

# 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.

## Fall Urgent Care Conference

The UCAOA Urgent Care Fall Conference (“the Conference”) is an educational forum for urgent care professionals to assemble for practical updates and reviews of urgent care practice and management. Attendance averages approximately 225 participants. Educational programs focus on physicians, new urgent care startups, and coding professionals.

## 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 audience are individuals attending UCAOA's Fall Conference. 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. 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
- **Industry Symposia Satellite Event**
    - An educational program for which AMA PRA Category 1 Credit is offered
  - **Promotional/Social Satellite Events**
    - 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

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 September 1, 2011. UCAOA reserves the right to continue the selection process if all slots are not filled by September 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

Thursday, October 20<sup>th</sup> – PreConference Day (Although there is a Welcome Reception this evening, UCAOA’s program begins on Friday morning, so this is arrival day for most attendees – recommend late event)

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

Friday, October 21<sup>st</sup> - Conference Day 1

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

Saturday, October 22<sup>nd</sup> – Conference Day 2

After 3:30pm  Industry Symposia  Promotional Event  Focus Group - LIMIT 1 of each  
(UCAOA’s Fall Conference adjourns at 3:30pm)

**\*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.

**Application and Administrative Fees** – The fees for hosting events at the UCAOA Fall Conference 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 Fall Conference.

**Invitations/Promotion** – All promotional materials for a Satellite Event must be reviewed and approved by UCAOA including but not limited to: flyers, brochures, 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: Name of Sponsor/Host, Name of credit provider (if applicable), Acknowledgement of Commercial Support (if applicable), Instructions to attendees for registration for the event (if applicable)

UCAOA will provide an electronic version of the pre-registrant mailing list. 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 Conference attendees.

UCAOA will produce a schedule of Satellite Events via signage and flyer in foyer areas listing all Satellite Events and a listing of events on our Fall Conference website.

**Events must be scheduled and all fees paid by September 1, 2011 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 2011 Fall Urgent Care Conference"*.

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 September 15, 2011. 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 Conference 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 Conference.

## **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 an 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 and final attendee list by November 15, 2011 to Colleen Richter, UCAOA, 4320 Winfield Road, Suite 200, Warrenville, IL 60555.

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

Promotional/Social Events include any gathering, dinner, reception, or event of over 20 people with the primary purpose of promoting a product or service or furthering a relationship between a commercial entity and potential OR existing customers. 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 Hyatt Regency DFW 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 Conference space without prior permission from UCAOA.

### **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 September 15, 2011, UCAOA will issue a refund of 80% of the application and administrative fee. No refunds will be issued for cancellations after September 15. 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 our 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 to 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 Fall Conference** - 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 Conference–Dallas – October 20-22, 2011

Providers/Sponsors planning to hold a Satellite Event during the UCAOA Urgent Care Conference 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:

- Thurs.    after 7:00pm  
Fri.      after 6:30pm  
Sat.      after 3:30pm

\*\*UCAOA's program adjourns on Saturday at 3:30pm.

**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\\_fallconference.php](http://www.ucaoa.org/education_fallconference.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	\$2,000*	\$3,500
Promo/Social	\$2,000*	\$3,500
Focus Group	\$1,500	\$2,500

\*Platinum Partners receive 10% discount

**Send application and fees to:**

Colleen Richter

UCAOA, 4320 Winfield Road, Suite 200, Warrenville, IL 60555.

### Application Deadlines:

September 1 – App. & fees due

September 15 – Materials due

September 15 – Cancellation deadline

November 15 – CME list due

Email [crichter@ucaoa.org](mailto:crichter@ucaoa.org), Phone 630-836-8514,  
Fax 630-836-8518.