



The Society of Thoracic Surgeons

633 N. Saint Clair St., Suite 2100
Chicago, IL 60611
312-202-5800
sts.org

Dear STS Exhibitor:

Attached you will find the Industry Symposium Application and “STS Policy Regarding Industry Symposia” for programs your company may want to offer in conjunction with the STS 56th Annual Meeting in New Orleans, Louisiana. We believe this is an excellent opportunity for you to reach the cardiothoracic surgical team with important education regarding your company’s current products, as well as products in development.

The STS Annual Meeting is expected to attract more than 2,300 professional attendees, affording your company access to a large number of cardiothoracic surgeons and allied health care professionals for relevant educational programming.

The provision of industry training and educational activities complies with the AdvaMed Code of Ethics on Interactions with Health Care Professionals, particularly in regard to Section III, “Company-Conducted Product Training and Education.” Specifically, it allows your company to offer “training and education to facilitate the safe and effective use of certain Medical Technologies” in an environment that is “conducive to the effective transmission of information,” as described in the most recent AdvaMed Code.

We hope you will consider taking advantage of this opportunity. If you have any questions about our industry symposia policy or any related matters, don’t hesitate to contact me directly at smccarthy@sts.org or 312-202-5869.

Sincerely,

Samantha McCarthy
Industry Relations Manager

cc: Natalie Boden, MBA, Director of Marketing and Communications
Scott Bradbury, MS, Director of Education
Colleen Donohoe, CMP, Director of Meetings and Conventions
Avi Stern, JD, Associate General Counsel
Sarah O’Brien, CMP, Senior Manager, Meetings and Conventions



**Application for an Industry Symposium
Held Concurrently with the STS Annual Meeting**

Deadlines

Standard Pricing – December 7, 2019

Late pricing – December 8, 2019

Activity Listings – See page 3*

No applications will be considered after December 27, 2019.

Exhibiting Organization: _____

Marketing or Medical Education/Communication Co. Name: _____

Primary Contact: _____

Mailing Address: _____

Primary Contact: _____

Mailing Address: _____

City: _____ State: _____ ZIP: _____

Phone: _____

City: _____ State: _____ ZIP: _____

Email: _____

Phone: _____

Email: _____

LOCATION: (STS assigns all space at the hotel)

Hilton New Orleans Riverside Offsite Waiver Request (please list the location) _____

ACTIVITY TYPE:

Number of Attendees Anticipated: _____

Focus Group Investigator Meeting Accredited CME Activity Other Activity

SET-UP REQUIREMENTS:

_____ Boardroom	_____ Stage	_____ Standing Lectern	_____ Attached Diagram
_____ Hollow Square	_____ Round	_____ Table Lectern	_____ Head Table # of People
_____ School Room	_____ U-Shape	_____ AV Required	
_____ Theater	_____ Cocktail Rounds		

REQUESTED DATE AND TIME: Please check one.**

_____ Friday, January 24	12:00 p.m. – 5:30 p.m.***	_____ Monday, January 27	5:30 a.m. – 6:45 a.m.
_____ Friday, January 24	5:30 p.m. – 10:00 p.m.	_____ Monday, January 27	6:30 p.m. – 10:00 p.m.
_____ Saturday, January 25	5:30 a.m. – 6:45 a.m.	_____ Tuesday, January 28	5:30 a.m. – 6:45 a.m.
_____ Saturday, January 25	6:30 p.m. – 10:00 p.m.	_____ Tuesday, January 28	3:15 p.m. – 10:00 p.m.
_____ Sunday, January 26	6:00 a.m. – 7:45 a.m.		

COMPETITOR PROXIMITY:****

My company prefers not to be adjacent to _____.

Not applicable to focus groups or investigator meetings. **STS reserves the right to modify meeting times and will notify exhibitors if this occurs. *The STS Leadership Incubator and the STS 2020 Coding Workshop will take place during this time. ****While STS will do its best to accommodate this type of placement request, it may not be possible in some situations due to space limitations or other considerations.*

FEES: The fee structure for industry symposia is as follows:

Industry Symposium Category	Projected Attendance	Standard Pricing through 12/7/19		Late Pricing from 12/8/19 to 12/27/19	
		Morning	Evening	Morning	Evening
1	0 – 20	\$1,500	\$2,000	\$3,000	\$4,000
2	21 – 50	\$2,500	\$4,000	\$5,000	\$8,000
3	51 – 100	\$5,000	\$8,000	\$10,000	\$16,000
4	101 – 200	\$8,000	\$12,000	\$16,000	\$24,000
5	200 +	\$12,500	\$17,500	\$25,000	\$35,000

The fee for focus groups and investigator meetings is \$1,000 through December 7, 2019, and \$2,000 thereafter. Attendee participation in these meetings is by invitation only. Focus groups and investigator meetings will not be listed in the mobile app, digital signage, the Society's onsite newspaper, or on graphic boards.

A focus group is defined as a form of qualitative research in which participants are asked about their perceptions, opinions, beliefs, and attitudes regarding a product, service, concept, advertisement, or idea. Questions are asked in an interactive group setting where participants are free to talk with other group members.

An investigator meeting is defined as a meeting given by a clinical trial sponsor to conduct protocol and good clinical practice training and allow participants an opportunity to ask questions about clinical trial conduct. The meeting typically includes clinical research associates, clinical research coordinators, clinical investigators, medical monitors, quality assurance team members, and senior management.

The fee must be submitted along with the completed application form. This fee will not be deposited until after the activity is approved. After that time, the relevant cancellation policy applies. STS is not responsible for any costs incurred in association with any aspect of an industry symposium.

PAYMENT METHOD: **Application will not be processed without payment.**

Check payable to: The Society of Thoracic Surgeons Tax ID 36 302 2713

Credit Card: MasterCard American Express VISA Amount to be Charged: \$ _____

Name on Credit Card: _____

Credit Card Number: _____ Exp. Date: _____

Credit Card Billing Address: _____

City: _____ State: _____ ZIP Code: _____

I authorize STS to charge the total fee indicated on this form to the above-referenced credit card.

Signature: _____

Print Name: _____

Promotional listing on Graphic Board

Received on or before December 27, 2019 Yes, list approved activity _____ No, do not list approved activity _____

Promotional listing in Meeting Bulletin*

Received on or before December 27, 2019 Yes, list approved activity _____ No, do not list approved activity _____

Promotional listing in Mobile App*

Received on or before December 27, 2019 Yes, list approved activity _____ No, do not list approved activity _____

Promotional listing in Digital Signage*

Received on or before December 27, 2019 Yes, list approved activity _____ No, do not list approved activity _____

**Not applicable to focus groups or investigator meetings*

Industry Symposium Application – 2020 STS Annual Meeting

Application will not be processed if the below requested information is not complete

1. Title of the activity:

(Indicate the exact title of the activity. Title cannot be changed once submitted.)

2. Will CME be provided for this activity? Yes _____ No _____

3. Rationale for holding the activity:

4. Brief narrative description of the proposed activity:

5. Program agenda: (Outline with times required)

6. Names of confirmed speakers (if any):

7. Contact name(s) of all commercial supporters of the activity:

Contact name: _____

Company name: _____

Mailing address: _____

Phone: _____

Email: _____

Contact name: _____

Company name: _____

Mailing address: _____

Phone: _____

Email: _____

8. **Submit copies of contracts/letters of agreement between commercial supporters and activity organizers.**
THIS INFORMATION MUST BE ATTACHED.

APPLICATION WILL NOT BE PROCESSED IF THE ABOVE REQUESTED INFORMATION IS NOT COMPLETE.

By signing this Application, I represent and warrant that I am authorized to act on behalf of the funding organization and medical education/communication company (if applicable) specified below with respect to this Application; that all information provided on this Application is complete and accurate to the best of my knowledge; that I have read the accompanying "Policy Regarding Industry Symposia Held Concurrently with the STS Annual Meeting"; and that if this Application is approved by STS, the Industry Symposium described herein will be conducted in accordance with the terms of said Policy and the entity specified below will comply with all associated requirements.

FUNDING ORGANIZATION

ORGANIZATION NAME

DULY AUTHORIZED REPRESENTATIVE NAME/TITLE

DULY AUTHORIZED REPRESENTATIVE SIGNATURE

DATE

MEDICAL EDUCATION/COMMUNICATION COMPANY (IF APPLICABLE)

COMPANY NAME

DULY AUTHORIZED REPRESENTATIVE NAME/TITLE

DULY AUTHORIZED REPRESENTATIVE SIGNATURE

DATE

* * * * *

Applications should be returned to:
Samantha McCarthy, Industry Relations Manager
The Society of Thoracic Surgeons
633 N. Saint Clair St., Suite 2100
Chicago, IL 60611
312-202-5869
312-268-6583 (fax)
smccarthy@sts.org

FOR STS USE ONLY:

APPROVED: _____ DATE: _____ HOTEL: _____ ROOM: _____

Policy Regarding Industry Symposia

Held Concurrently with the STS Annual Meeting

Overview

The Society of Thoracic Surgeons (STS) recognizes the importance of working collaboratively with industry to meet the needs of the Society's membership. In an effort to provide more opportunities for STS meeting attendees to benefit from their relationships with industry, the Society has established policies that allow educational and other programs offered by industry—and not developed or sponsored by STS—to be held in conjunction with STS meetings. These programs include educational activities, receptions, meal functions, investigator meetings, and focus groups. These policies have been developed to facilitate overall meeting planning and for the benefit of STS members. Industry-sponsored activities that take place concurrently with the STS Annual Meeting and within 48 hours before or after it (i.e., from January 23 to January 30, 2020) and are targeted at STS meeting attendees may not take place without STS written approval and must adhere to this policy document. (Note: Exhibitors wishing to have employee meetings may request space from STS by using the meeting space request form in the Exhibitor Service Kit. These requests should be made by December 27, 2019, and will be honored on a space-available basis at the discretion of STS.) Please note for planning purposes that the latest deadline for applying to hold an industry symposium is December 27, 2019.

General Rules

1. Activities designed by or on behalf of third parties for attendance by STS Annual Meeting attendees are considered industry symposia. There can be no implication in any promotional materials, handouts, or enduring materials that these activities are planned, sponsored, or endorsed by STS absent special arrangements with, and prior written approval of, STS.
2. Industry symposia must be offered during times allotted by STS (refer to the application on page 2). STS has sole discretion to schedule all activities at its meetings.
3. Companies applying to offer industry symposia, directly or through medical education/communication companies, must be Exhibitors at the STS Annual Meeting unless an explicit exception is granted in writing by STS. Exhibit space is to be paid in full before any industry symposium will be approved.
4. Promotional materials for industry symposia must receive prior written approval from STS. The deadline to submit materials for approval is January 13, 2020 (see "Promotion" below).
5. STS does not provide Continuing Medical Education credit for industry symposia. Any industry symposium that offers CME must comply with ACCME requirements. All industry symposia must be in compliance with the AMA's Ethical Opinion on Gifts to Physicians from Industry.
6. Once STS approves the industry symposium, the provider, commercial supporter(s), activity title, content, date, and time as approved by STS for the activity may not change without the Society's written approval.
7. Organizers of an industry symposium are solely responsible for making all appropriate financial arrangements for their activity (see "Logistics" below).
8. Representatives from STS may attend the industry symposium without cost to audit compliance with this policy.
9. STS is not responsible for multiple companies offering programs at the same time and/or addressing the same topic.

10. STS encourages organizations hosting industry symposia to evaluate their offered programs and requests that the organizations conducting such evaluations share their results with the Society in order to help enhance this STS offering in the future.

Logistics

1. Industry symposia will be scheduled by STS.
2. Organizations hosting industry symposia may use the full time allotted or a reduced amount of time, **but may not exceed the scheduled time without the Society's written approval.**
3. Space for industry symposia will be provided on a first-come, first-served basis and will be assigned only after the proposal is accepted by STS.
4. Sessions must be contained within the room assigned.
5. Audiovisual requirements are the responsibility of the industry symposium host.
6. Food functions must occur within the assigned activity schedule.
7. **All expenses associated with the activity, including room rental (if applicable), setup, cleanup, food and beverage, AV, electrical, telephone, shipping, are the sole responsibility of the industry symposium host.**

Benefits

1. This industry symposium option offers a limited opportunity to provide a customized activity marketed to surgeons and allied health care professionals who are in attendance at the STS meeting.
2. As an approved industry symposium, the activity will be listed in the the Society's onsite newspaper, mobile app, digital signage, and on a graphic board (see deadline dates on page 3) unless (a) the activity is a focus group or an investigator meeting or (b) the applicant requests on the application that it not be published.
3. Category 5 industry symposium providers are eligible to receive one free STS Annual Meeting registrant mailing list license approximately 4 weeks prior to the meeting. This is for a one-time use to promote the approved activity, and prior STS approval is required for all content (see "Promotion" below). Additional licenses are available for purchase. Visit sts.org/annualmeetingmailinglist for more information.
4. All industry symposium providers may also purchase an STS mailing list license. See sts.org/maillinglists for more information. (Providers of activities held concurrently with the STS Annual Meeting that have not been approved by STS may not purchase STS mailing list licenses.)
5. All industry symposium providers have the opportunity to post a sign advertising the activity outside the room in which the activity takes place. Category 3-5 industry symposium providers may also post a sign in the designated sign area at the convention center.

6. While STS will undertake reasonable efforts to help avoid scheduling conflicts that might bear on attendance at approved industry symposia, it cannot guarantee nor be responsible for attendance at such activities being consistent with the provider's expectations.

Promotion

1. All promotional materials must be submitted to Samantha McCarthy at smccarthy@sts.org for STS approval on or before **January 13, 2020**. STS must review and approve all promotional materials produced in conjunction with industry symposia (e.g., invitations, announcements, emails, signs, flyers, website information) prior to their dissemination. STS has the right to reject such promotional materials at its sole discretion.
2. **Allow up to 7 business days** for STS review of promotional materials.
3. Promotional materials should not be pre-printed prior to approval. It is not the responsibility of STS to cover any costs associated with materials that have been pre-printed and are not approved.
4. Category 3-5 industry symposium providers (refer to fee structure within the application on page 3) are each allowed one 22" x 28" professionally made promotional sign (produced by the organization hosting the activity) in the designated sign area at the convention center to advertise the activity. This sign must be removed immediately following the scheduled activity.
5. All industry symposium providers are allowed one 22" x 28" professionally made promotional sign (produced by the organization hosting the activity) outside the room in which the activity will take place. The sign should be put in place immediately prior to the activity and must be removed immediately following the activity.
6. Exhibit booth representatives may distribute invitations and other promotional material for the activity at their booth or in racks on the STS literature wall near registration. Exhibiting companies may not distribute, by hand or otherwise, any materials related to the activity in the convention center hallways or meeting rooms, or in the public areas of any hotel property.
7. The STS name, logo, and other intellectual property may not be used as a part of any industry symposium announcement, including email, sign, publication, or other material, without the prior written approval of STS.
8. All invitations, promotional materials, and other materials related to the activity, printed or electronic (including emails), must clearly and prominently include the following statement: **"This industry symposium will be held in conjunction with the STS Annual Meeting. It is not part of the official STS scientific program."**
9. Industry symposia consisting in whole or in part of educational sessions require the following statement to be clearly and prominently displayed on the syllabus and on all promotional and other related materials, print or electronic: **"Continuing Medical Education (CME) credit for this activity is not offered by STS."**

Cancellation Policy

1. STS must be notified promptly in writing of the cancellation of any approved industry symposium.
2. If written notification of the cancellation of an approved industry symposium is received by STS on or before December 6, 2019, a 75% refund will be issued.
3. No refunds will be issued for an activity canceled any time after December 6, 2019.

Violations and Sanctions

STS, at its sole discretion, reserves the right to revoke privileges for future programs of any organization, supporting organization, or activity organizer involved in planning an industry symposium that does not comply with the rules and requirements set forth in this policy document.

Application Process

Please be thorough and detailed when completing the Industry Symposium Application (page 2). Once a completed application is submitted, the proposal will be referred to relevant staff for review. The requesting organization will be advised in writing as to whether the application is approved.

Information on approved industry symposia will be forwarded to the hotel. After notification of meeting room assignment, the organization hosting the industry symposium will work directly with the hotel to manage all meeting needs.

In the event that STS approval is not granted, STS will not be responsible for canceling any arrangements that may have been made by the applicant in connection with the proposed activity. In addition, STS will not be responsible for any costs incurred for the proposed activity.

Requests for industry symposia should be submitted to:

Samantha McCarthy
Industry Relations Manager
The Society of Thoracic Surgeons
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Chicago, IL 60611
312-202-5869
312-268-6583 (fax)
smccarthy@sts.org