantee an audience of 350
- Access to assigned meeting room
 - Dinner symposia - 3:30 p.m. day of symposium
- Basic audio-visual setup including:
 - One screen
 - LCD projector
 - Combination slide advancer/laser pointer
 - Sound
 - Amplification
 - Mixer
 - Lavalier microphone
 - Podium microphone
 - Standing microphone
 - **NOTE:** Additional staging and/or AV requests are at the expense of the symposia organizer. Arrangements must be made with the facility, and room must be returned to original set at your expense.
- Speaker ready rooms are not guaranteed and will be available based on first come-first served basis. Contact Allie Levy at alevy@aapa.org.
- Requests for access to the assigned meeting rooms earlier than two hours must be approved directly with Allie Levy at alevy@aapa.org.
- Symposium lectures must be contained within your assigned room. Video overflow to other rooms will not be permitted.
- On-site registration may not begin prior to 5:15 p.m.

Signs

One (1) 22x28 sign may be placed outside of the assigned room. Invitations, tickets, etc., may be distributed by mail, email, or in the supporter's exhibit booth (if exhibiting). Any other form of distribution (including from a hotel or the convention center lobby) is strictly prohibited. This includes, but is not limited to, hand distribution of invitations or "button-holing" PAs at hotels or the convention center.

Contact the Convention Service Manager of your assigned facility for specific signage placement guidelines.

Marketing Opportunities

For all marketing opportunities, materials must also be approved by your AAPA Satellite Symposium contact prior to submission with the applicable form (satellite symposium marketing application form, attendee bag inserts application, or freestanding meter boards application form). Please allow a minimum of 10 business days for approval of the marketing materials. Contact Tony Manigross at 571-319-4508 or tmanigross@aapa.org to discuss marketing strategies for your event.

Pre-show Advertisement

\$5,150

Banner advertisements on the AAPA app reach the entire PA audience and run from time of order until July 1, 2020.

Attendee Bag Inserts

\$5,350 each

Bag inserts are the only items that will be included in the convention bags aside from the essential show materials distributed to all registered attendees on site. You may provide a print piece advertising your satellite symposium.

Freestanding Meter Boards

\$3,750 each/3 signs for \$15,000

Freestanding signs are an effective, affordable way to communicate with attendees. These two-sided signs display your message in high-traffic areas of the convention center, inspiring curiosity about your satellite symposium. Each sign is approximately 1 meter wide by 2 meters tall.

Email Blast to Attendees

\$3,500 per email blast

Email blasts are an effective way to inform all attendees of your session. The attendees will receive the email blast not earlier than 2 weeks prior to the conference. The email blast is a dedicated email blast to your session only.

To learn more about AAPA's marketing opportunities, visit [the Sponsorship page](#) or contact Tony Manigross at 571-319-4508 or tmanigross@aapa.org.

Pre-conference Policies

Upon acceptance of a Satellite Symposium proposal, the following are additional conditions to which the provider will be held accountable:

- AAPA reviews all symposia applications and promotional materials and reserves the right to reject topics, formats or materials deemed inappropriate for any reason.
- The educational provider is solely responsible for all marketing/promotional/audience generation efforts. AAPA is not responsible for audience generation and does not guarantee a minimum number of attendees.
- Prior to submitting invitations or promotional mailing proofs to AAPA for approval, please make sure that the following information is included:
 - Name and contact information of provider for questions.
 - Acknowledgement of all commercial support.
 - Disclaimer statement: This symposium is neither supported, sponsored, nor endorsed by AAPA.
 - AAPA CME Accreditation Statement:

This program has been reviewed and is approved for a maximum of ____ AAPA Category 1 CME credits by the AAPA Review Panel. PAs should claim only those hours actually spent participating in the CME activity. This program was planned in accordance with AAPA CME Standards for Live Programs and for Commercial Support of Live Programs.

This program was supported by an educational grant from _____. *(Or other statement, as required by funder)*

- Educational provider must email final drafts of all program marketing materials to AAPA (conferenceCME@aapa.org) for approval prior to printing and **allow a minimum of 10 business days for review**. Materials received after the deadline will be reviewed at AAPA's discretion. Materials that have not been reviewed and approved by AAPA may not be used.
- If your symposium will not include a meal, the following phrase must be prominently included in bold font on all signage, marketing, and pre-symposium materials distributed to potential attendees and registrants: **No meal or other food or beverage is provided with attendance at this activity.**
- Educational provider will coordinate all speaker correspondence and arrangements (AAPA must be notified immediately in writing of any changes in speakers. Final speaker approval is at the discretion of AAPA) – AAPA staff does not make travel and/or hotel arrangements for Satellite Symposium speakers.
- Educational provider is responsible for all seminar registration, including temporary registration personnel onsite.

On-site Obligations of Provider upon Acceptance of Application:

Upon acceptance of a Satellite Symposium proposal, the following represent the on-site conditions to which the provider must agree:

- Educational provider must provide print or electronic program syllabus to participants. The syllabus content must be submitted to AAPA for review and approval **no later than April 1, 2020. Allow a minimum of 10 business days for review and approval** of all submitted materials. Materials received after the deadline will be reviewed at AAPA's discretion. Materials that have not been reviewed and approved by AAPA may not be used.
- Educational provider must provide evaluation mechanism/opportunity to participants. The evaluation must include questions that assess the degree to which the session contained fair balance. AAPA **reserves a minimum of 10 business days for review** of the evaluation questions, and any late materials will only be reviewed at AAPA's discretion. Any materials not reviewed and approved may not be used in conjunction with the satellite.

Post-conference Obligations of Educational Provider upon Acceptance of Application:

Upon acceptance of a Satellite Symposium proposal, the following represent the post-conference conditions to which the provider will be held accountable:

- Educational provider must provide aggregate evaluation to conferencecme@aapa.org no later than **July 1, 2020**.

Commercial Support Guidelines

Educational providers are expected to abide by ACCME Standards for Commercial Support and [AAPA CME Criteria](#).

Please attach a copy of your acceptance notification letter/email from the commercial supporter with your application for verification of commercial support.

Cancellation Policy

All cancellations must be submitted to AAPA in writing to conferencecme@aapa.org.

- Cancellations received in writing through **March 31, 2020** will incur a **10% cancellation fee**.
- Cancellations received in writing **April 1 through April 14, 2020** will incur a **50% cancellation fee**.
- Cancellations received in writing after **April 15, 2020** will incur a **100% cancellation fee** and the host will be issued no refund of any monies received by AAPA for cancellation.

Violations

AAPA, at its sole discretion, reserves the right to revoke privileges for future Satellite Symposia for any or provider involved in planning a Symposium who does not comply with the above-mentioned guidelines.

AAPA reserves the right to cancel symposia of companies who violate the guidelines on-site prior to their scheduled symposia. AAPA reserves the right to apply other remedies that AAPA determines are appropriate.