



4th International Symposium on AKI in Children

www.cincinnatichildrens.org/aki

September 30 - October 2, 2022
Hilton Cincinnati Netherland Plaza
Cincinnati, OH

Promotional & Exhibit
Opportunities



From the Symposium Chairs

On behalf of the Heart Institute and the Center for Acute Care Nephrology at Cincinnati Children's Hospital Medical Center, we invite you to take part in 4th International Symposium on Acute Kidney Injury in Children in Cincinnati on September 30 – October 2, 2022. The first three symposia, also held in Cincinnati, hosted a combined total of more than 700 participants from 28 countries and 35 US states. In the intervening years, significant advancements in pediatric and neonatal AKI have been made, many of which will be presented in detail for the first time at the 2022 Symposium. These topics will include:



- A report from the first Acute Disease Quality Initiative (ADQI XXVI) devoted to neonatal/pediatric AKI
- The integration of novel AKI biomarkers into risk-stratification algorithms both at single and longitudinal time points in new populations
- Outcome studies from novel devices aimed to improve outcomes for patients with AKI and multiorgan failure
- Detailed reports from the prospective Recombinant Erythropoietin for Protection of Infant Renal Disease (REPaIReD) AKI study in extremely low gestational age neonates
- Electronic health record driven clinical decision support in AKI
- Case-based AKI management strategies to utilize current knowledge to optimize AKI interventional studies and improve patient outcomes

The symposium is expected to attract more than 200 thought leaders and decision-makers in pediatric critical care nephrology. The program curriculum and activities are designed to provide an interactive educational forum for physicians, nurses, and other healthcare professionals who care for children with, or at-risk for, AKI. For this reason, the Symposium will only be held in-person, there will **not** be a virtual attendance option. Specialties represented will include nephrology, critical care medicine, cardiology, and neonatology.



The organizers of this symposium are steadfast in their commitment to gender equity and to engaging junior and mid-level academic faculty. We will uphold our ongoing commitment to these principles for the 4th International Symposium

We are excited to offer your organization a variety of promotional opportunities — including exhibit space, networking events — to help support this important educational activity. These opportunities are outlined and described within this prospectus. We hope that your organization will join other industry leaders in support of this educational conference. Your support will help improve the health of children around the world.

On behalf of the program committee and faculty, we want to thank you for your consideration of this request. It is our hope that you will see the value in supporting the upcoming 2022, 4th International Symposium on AKI in Children events. If you have any questions or require additional information, please feel free to contact Ali Barnes at Cincinnati Children's Hospital Medical Center at (513) 803-1841 or allison.barnes@cchmc.org.

Sincerely,

Stuart L. Goldstein, MD, FAAP, FASN, FNKF
Conference Chair
4th International Symposium on AKI in Children
Cincinnati Children's Hospital Medical Center
Cincinnati, Ohio, USA

Akash Deep, MBBS, MD, FRCPC
Conference Chair
4th International Symposium on AKI in Children
Kings College Hospital
London, UK



Host Organizations

CINCINNATI CHILDREN'S

Cincinnati Children's, a nonprofit academic medical center established in 1883, is one of the oldest and most distinguished pediatric hospitals in the United States.

Clinical Services

We offer comprehensive clinical services, from treatments for rare and complex conditions to well-child care. In the 2020-21 U.S. News & World Report survey of best children's hospitals, Cincinnati Children's ranks No. 4 among all Honor Roll hospitals. With more than 670 registered beds, Cincinnati Children's had nearly 1.3 million patient encounters and served patients from all 50 states and 51 countries, including 589 international patients, in fiscal 2020.

Education & Training

Through an academic affiliation dating to 1926, Cincinnati Children's comprises the Department of Pediatrics at the University of Cincinnati College of Medicine. Training more than 600 residents and clinical fellows annually, we offer highly ranked research-based education and training programs.

Research

We are an important force in pediatric research - since the opening of the Cincinnati Children's Research Foundation in 1931. Grant funding for our research has more than tripled in the last 15 years, supporting countless discoveries and the continued expansion of our areas of research.

About the Heart Institute

Cincinnati Children's Heart Institute was formed in 2008 with the mission to transform pediatric heart disease through the integration of clinical care, molecular cardiovascular research and education. In 2020-2021, *U.S. News & World Report* ranked Cincinnati Children's Heart Institute one of the top programs in the nation for pediatric cardiology. The Heart Institute team has pioneered many advances in pediatric cardiology, including a first-in-nation ventricular assist device in a Duchenne Muscular Dystrophy patient, numerous transcatheter (nonsurgical) intervention therapies, echocardiography of complex cardiac malformations and the evaluation of cardiac disease during exercise stress. As one of the largest pediatric cardiology programs in the nation, the world-renowned team at the Heart Institute at Cincinnati Children's Hospital Medical Center has achieved outcomes that rival or surpass those at other top centers, for even the most challenging cases. These outcomes are driven by a bench-to-bedside approach, which allows the Heart Institute to bring research results into mainstream treatment plans for patients before they are available elsewhere. Our team at Cincinnati Children's Heart Institute cares for children with the most challenging heart conditions. As a result, last year children came to our Heart Institute from 45 states and 17 countries around the world.

About the Center for Acute Care Nephrology

The Center for Acute Care Nephrology (CACN) is part of the Division of Nephrology and Hypertension which was ranked fifth in the nation in 2020-2021 by *U.S. News & World Report*. CACN collaborates with all areas of critical care including the Division of Nephrology and Hypertension, the Heart Institute and Critical Care Medicine, to help identify acute kidney injury (AKI) in children of all ages and ultimately lead to better outcomes. This integrated approach to care enables physicians and researchers to closely monitor how children with kidney problems are responding to treatment, make rapid adjustments where needed and ultimately standardize care for the best possible results.



Course Directors

Stuart L. Goldstein, MD, FAAP, FASN, FNKF

Director, Center for Acute Care Nephrology
Professor, UC Department of Pediatrics
Cincinnati Children's Hospital Medical Center

Akash Deep, MBBS, MD, FRCPCH

Director- Pediatric Intensive Care Unit
King's College Hospital , London, UK
Chair of Scientific Affairs - European Society of
Pediatric and Neonatal Intensive Care(ESPNIC)

Planning Committee

Ali Barnes, MBA

Conference Fundraising Contact
Program Manager
Heart Institute
Cincinnati Children's Hospital Medical Center

Antwanette Cephas

Administrative Assistant
Nephrology and Hypertension
Cincinnati Children's Hospital Medical Center

Sarah DeLaat

Conference & Meeting Planner
Continuing Medical Education
Cincinnati Children's Hospital Medical Center

Patti Holshouser, MS

Senior Financial Analyst
Nephrology and Hypertension
Heart Institute
Cincinnati Children's Hospital Medical Center

Rosie Paulik

Marketing and Communications Specialist
Heart Institute
Cincinnati Children's Hospital Medical Center

Amanda Snyder, APRN

Advanced Practice Nurse
Pheresis Center
Cincinnati Children's Hospital Medical Center

Andrea Thrasher, MEd

Education Consultant
Continuing Medical Education
Cincinnati Children's Hospital Medical Center



Keynote Speaker

Rinaldo Bellomo AO, MBBS (Hons), MD, PhD, FRACP, FCICM

Professor of Intensive Care, The University of Melbourne
Professor of Medicine, Monash University
Director of Intensive Care Research, Austin Hospital
Director of Data Analytics Research and Evaluation (DARE) Centre

Invited Speakers*

Ayşe Akcan-Arikan, MD

Texas Children's Hospital
Houston, TX, USA

David Askenazi, MD, MPH

Children's of Alabama
Birmingham, AL, USA

Sean Bagshaw, MD, MSc, FRCPC

University of Alberta Hospital
Edmonton, AB, Canada

Rajit Basu, MD, FAAP, FCCM, MMI

Children's Healthcare of Atlanta
Atlanta, GA, USA

Kristin Dolan, MD

Texas Children's Hospital
Houston, TX, USA

Dana Fuhrman, DO, MS

University of Pittsburgh
Pittsburgh, PA, USA

Stephen Gorga, MD, MSc

University of Michigan
Ann Arbor, MI, USA

Jennifer Jetton, MD

University of Iowa Health Care
Iowa City, IA, USA

Leslie Meigs

Houston, TX, USA

Tara Neumayr, MD

Washington University School of Medicine
Saint Louis, MO, USA

Zaccaria Ricci, MD

Bambino Gesù Children's Research Hospital
Rome, Italy

Danielle Soranno, MD

Children's Hospital Colorado
Aurora, CO, USA

*As of February, 2022

Meeting Venue

Located adjacent to Fountain Square, the AAA Four-Diamond Hilton Cincinnati Netherland Plaza is situated in the heart of downtown Cincinnati. As a National Historic Landmark, the hotel is one of the world's finest examples of French Art Deco.

Open since 1931, this Cincinnati hotel is close to Horseshoe Casino and is located within walking distance of a number of shops and restaurants. The hotel also offers over 40,000 sq. ft. of function space for meetings, events and weddings, including three stunning ballrooms and 28 flexible rooms.

This hotel is Hilton's number one Food & Beverage Hotel in the USA, for four of the last five years. Visit OpenTable's 7th best restaurant in the USA, Orchids at Palm Court, the hotel's AAA Four-Diamond and Forbes Four Star fine dining restaurant. Enjoy breakfast or lunch in The Grille at Palm Court and a relaxed menu with specialty cocktails in The Bar at Palm Court.

Stay connected with complimentary basic WiFi in the lobby, your guest room, and in vendor exhibit space. Stay active with complimentary access to The Gym at Carew Tower. Work out using a variety of resistance and cardio machines or swim laps in the heated indoor pool.

The new Mabley Place garage provides a convenient option of self-parking in an adjacent garage with privileges. Electric car charging is available at no additional cost with valet parking. Event and day valet parking is also available.



Promotional Opportunities

Levels

Platinum	\$20,000
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Platinum level supporters will receive recognition as follows:

- Company name on signage in exhibit area for duration of meeting
- Company name on symposium event website
- Company logo recognition on signage at Welcome Reception
- Company name on all marketing including meeting brochure and website (deadline dependent).
- Prominent text recognition in conference program
- 4 complimentary registrations
- 4 guest tickets to the Faculty Dinner
- Attendee list at conclusion of meeting

Gold	\$10,000
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Gold level supporters will receive recognition as follows:

- Company name on signage in exhibit area for duration of meeting
- Text recognition in conference program
- 2 complimentary registrations
- 2 guest tickets to the Faculty Dinner
- Attendee list at conclusion of meeting

Silver	\$5,000
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Silver level supporters will receive recognition follows:

- Company name on signage at registration area for duration of meeting
- Text recognition in conference program
- 2 complimentary registrations
- Attendee list at conclusion of meeting

Donations & Grants

All opportunities listed in this prospectus are promotional in nature. Donations, grants, and contributions provided by Ineligible Companies, as defined by the [Standards for Integrity and Independence in Accredited Continuing Education \(2020\)](#), are considered separate from Promotional Opportunities and are Commercial Support. If you are interested in providing a donation or educational grant, please contact Allison.Barnes@cchmc.org.



Promotional Opportunities

Availability is limited and is listed for each opportunity in parentheses (). If opportunities have already been claimed, a committee representative will contact you upon submission.

Logistics & Technology

- **AV (1) - \$3,000**
 - Verbal recognition during the session
 - Recognition on podiums in the session (no logo)
- **Wifi (1) - \$3,000**
 - Recognition on the Wifi Instructions presented to attendees.
- **Hotel Key Card (1) - \$3,000**
 - Company logo displayed on hotel room key card as well as key card presentation folder

Sessions & Space

- **Welcome Session Sponsor (1) - \$12,000**
 - Company name and logo on signage at Welcome Reception
 - Verbal recognition from stage at Welcome Reception
 - 4 guest tickets to Faculty Dinner
 - Company name on signage at registration area for duration of meeting
 - Text recognition in conference program
- **Mother's Lounge (1) - \$1,000**
 - Opportunity to decorate or provide comfort items for nursing mothers
- **Relaxation Station (1) - \$1,000**
 - Opportunity to provide a relaxation experience for attendees
- **Poster Session Partner (1) - \$5,000**
 - Recognition on signage in the Poster display area
 - Text recognition in conference program

Promotional Opportunities (cont.)

Availability is limited and is listed for each opportunity in parentheses (). If opportunities have already been claimed, a committee representative will contact you upon submission.

Catering

- **Breakfast (1) - \$3,500**
 - Text recognition in program book.
 - Company name and logo on signage in Breakfast space
 - Branded table cloth on catering table (provided by purchaser)
- **Break Sponsor (2) - \$1,500**
 - Text recognition in program book.
 - Company name and logo on signage in Break space
 - Choice of:
 - Branded napkins
 - Branded coffee sleeves
- **Lunch Sponsor (1) - \$3,500**
 - Text recognition in program book.
 - Company name and logo on signage in Breakfast space
 - Branded table cloth on catering table (provided by purchaser)



Exhibit Opportunities

Single Booth \$3,000

Table Top Exhibit:

- One 6' table with two side chairs for duration of meeting in a 10'x10' footprint
- Recognition as exhibitor in conference materials
- Attendee list at conclusion of meeting
- Wireless Internet Access
- 2 complimentary exhibitor registrations
- Power strip with one extension cord

Single Booth, non-profit* \$1,500

Includes:

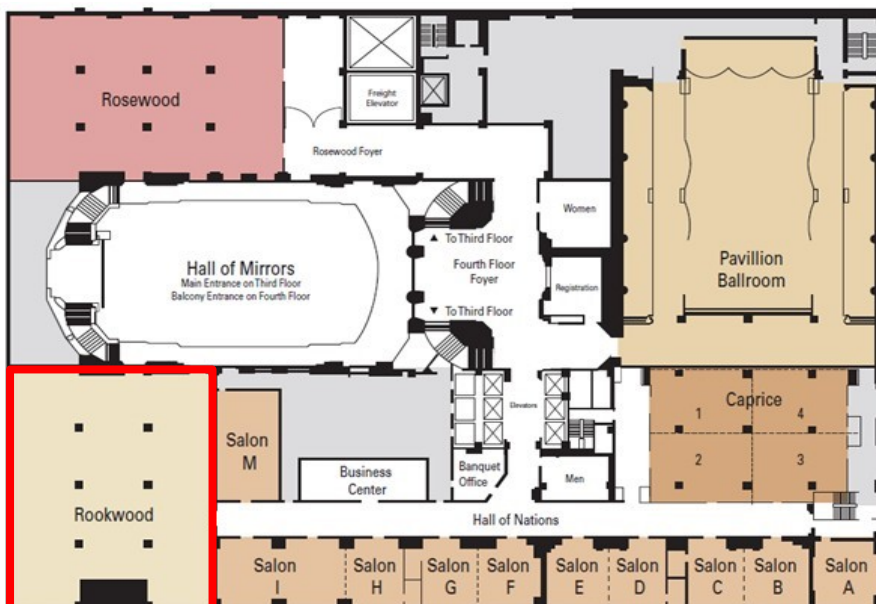
- One 6' table with two side chairs for duration of meeting in a 10'x10' footprint
- Recognition as exhibitor in conference materials
- Attendee list at conclusion of meeting
- Wireless Internet Access
- 2 complimentary exhibitor registrations
- Power strip with one extension cord

*non-profit must meet ACCME Definition of an Ineligible Company

Double Booth \$5,500

Table Top Exhibit:

- Two 6' tables with two side chairs for duration of meeting in a 10'x20' footprint
- Recognition as exhibitor in conference materials
- Attendee list at conclusion of meeting
- Wireless Internet Access
- 2 complimentary exhibitor registrations
- Power strip with one extension cord



Exhibits will be located in the Rookwood Room.



Interest Form

Organization Information

Complete the information below to indicate the appropriate person to serve as the contact for this program. If this includes an exhibit booth, please include the name of the individual who will be on-site at the activity. Email a completed **Interest Form** and **LOA** to Allison.Barnes@cchmc.org

Organization Name	
Representative Name (s)	
On-site Representative (if applicable)	
Email	
Phone	

				Cost	#
Promotional Opportunities					
Levels (Circle selection)	Platinum (\$20,000)	Gold (\$10,000)	Silver (\$5,000)	\$ _____	
Welcome Session Sponsor				\$12,000	
Lounge (Mark selection)	Mother's	Relaxation		\$1,000	
Poster Session Partner				\$5,000	
Logistics & Technology (Mark selection)	AV	Wifi	Hotel Key Card	\$3,000	
Catering: (Mark selection & preference)	Breakfast	Lunch	Thurs Friday Sat	\$3,500	
Catering: (Mark selection & preference)	Break		Thurs Friday Sat	\$1,500	
Exhibit Opportunities					
Booth (Specify Option: _____)				\$ _____	
TOTAL					



Rules & Guidelines

The following rules and regulations have been established by the Cincinnati Children's Hospital Medical Center ("CCHMC"), and the Hilton Cincinnati Netherland Plaza (the "Conference Center") for the 4th International Symposium on AKI in Children (the "Meeting").

COVID-19 Policy

Cincinnati Children's will implement health-and-safety protocols appropriate to the public health circumstances existing at the time of the conference. Protocols will be announced as soon as possible and will be available on the conference website.

Application for Exhibit/Promotion

CCHMC reserves the right to determine eligibility of any exhibit or promotion at the Meeting.

Booth & Opportunity Assignments

Every effort will be made to give first choice of booth location/promotion opportunity. In case of conflicting requests, priority will be determined on the basis of:

- Date the application was received.
- Amount of booth space requested. (Booth)
- Special needs of the exhibitors. (Booth)

Conference Services

The Conference Coordinator will provide an exhibitor service kit prior to the event after the confirmation of exhibit space. Relevant information (shipping, drayage, furniture, telephone, electrical, A/V needs, etc.) will be in this kit.

Custom Opportunities

Fulfillment (design, production, etc.) of the items is the responsibility of the purchaser. CCHMC must review and approve final proofs prior to production. If product has already been produced (eg. pen) CCHMC must still approve the product. Directions regarding logistics (vendor, size, delivery, etc.) will be provided to confirmed purchasing organization as necessary. Estimated attendance is 200.

Signage

Only professionally made signs are permitted in the Conference Center, and must be displayed on Conference Center approved easels. Advertising material may be distributed only from those firms who have engaged space. The use of nails, pins, staples, and tape adhesives are not permitted. Only blue painter tape is allowed in the meeting rooms. Adhesive- backed (stick-on) decals or similar items should not be distributed/utilized.

Lighting and Sound Devices

The use of devices for mechanical reproduction of sound or music shall not be permitted in the exhibition areas at any time. In general, the employment of any method to project sound beyond the confines of any exhibitor's booth, whether naturally or mechanically, is prohibited. No objectionable lights or noises will be permitted in exhibitors' booths. CCHMC reserves the right to exclude or to remove any objectionable equipment or exhibitor.

(Continued on next page.)



Rules & Guidelines, cont.

Parking

Loading dock space is reserved for loading and unloading only. Valet parking is available at the hotel and surface and garage parking is available close by.

Cleaning

The Conference Center will provide general lighting, heat or air conditioning and daily cleaning of the space.

Booth Cancellation Policy

A written notice of requests for cancellation must be transmitted to: Cincinnati Children's CME, 3333 Burnet Ave ML 3003, Cincinnati, OH 45229 / cme@cchmc.org. The following regulations apply:

Written cancellations received by July 30, 2022 will receive a refund of 80%.

Written cancellations received between August 30, 2022 will receive a refund of 25%.

No refunds will be issued for cancellations received after September 1, 2022.

Assignment of Space by Exhibitor

No exhibitor may assign, sublet, or apportion the whole or any part of the space allotted nor exhibit therein any goods other than those manufactured or sold in the regular course of the business by the exhibitor. Only one vendor may exhibit in each booth for the duration of the conference. Booths may not be shared.

Installation of Exhibits

Set-up is on Friday, September 30, 2022 from 3pm - 5pm in the exhibitor hall.

Rules Governing Exhibitors

All materials and fluids which are flammable must be kept in safety containers. All packing containers, excelsior, and wrapping paper must be removed from the floor and must not be stored under tables or behind displays. Exhibitors must observe the following regulations for setting up exhibits:

- a. Nothing will be tacked, nailed, screwed, or otherwise attached to the columns, walls, floors, furniture or other properties of the building. Anything in connection therewith necessary or proper for the protection of the building, equipment, or furniture will be at the expense of the exhibitor.
- b. It is mutually agreed that it is the duty and responsibility of each exhibitor to install and put their exhibit into place before the show and to dismantle and remove their exhibit immediately after the close of the show. In addition, property shipped to or from the hall by the exhibitor for installation or display at the meeting is at the sole risk of the exhibitor.
- c. Exhibitors are permitted to exhibit only products of their own lines (manufactured or distributed by them). Other material, equipment, apparatus, and systems not of their own lines but necessary for demonstration of the exhibitor's products are permitted. Distribution of candy and water is permitted. Distribution of other food or beverages of any kind is prohibited. Orders may be taken in the Exhibit area; however, no money (cash, check or credit card) may be exchanged.
- d. Distribution by exhibitors of any printed matter, souvenirs, or other articles shall be restricted to the space occupied by their exhibit. Booth attendants, manufacturer's salesmen or representatives, including models or other supportive personnel, must remain within the space assigned to the exhibitor, and must be knowledgeable with the company's products/services.
- e. Exhibits must be staffed at all times during exhibit hours.
- f. Prizes, awards, lotteries, drawings or contests by exhibitors are authorized only by CCHMC and must be approved prior to the conference.
- g. No goods may be displayed in any part of the Conference Center except within the limits of the exhibit space contracted for with CCHMC and assigned to the exhibitor.





Activity Title: _____ Activity Date: _____

Company: _____

Nature of Agreement: Promotion (including exhibits) \$ _____ Commercial \$ _____

Payment

Total amount of \$ _____ will be made payable to *Cincinnati Children’s Hospital Medical Center* and mailed to *Cincinnati Children’s Hospital Medical Center, CME-ML3003, 3333 Burnet Avenue, Cincinnati, OH 45229*. Payment must be received on or before August 1, 2022 for acknowledgment in print materials. No other funds from the Company will be paid to persons involved with the Interprofessional Continuing Education (IPCE) activity. All funds must be directed to Cincinnati Children’s.

This fee is nonrefundable except in the event of program cancellation.

Exhibits, Promotion, or Advertisements:

Promotional opportunities are related to the marketing (inclusive of advertising, sales, exhibits, and promotions) of a good and/or service by an ineligible company and are not accredited continuing education. Associated standards related to promotional activities include but are not limited to (see enclosed Standards for Integrity and Independence in Accredited Continuing Education):

- Live continuing education activities: Marketing, exhibits, and nonaccredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.
- Print, online, or digital continuing education activities: Learners must not be presented with marketing while engaged in the accredited education activity. Learners must be able to engage with the accredited education without having to click through, watch, listen to, or be presented with product promotion or product-specific advertisement.
- Educational materials that are part of accredited education (such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information) must not contain any marketing produced by or for an ineligible company, including corporate or product logos, trade names, or product group messages.
- Information distributed about accredited education that does not include educational content, such as schedules and logistical information, may include marketing by or for an ineligible company.
- Ineligible companies may not provide access to, or distribute, accredited education to learners.

Individual promotional activities can utilize logos as allowed by the Integrity Guidelines and as agreed to by Cincinnati Children’s IPCE staff. Commercial interests may not purchase promotional opportunities connected to the education place and space.

Any promotional opportunities – including those offered in a promotional/marketing/exhibit/sponsorship prospectus – must be agreed upon in writing by Cincinnati Children’s IPCE office prior to implementation.

If in attendance, each company representative will be required to wear a name badge identifying themselves and their company. Should a representative choose to attend one of the educational sessions, name badges must be worn and no questions or feedback are allowed. Should the representative host an event for activity participants, unrelated to the educational activity, it cannot be scheduled at the same time as the educational activity.

Company assumes all risks and responsibilities for accidents, injuries or damages to person or property and agrees to indemnify and hold harmless Cincinnati Children’s, its officers, directors, trustees, employees, agents and contractors, from any and all claims, liabilities, losses, costs and expenses (including attorneys’ fees) arising from or in connection with Exhibitor’s participation in the Activity. *Failure to comply will result in a breach of contract.*



Commercial Support (Donation/Grant/Gift)

Commercial Support is financial, or in-kind, contributions given by an Ineligible Company which is used to pay all or part of the costs of an Accredited Continuing Education activity. Commercial support is not tied to any promotional benefits. A donation, grant, or gift from an Ineligible Company is a form of commercial support.

Cincinnati Children’s maintains responsibility for control of content, including speaker and moderator selection. All content will be based on current science, evidence, and clinical reasoning, while giving a fair and balanced view of diagnostic and therapeutic options. The Company will have no influence on or involvement in content development. No promotional activity or messaging will be permitted during the accredited education. Cincinnati Children’s will ensure meaningful opportunities for questioning or scientific debate. No social event or meal may compete with or take precedence over educational events.

Cincinnati Children’s will ensure disclosure to the audience, at the time of the activity, regarding (a) company financing and (b) any relevant relationships between the company and individuals in control of content. Ineligible Company contributions will be acknowledged by company name (No logos).

Agreement

The Company and Cincinnati Children’s to abide by all requirements of the enclosed *Standards for Integrity and Independence in Accredited Continuing Education*.

Please acknowledge your intention to finance this activity and to comply by the above terms and conditions:

Company Representative (Print Name)

Company Representative (Signature)

Date

Cincinnati Children’s IPCE Representative
(Print Name)

Cincinnati Children’s IPCE Representative
(Signature)

Date

Activity Joint Provider Representative
(Print Name)

Activity Joint Provider Representative
(Signature)

Date

Standards for Integrity and Independence in Accredited Continuing Education

(as related to promotion and commercial support, version 12.2020)

Standard 1: Ensure Content is Valid

Accredited providers are responsible for ensuring that their education is fair and balanced and that any clinical content presented supports safe, effective patient care.

1. All recommendations for patient care in accredited continuing education must be based on current science, evidence, and clinical reasoning, while giving a fair and balanced view of diagnostic and therapeutic options.
2. All scientific research referred to, reported, or used in accredited education in support or justification of a patient care recommendation must conform to the generally accepted standards of experimental design, data collection, analysis, and interpretation.
3. Although accredited continuing education is an appropriate place to discuss, debate, and explore new and evolving topics, these areas need to be clearly identified as such within the program and individual presentations. It is the responsibility of accredited providers to facilitate engagement with these topics without advocating for, or promoting, practices that are not, or not yet, adequately based on current science, evidence, and clinical reasoning.
4. Organizations cannot be accredited if they advocate for unscientific approaches to diagnosis or therapy, or if their education promotes recommendations, treatment, or manners of practicing healthcare that are determined to have risks or dangers that outweigh the benefits or are known to be ineffective in the treatment of patients.

Standard 2: Prevent Commercial Bias and Marketing in Accredited Continuing Education

Accredited continuing education must protect learners from commercial bias and marketing.

1. The accredited provider must ensure that all decisions related to the planning, faculty selection, delivery, and evaluation of accredited education are made without any influence or involvement from the owners and employees of an ineligible company.
2. Accredited education must be free of marketing or sales of products or services. Faculty must not actively promote or sell products or services that serve their professional or financial interests during accredited education.
3. The accredited provider must not share the names or contact information of learners with any ineligible company or its agents without the explicit consent of the individual learner.

Standard 4: Manage Commercial Support Appropriately

Standard 4 applies only to accredited continuing education that receives financial or in-kind support from ineligible companies. Accredited providers that choose to accept commercial support (defined as financial or in-kind support from ineligible companies) are responsible for ensuring that the education remains independent of the ineligible company and that the support does not result in commercial bias or commercial influence in the education. The support does not establish a financial relationship between the ineligible company and planners, faculty, and others in control of content of the education.

- 1. Decision-making and disbursement:** The accredited provider must make all decisions regarding the receipt and disbursement of the commercial support.
 - a. Ineligible companies must not pay directly for any of the expenses related to the education or the learners.
 - b. The accredited provider may use commercial support to fund honoraria or travel expenses of planners, faculty, and others in control of content for those roles only.
 - c. The accredited provider must not use commercial support to pay for travel, lodging, honoraria, or personal expenses for individual learners or groups of learners in accredited education.
 - d. The accredited provider may use commercial support to defray or eliminate the cost of the education for all learners.
- 2. Agreement:** The terms, conditions, and purposes of the commercial support must be documented in an agreement between the ineligible company and the accredited provider. The agreement must be executed prior to the start of the accredited education. An accredited provider can sign onto an existing agreement between an accredited provider and a commercial supporter by indicating its acceptance of the terms, conditions, and amount of commercial support it will receive.
- 3. Accountability:** The accredited provider must keep a record of the amount or kind of commercial support received and how it was used, and must produce that accounting, upon request, by the accrediting body or by the ineligible company that provided the commercial support.
- 4. Disclosure to learners:** The accredited provider must disclose to the learners the name(s) of the ineligible company(ies) that gave the commercial support, and the nature of the support if it was in-kind, prior to the learners engaging in the education. Disclosure must not include the ineligible companies' corporate or product logos, trade names, or product group messages.

Standard 5: Manage Ancillary Activities Offered in Conjunction with Accredited Continuing Education

Standard 5 applies only when there is marketing by ineligible companies or nonaccredited education associated with the accredited continuing education. Accredited providers are responsible for ensuring that education is separate from marketing by ineligible companies—including advertising, sales, exhibits, and promotion—and from nonaccredited education offered in conjunction with accredited continuing education.

1. Arrangements to allow ineligible companies to market or exhibit in association with accredited education must not:
 - a. Influence any decisions related to the planning, delivery, and evaluation of the education.
 - b. Interfere with the presentation of the education.
 - c. Be a condition of the provision of financial or in-kind support from ineligible companies for the education.
2. The accredited provider must ensure that learners can easily distinguish between accredited education and other activities.
 - a. Live continuing education activities: Marketing, exhibits, and nonaccredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.
 - b. Print, online, or digital continuing education activities: Learners must not be presented with marketing while engaged in the accredited education activity. Learners must be able to engage with the accredited education without having to click through, watch, listen to, or be presented with product promotion or product-specific advertisement.
 - c. Educational materials that are part of accredited education (such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information) must not contain any marketing produced by or for an ineligible company, including corporate or product logos, trade names, or product group messages.
 - d. Information distributed about accredited education that does not include educational content, such as schedules and logistical information, may include marketing by or for an ineligible company.
3. Ineligible companies may not provide access to, or distribute, accredited education to learners.