



ASSOCIATION of PEDIATRIC
HEMATOLOGY/ONCOLOGY NURSES

**Association of Pediatric
Hematology/Oncology Nurses
34th Annual Meeting
October 14-16, 2010
Hyatt Regency Minneapolis
Minneapolis, MN**

Guidelines for Commercially Supported Symposia

Overview

The Association of Pediatric Hematology/Oncology Nurses (APHON) invites its Corporate Members and Industry Partners to submit proposals for commercially supported symposia to take place during APHON's Annual Meeting. Proposals will be reviewed by the APHON Program Committee and evaluated based on the quality of the proposed programs and their relevance to the pediatric hematology/oncology community. The proposed programs must demonstrate best practice and objectivity, and be free of commercial bias for or against any product.

Proposals that are accepted by the Program Committee will be integrated into the APHON annual meeting program and designated by APHON for nursing contact hours. APHON must maintain control of the content of the symposium, and will reserve the right to modify the program and make faculty selections to better meet the needs of the APHON membership. APHON Board Members and Program Committee representatives are not eligible for speaking at the commercially supported activity.

2009 APHON Conference attendees indicate that some of their key areas of interest are: Hematology topics that include Sick Cell Anemia, coagulation disorders, Hodgkins Lymphoma, and Hemophilia; Infection Control for immunosuppressed children; AVN; Vincristine administration; guardrails; sedation; and mouth care.

Tentative Timeline

1/12/10	Proposal with a list of potential faculty, sample objectives and abstract due to APHON
1/26/10	Companies notified of acceptance and revisions
2/8/10	Faculty finalized
3/1/10	Finalized program and conference brochure copy due. Description includes: short synopsis, suggested session objectives, schedule and conference faculty.
4/2/10	Educational grant and letter of agreement due to APHON
6/1/10	Disclosure Statements and final program due for inclusion in Program Book
7/1/10	Draft copy of promotional materials submitted to APHON for approval
7/16/10	APHON Program Book advertising deadline (optional, for additional fee)
8/2/10	APHON to provide logistical information packet, including: AV equipment list, floor diagram, menus, and hotel contacts
8/13/10	Advertising materials due
8/16/10	Requests due for additional audiovisual equipment if symposium is held in General Session room (see Educational Grants section)
9/1/10	Final handouts due to APHON
9/10/10	APHON to provide mailing labels to pre-registrants (4 weeks out from meeting – approx. 600)
9/13/10	Room drop material due (quantity 600 – optional, for additional fee) - no larger than an 8 ½" x 11" Honoraria paid onsite

- 12/16/10 Faculty expenses disbursed by APHON
12/16/10 Program evaluation of session provided by APHON – (10-12 weeks after conference)

Proposal submission and approval process

1. Use the attached form or download an application form from the APHON Web site at www.APHON.org.
2. Develop a full abstract; include educational objectives, title, and abstract text (not to exceed 300 words) and submit to Terri Berkowitz by the date listed on the previous page.
3. Submit a list of potential faculty. Presenter information should include name, credentials, facility, city/state, mailing address, phone, fax, e-mail and a brief biographical data sketch.
4. The APHON Program Committee will review the proposal. You will be notified of the committee's decision regarding acceptance or rejection of the proposed program, or notified of any revisions the committee requires to format, content, objectives and/or faculty. All faculty will be contracted for the symposium through APHON.
5. The APHON Program Committee must approve all faculty selections and any change in faculty.
6. Topics cannot be changed once they have been approved.
7. APHON will communicate with all confirmed faculty, including pre- and post meeting correspondence and honoraria disbursement. This includes information on travel, hotel and expenses. APHON will send a sample copy of the faculty confirmation letter to the commercial supporter. *The commercial supporter or the communications company retained to coordinate this event may not make any direct payments of honoraria or expenses to the faculty.*
8. APHON will also secure disclosure statements from the faculty and the information will be included in APHON's Program Book.

Event logistics and registration

1. **One person must be designated as the sole contact for your company. APHON will deal directly with that one person.** It is the commercial supporter's responsibility to share all information included in these guidelines with the medical education company retained to manage the event.
2. Registration for the symposium will be handled by APHON via the APHON conference brochure and registration form. No other registration forms may be used. Only those registered for the APHON conference may attend the symposium.
3. APHON will assign a meeting room for your event at the conference facility. Room assignment and facility contacts will be provided to you 3 months prior to the meeting.
4. The symposium and all food and beverage must be kept contained within the assigned meeting room and the assigned time frame.
5. A minimum of 400 should be budgeted for food and beverage. A final guarantee will be based on pre-registration numbers and past attendance at similar events in the last 3 years. APHON will provide you with menus for selecting food and beverages. APHON may require you to change your menu based on other events within the meeting.
6. No sales activities may take place and no promotional materials may be distributed in the session room or the registration area.
7. Space will be allocated for a maximum of 4 signs (22" x 28") for the symposia. Placement of signs will be determined by APHON.
8. APHON requires that you use the designated audio-visual contractor for this conference. A detailed AV equipment list and floor diagram will be provided. You have approval to bring in your own Producer.
9. All facility expenses including but not limited to the food and beverage cost will be your responsibility. APHON will invoice you for any additional costs.
10. APHON will manage registration for the event in advance of the meeting and on-site.
11. Any enduring materials to be developed from the event must be done with the full approval of APHON and subject to the terms established by APHON. (See section on Enduring Materials, below)

12. APHON will be responsible for preparing program evaluation forms. No additional forms will be permitted. A list of event pre-registered attendees will be provided on-site. A summary report of participant evaluations will be provided by APHON approximately six weeks after the meeting.
13. APHON will be the sole continuing education sponsor of this session, and will distribute certificates of credit to attendees.
14. APHON provides the opportunity for attendees to consider the environment by printing handouts from the APHON website. The commercial supporter is responsible for providing an electronic copy of the handout materials for the Web site to APHON by September 1, 2010.

Promotion

1. APHON will provide you with mailing labels for announcements to all 3,000+ APHON members and the APHON pre-meeting registration list, estimated at approximately 650 two weeks prior to the conference.
2. You may develop a “save-the-date” announcement advertising the symposium, subject to APHON approval. However, since APHON will manage registration for the event, you will not be permitted to develop a separate registration form.
3. APHON must review and approve all promotional materials in conjunction with the symposia prior to publication, including:
 - Announcements
 - Course syllabus
 - Handouts
 - Signs
 - Flyers
 - Web sites
4. Please allow at least 5-10 business days for APHON to turn around approvals.
5. APHON must be acknowledged as the nursing contact hour sponsor of the symposia, the APHON logo must be used, pending review and approval, on all promotional pieces.
6. The commercial supporter will be acknowledged by APHON in all published conference materials with the following copy:

Supported by an unrestricted educational grant from (company name or company logo).
7. The following accreditation statement must be included on all promotional materials:

The Association of Pediatric Hematology/Oncology Nurses (APHON) is accredited as a provider of nursing education by the American Nurses Credentialing Center's Commission on Accreditation.

Attendees can earn (no. of nursing contact hours - to be determined by APHON) from APHON by completing and submitting to APHON the evaluation form for this session.
8. The following disclosure statement must also be included on all promotional materials:

Faculty and planners are required to disclose to program participants any relevant relationships, including financial interests or affiliation(s) with a commercial company. Full disclosures will be made available to program participants by verbal or written statements prior to the activity. The material presented in each conference activity represents the opinion of the presenter and not necessarily the views of APHON.

Enduring Materials

1. Proposals to produce any spin-off enduring materials based on the content of the symposium must be submitted to APHON for review and approval by the Program Committee.
2. A separate, formal proposal for a spin-off enduring material may be submitted up to 6 weeks before the Annual Meeting; or it may be submitted after the event. If submitted in advance of the meeting, the Program Committee may review and provide approval in concept; however, **APHON will not designate final approval for any spin-off enduring materials until after the event.**

3. The Program Committee will base approval of a proposal for a spin-off enduring material on the relevance of the content to the pediatric hematology/oncology nursing community, need to meet nursing contact hour requirements with best practice methods and objectivity of the presentations, and feedback from participant evaluations at the live symposium.

Educational Grants

1. An educational grant in the amount of \$25,000 must be paid to the Association of Pediatric Hematology/Oncology Nurses. **Of this grant, \$5,000 will be designated to cover honoraria and expenses for up to three faculty, based on a \$1,000 honorarium, coach air-fare, one night hotel and \$100 per diem.** The remaining balance of the grant will be used to offset APHON general conference expenses. All speaker honoraria and expenses will be paid directly to the speaker by APHON, the day of the lecture. Any additional speaker expenses will be billed to you at the close of the meeting.
2. Food and beverage will be an additional expense, the cost to be determined by your menu selections. The hotel or facility will invoice you separately for this expense.
3. Audio-visual costs will be paid by APHON and APHON will arrange for a standard set up if the general session room is used. If additional audio-visual requirements are needed, APHON will bill you directly for the overages.
4. As a Platinum Level supporter of the annual meeting, APHON will acknowledge your company as the commercial supporter of the symposium.
5. Grants and accompanying signed letters of agreements must be received by APHON by May 15, 2010.

APHON Contact Information

Submit proposal and direct all inquires related to financial arrangements, logistics, drafts of all promotional materials, announcements and course materials to:

Terri Berkowitz
Exhibits, Advertising & Sponsorship
APHON
4700 W. Lake Avenue
Glenview, IL 60025
847/375-4763
tberkowitz@connect2amc.com

Submit inquiries regarding speaker correspondence to:

Kim Murphy
Senior Education Manager
APHON
4700 W. Lake Avenue
Glenview, IL 60025
847/375-4787
kmurphy@connect2amc.com