



**The Society  
of Thoracic  
Surgeons**

633 N. Saint Clair St., Suite 2100  
Chicago, IL 60611  
312-202-5800  
[sts.org](http://sts.org)

Dear STS Exhibitor:

Attached you will find the Application for Industry-Sponsored Satellite Activities and "STS Policy Regarding Industry-Sponsored Satellite Activities" for programs your company may want to offer in conjunction with the STS 55th Annual Meeting in San Diego, California. 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 2,100 paid attendees, affording your company access to a large number of cardiothoracic surgeons and allied health care professionals for relevant educational programming.

The provision of satellite 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 satellite activity policy or any related matters, don't hesitate to contact Samantha McCarthy directly at [smccarthy@sts.org](mailto:smccarthy@sts.org) or 312-202-5869.

Sincerely,

Robert A. Wynbrandt  
Executive Director & General Counsel

cc: Grahame Rush, Associate Executive Director  
Natalie Boden, Director of Marketing and Communications  
Colleen Donohoe, Director of Meetings and Conventions  
Sarah O'Brien, Senior Manager, Meetings and Conventions  
Samantha McCarthy, Industry Relations Manager



## **Application for Industry-Sponsored Satellite Activities Held Concurrently with the STS Annual Meeting**

### **Deadlines**

**Standard Pricing – December 3, 2018**

**Late pricing – December 28, 2018**

**Event Listings – See page 3**

*No applications will be considered after December 28, 2018.*

Exhibiting Company: \_\_\_\_\_

Marketing or Medical Education/Communication Co. Name: \_\_\_\_\_

Primary Contact: \_\_\_\_\_

\_\_\_\_\_

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

Primary Contact: \_\_\_\_\_

\_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

\_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

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

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

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

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

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

### **LOCATION: Please circle your first preference.**

The Marriott Marquis San Diego Marina will be used for satellite activities.

### **MEETING TYPE:**

**Number of Attendees Anticipated:** \_\_\_\_\_

☐ Focus Group

☐ Investigator Meeting

☐ Accredited CME Activity

☐ Other Satellite Activity

### **SET-UP REQUIREMENTS:**

\_\_\_\_\_ Conference

\_\_\_\_\_ 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.\*\***

\_\_\_\_\_ Saturday, January 26

6:45 p.m. – 10:00 p.m.

\_\_\_\_\_ Monday, January 28

6:30 p.m. – 10:00 p.m.

\_\_\_\_\_ Sunday, January 27

6:00 a.m. – 7:45 a.m.

\_\_\_\_\_ Tuesday, January 29

5:30 a.m. – 6:45 a.m.

\_\_\_\_\_ Monday, January 28

5:30 a.m. – 7:00 a.m.

\_\_\_\_\_ Tuesday, January 29

5:00 p.m. – 10:00 p.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.*

*\*\*\*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-sponsored satellite activities is as follows:

Satellite Activity Category	Projected Attendance	Standard Pricing through 12/3/18		Late Pricing from 12/4/18 to 12/28/18	
		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 3, 2018, 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 event is approved. After that time, the relevant cancellation policy applies. STS is not responsible for any costs incurred in association with any aspect of the satellite activity.

**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 14, 2018

Yes, list approved activity \_\_\_\_\_

No, do not list approved activity \_\_\_\_\_

**Promotional listing in Meeting Bulletin\***

Received on or before December 14, 2018

Yes, list approved activity \_\_\_\_\_

No, do not list approved activity \_\_\_\_\_

**Promotional listing in Mobile App\***

Received on or before December 28, 2018

Yes, list approved activity \_\_\_\_\_

No, do not list approved activity \_\_\_\_\_

**Promotional listing in Digital Signage\***

Received on or before December 28, 2018

Yes, list approved activity \_\_\_\_\_

No, do not list approved activity \_\_\_\_\_

*\*Not applicable to focus groups or investigator meetings*

## Industry-Sponsored Satellite Activities – 2019

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

1. Title of the event:

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

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

3. Rationale for holding the event:

\_\_\_\_\_  
\_\_\_\_\_

4. Brief narrative description of the proposed event:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. Program agenda: (Outline with times required)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. Names of confirmed speakers (if any):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

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 event 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-Sponsored Satellite Activities Held Concurrently with the STS Annual Meeting"; and that if this Application is approved by STS, the satellite activity 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

\*

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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](mailto:smccarthy@sts.org)

**FOR STS USE ONLY:**

APPROVED: \_\_\_\_\_ DATE: \_\_\_\_\_ HOTEL: \_\_\_\_\_ ROOM: \_\_\_\_\_

# **Policy Regarding Industry-Sponsored Satellite Activities**

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 24 to January 31, 2019) 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 28, 2018, 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 a satellite activity is December 28, 2018.

## **General Rules**

1. Activities designed by or on behalf of third parties for attendance by STS Annual Meeting attendees are considered satellite activities. 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. Satellite activities 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 satellite activities, directly or through medical education/communication companies, must be Exhibitors for the STS Annual Meeting unless an explicit exception is granted in writing by STS. Exhibit space is to be paid in full before any satellite activity is approved.
4. Promotional materials for satellite activities must receive prior written approval from STS. The deadline to submit materials for approval is January 4, 2019 (see "Promotion" below).
5. STS does not provide Continuing Medical Education credit for satellite activities. Any satellite activities that offer CME must comply with ACCME requirements. All satellite activities must be in compliance with the AMA's Ethical Opinion on Gifts to Physicians from Industry.
6. Once STS approves the satellite activity, the provider, commercial supporter(s), event title, content, date, and time as approved by STS for the event may not change without STS written approval.
7. Organizers of satellite activities are solely responsible for making all appropriate financial arrangements for their activity (see "Logistics" below).
8. Representatives from STS may attend the satellite activity 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 industry sponsors of satellite activities to evaluate their offered program and requests that sponsors who conduct such evaluations share their results with the Society in order to help enhance this STS offering in the future.

### Logistics

1. Satellite activities will be scheduled by STS.
2. Sponsors of satellite activities may use the full time allotted or a reduced amount of time, **but may not exceed the scheduled time.**
3. Space for satellite activities 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 sponsor of the satellite activity.
6. Food functions must occur within the assigned event schedule.
7. **All expenses associated with the event, including room rental (if applicable), setup, cleanup, food & beverage, AV, electrical, telephone, shipping, are the sole responsibility of the sponsor of the satellite activity.**
8. All satellite activities offered to STS meeting attendees must be held in hotels in which STS has contracted meeting space unless a waiver is granted by STS in writing.

### Benefits

1. This satellite activity option offers a limited opportunity to provide a customized event marketed to surgeons and allied health care professionals who are in attendance at the STS meeting.
2. As an approved satellite activity, the event 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 event is a focus group or an investigator meeting or (b) the applicant requests on the application that it not be published.
3. Category 5 satellite activity 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](https://sts.org/annualmeetingmailinglist) for more information.
4. All satellite activity providers may also purchase an STS mailing list license. See [sts.org/mailingslists](https://sts.org/mailingslists) 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 satellite activity providers have the opportunity to post a sign advertising the event outside the room in which the event takes place. Category 3-5 satellite activity 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 satellite activities, it cannot guarantee nor be responsible for attendance at such events being consistent with the provider's expectations.

## Promotion

1. All promotional materials must be submitted to Samantha McCarthy at [smccarthy@sts.org](mailto:smccarthy@sts.org) for STS approval on or before **January 4, 2019**. STS must review and approve all promotional materials produced in conjunction with the satellite activity (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 satellite activities (refer to fee structure within the application on page 3) are allowed one 22" x 28" professionally made promotional sign (produced by the sponsor of the event) in the designated sign area at the convention center to advertise the event. This sign must be removed immediately following the scheduled event.
5. All satellite activities are allowed one 22" x 28" professionally made promotional sign (produced by the sponsor of the event) outside the room in which the event will take place. The sign should be put in place immediately prior to the event and must be removed immediately following the event.
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 satellite activity 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-supported activity will be held in conjunction with the STS Annual Meeting. It is not part of the official scientific program of STS."**
9. Satellite activities 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 event is not offered by STS."**



## **Cancellation Policy**

1. STS must be notified promptly in writing of the cancellation of any approved satellite activity or of any satellite activity whose application is pending.
2. If written notification of the cancellation of an approved satellite activity is received by STS on or before December 7, 2018, a 75% refund will be issued.
3. No refunds will be issued for events canceled any time after December 7, 2018.

## **Violations and Sanctions**

STS, at its sole discretion, reserves the right to revoke privileges for future programs of any sponsoring organization, supporting organization, or activity organizer involved in planning a satellite activity 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-Sponsored Satellite Activities 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-sponsored satellite activities will be forwarded to the hotel. After notification of meeting room assignment, the industry sponsor of the satellite activity 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 event. In addition, STS will not be responsible for any costs incurred for the proposed event.

## **Requests for industry-sponsored satellite activities should be submitted 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](mailto:smccarthy@sts.org)