



# **Educational Symposia and Affiliate Marketing Activities Guidelines**

**NATCO 34<sup>th</sup> Annual Meeting  
August 2-5, 2009  
Red Rock Resort – Las Vegas, NV**

## Introducing Two Sponsorship Opportunities

NATCO offers two unique opportunities for interacting and providing educational opportunities to over 400 transplant professionals during the Annual Meeting.

### EDUCATION

#### 1. Symposia

Your organization can sponsor and provide an Educational Session with invited speakers on specific topics of current issues to educate the NATCO Annual Meeting Attendees on transplant/procurement practice. You may submit a symposium request based on the guidelines on the following pages.

### MARKETING

#### 2. Affiliate Marketing Activities

If your organization would like to host a committee or company meeting, workshop, user group, reception, hospitality suite or other promotional activity either at the conference hotel or at a facility off-site, please complete the attached form included and return to the NATCO Executive Office. Upon receipt of this form, NATCO will review your request, and upon approval, help to determine the location of meeting space at the conference hotels (based on availability at time of request). If you decide to have this event off site, it is your responsibility to secure space.

### Instructions

Once your organization has determined which opportunity best fits your intended needs please review the additional information regarding each of these opportunities and submit the proper information and completed form to the NATCO Executive Office for review and consideration. Please note that additional meeting space is limited at the host hotel, and approval will be provided based on availability and consideration on a first come, first served basis.

Please contact a member of the NATCO staff with specific questions/concerns.

Questions:

- Educational Sessions regarding Satellite Symposia  
Christie Ross, CAE, Association Manager  
[cross@goAMP.com](mailto:cross@goAMP.com)  
(913) 895-4612 ext. 4776
- Logistical Hotel/Space Questions  
Melissa Whitaker, Meeting Manager  
[mwhitaker@goAMP.com](mailto:mwhitaker@goAMP.com)  
(913) 895-4612 ext. 4785

# EDUCATION

## Symposia Guidelines

1. The Sponsor will provide the proposed satellite symposium information to the NATCO Executive Office no later than **May 1, 2009** for consideration. This information will include (see pages 8-10 for more details):
  - a. Brief session description
  - b. Tentative speaker(s) list
  - c. Learning objectives
  - d. Vested Interest/Biographic Data Form for each proposed speaker
  - e. Educational Overview Form
2. The NATCO Conference Planning Committee will review the educational program and have the authority to approve/disapprove the date/time or content of the symposium to ensure it does not conflict with any existing NATCO-planned events.
3. The Sponsor is responsible for payment of honoraria and expenses directly to the speaker(s).
4. The Sponsor is responsible for all marketing costs and stand-alone brochures advertising the symposium.
5. The Sponsor will collect presentations from speakers, from which they will print, collate, ship and distribute the symposium handouts.
6. The Sponsor will provide all necessary information by the deadlines established by NATCO for the contact hour application by May 1, 2009. If the information is not received by May 1, the Sponsor will be responsible for submitting its own continuing education application.
7. NATCO will advertise the symposium in its Conference registration brochure (if deadline is adhered to), on the association's official website, [www.natco1.org](http://www.natco1.org), and in the official program book.
8. NATCO will assign appropriate meeting space for the symposium.
9. NATCO is responsible for all on-site logistical aspects of the event, unless sponsor selects option 15.B. below. This includes coordinating all activities, including ordering food and beverage and audio visual equipment, unless specific alternate arrangements have been made between the parties.
10. NATCO will handle all registrations for the symposium and provide a complete list of participants to sponsor prior to and after the event, unless sponsor selects option 15.B. below. Please note that, unless other arrangements are made and special permission granted, all conference attendees are eligible to attend this event.
11. NATCO staff will provide a one-time use of the electronic membership mailing list to the sponsor for advertising its satellite symposium.
12. NATCO will pre-approve all advertising for the symposium and provide such approval in writing to the sponsor.

## Symposia Guidelines

13. NATCO will provide contact hours for the satellite symposium, unless specific alternate arrangements have been made between the parties, unless Sponsor selects option 15.B. below, or the sponsor fails to submit the continuing education information by May 1, 2009.
14. NATCO will provide the sponsor with participant evaluations for the symposium and will provide a full pre-registration and post-conference registration list upon request.
15. Standard AV includes: Screen, LCD projector, laptop, standard speaker set, a podium and lavalier microphone for each speaker. ANY additional AV requirements will be provided by NATCO's AV vendor at the expense of the symposium sponsor.
16. There are two administrative fee options associated with satellite symposia.

**Option A.** Each fee is inclusive of food and beverage costs and meeting space, and audiovisual equipment as designated in #15 which the NATCO Executive Office staff will coordinate unless specific alternate arrangements have been made between the parties. The fee also includes continuing education application fees. The breakdown is as follows:

Breakfast -- \$30,000  
Lunch -- \$45,000  
Dinner -- \$65,000

**Option B.** NATCO will release the hotel space to the sponsor. The sponsor is responsible for all contact with hotel regarding A/V, food and beverage and for continuing education requirements, including submission of CE application and certificates of attendance for its symposium. The breakdown is as follows:

Educational Session, including a meal (3,500 sq ft.) -- \$5,000  
Educational Session classroom setting (6,500 sq. ft.) -- \$5,000

### **Information Sponsor must include in the Symposia proposal:**

1. Educational Overview Form to include objectives and an outline of the symposium (copy attached).
2. Proposed speakers and a Biographical Data/Vested Interest Form for each speaker (copy attached).
3. A 250 to 500-word abstract of the session that, when approved, can be used in the meeting brochure.
4. Name and contact information of the communications company handling the symposium and contact information of the sponsor staff member who is responsible for symposium details.

# Symposia Guidelines

## Advertising Regulations

1. All advertising for the symposium must be approved by NATCO in writing prior to printing.
2. In accordance with NATCO policy, all advertising must bear the following statement: "The symposium is supported through an unrestricted educational grant by (sponsor name)."
3. NATCO does not endorse satellite symposia and therefore no indication should be made in the advertising that NATCO endorses the symposium.
4. An accreditation statement must be included in all advertising. The following statement *must* appear in advertising if NATCO is applying for continuing education credits:

NATCO applies for continuing education credits for transplant coordinators through the American Board for Transplant Certification and for nurses through the American Nurses Credentialing Center's Commission on Accreditation.

This activity is pending final approval for x.x contact hours (NATCO will provide the number of contact hours) by an accredited provider of Continuing Education in Nursing by the American Nurses Credentialing Center's Commission on Accreditation.

Questions regarding satellite symposium or any portions of this document should be directed to Christie Ross, CAE, Association Manager, at [cross@goAMP.com](mailto:cross@goAMP.com) or (913) 895-4776.

# MARKETING

## Affiliate Marketing Activity Guidelines

If your organization would like to host a committee or company meeting, workshop, user group, reception, hospitality suite or other promotional activity either at the conference hotel or at a facility off-site, please complete this form, and return it to the NATCO Executive Office. Upon receipt of this form, NATCO will review your request, and upon approval, help to determine the location of meeting space at one of the conference hotels (based on availability at time of request).

1. No unofficial activity can be held at a date or time that directly conflicts with the official schedule of the NATCO Annual Meeting.
2. The Red Rock Resort will not release any meeting room assignments without approval from the NATCO Executive Office. Once your request is approved by our office, we will request meeting space for your event. No meeting space is guaranteed and is based on availability at time of approval of the request. NATCO does not hold meeting space for unofficial activities.
3. NATCO will not provide shuttles for unofficial activities held away from the conference hotel.
4. All arrangements for hotel meeting room rental fees, room set-up, food and beverage, audio-visual equipment and master account billing are the responsibility of the sponsoring organization once approved.
5. These events are labeled as an “unofficial activity” to indicate that they are not planned or sponsored by NATCO, therefore, there can be no implication in any promotional materials, on-site materials or products that they are connected with the NATCO Annual Meeting or endorsed by NATCO.
6. Upon approval, the administrative fee to hold an unofficial activity at the conference hotel(s) in conjunction with the NATCO Annual Meeting is payable to NATCO as follows:

<u>Size of Room</u>	<u>Cost per event</u>	<u>Size of Room</u>	<u>Cost per event</u>
Up to 500 square feet or in a Suite	\$450	1,501 to 2,000 square feet	\$1,200
501 to 1,000 square feet	\$650	2,001 square feet or more &	
1,001 to 1,500 square feet	\$900	Non-exhibiting/sponsoring company's	\$2,000

7. Upon approval, the administrative fee to hold an unofficial activity at a facility off-site in conjunction with the Annual Meeting is payable to NATCO as follows:

<u>Number of people expected to attend</u>	<u>Cost per event</u>
Up to 100	\$450
100-500	\$650
500-1,000	\$900
Non-exhibiting/sponsoring companies	\$2,000

# Affiliate Marketing Activity Guidelines

## Advertising Regulations

1. You may promote your activity through your own marketing methods or see below for other suggestions. Signage to promote your activity can be placed near the registration area at the conference hotel, but must be approved by NATCO as to content and placement.
2. Mailing Labels – We offer a 60% discount on our attendee labels to those companies who are a sponsor or exhibitor at the annual meeting. The normal fee is \$300, but your discounted fee is \$120. You can order these by calling the NATCO Executive Office at (913) 895-4612 by July 10.
3. Advertising - NATCO offers advertising in the final program. Camera-ready artwork must be received by June 15. The rates are as follows:
4. ¼ page black & white ad - \$300; ½ page black & white ad - \$500; Full page black & white ad - \$1,000 (OR free with a minimum \$3,000 sponsorship)



## Symposium and Affiliate Activities Form

To ensure your understanding of the guidelines related to holding an Educational Symposia or Affiliate Marketing Activity, please fill in the information and sign below.

Submission for:      Educational Symposia  
                                   Option A    Option B  
  
                                   Affiliate Marketing Activity

Name of Organization/Company:

Contact Name:

Phone:

Email:

Our organization requests to hold the following activity at the NATCO Annual Meeting:

**Educational Symposium:**

Education Session with Meal      Education Session in Classroom Setting

**Affiliate Marketing Activity:**

User Group/Advisory Board      Company/Committee Meeting  
 Hospitality Suite                    Other:

Purpose:

Preferred Date:

Preferred Time:

Size of Meeting Space Requested:

Anticipated Number of Attendees:

Room Set-Up (Classroom, Rounds, Conference, Reception, etc.):

Our organization/company agrees not to schedule or conduct any outside activity, including, but not limited to, receptions, seminars, symposia, workshops, user groups, hospitality suites or other activity that are in conflict with the official NATCO Annual Meeting program, whether such activities are held at or away from the conference hotel, except with written approval of conference management. Our organization/company will submit to conference management any program we intend to hold for written approval as to time and place, via this form. Upon approval of event(s), we further agree to pay, in full, the administrative fee as listed above.

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Signature of Authorized Contact Listed Above

Date

NATCO looks forward to working with you as plans are made for your event. Let us know at any time if we can be of assistance. We realize that your decision to conduct an unofficial activity represents a large investment of time and money and is a benefit to the NATCO Annual Meeting attendees.

**Return this form to NATCO Executive Office by May 1,  
[natco-info@goAMP.com](mailto:natco-info@goAMP.com), FAX (913) 895-4652.**



The Organization for Transplant Professionals

- Planner
- Presenter

### VESTED INTEREST/BIOGRAPHICAL DATA FORM

Return no later than May 1, 2009

NATCO Executive Office – (913) 895-4652 or [natco-info@goamp.com](mailto:natco-info@goamp.com)

Name (with degrees and credentials):	
Street Address:	
City, State, Zip Code:	
Daytime Telephone:	
Fax:	
E-mail Address:	

#### Educational Background (include basic preparation through the highest degree held):

Degree	Year Awarded	Institution (Name, City, State)	Major Area of Study

**Planners** – describe your familiarity with the target audience:

**Presenters** – describe your expertise in this topic:

Name: \_\_\_\_\_

### Vested Interests of Faculty

Having an interest in an organization does not prevent a speaker from making a presentation, but the audience must be informed of this relationship prior to the start of the activity and any potential conflict must be resolved. In order to ensure balance, independence, objectivity and scientific rigor at all programs, the planners and faculty must make full disclosure indicating whether the planner, faculty or content specialist and/or his/her immediate family members have any relationships with sources of commercial support, e.g. pharmaceutical companies. Biomedical device manufacturers and/or corporations whose products or services are related to pertinent therapeutic areas. All planners, faculty and content specialists participating in CE activities must disclose to the audience any:

- A. Relationship with companies who manufacture products used in the treatment of the subjects under discussion.
- B. Relationship between the planner, faculty, or content specialist and commercial supporter(s) of the activity and/or
- C. Intent to discuss unlabeled uses of a commercial product, or an investigational use of a product not yet approved for this purpose.

All information disclosed must be shared with the audience either on the program handouts, advertising and/or audiovisual presentation

Is there a relationship with companies who manufacture products used in the treatment of the subjects under discussion:

- Yes
- No

If yes, please list the companies and type of relationship:

Relationship	Name of Commercial Company
Research Support	
Speakers' Bureau	
Consultant	
Shareholder	
Other Support	
Large Gift(s)	

D. Is there a discussion of unlabeled uses?

- Yes
- No

If yes, you must disclose this information during your presentation. How will you do this?

- Verbal statement during the presentation
- Information provided on handouts
- Information provided in audiovisuals (slides, overhead, etc.)

Other (please describe):

Description of the off label or investigational use: \_\_\_\_\_

E. How will any conflict of interest be resolved?

Signature: \_\_\_\_\_

Electronic Signatures are Acceptable



The Organization for Transplant Professionals

### EDUCATIONAL ACTIVITY OVERVIEW

Return no later than May 1, 2009

NATCO Executive Office – (913) 895-4652 or [natco-info@goamp.com](mailto:natco-info@goamp.com)

Presenter: \_\_\_\_\_

Session Title: \_\_\_\_\_ Date/Time: \_\_\_\_\_

OBJECTIVES	CONTENT (Topics)	TIME FRAME	PRESENTER	TEACHING METHODS
<i>At the end of this session the participant will be able to:</i>	<i>Provide an outline of the content for each objective. It must be more than a re-statement of the objective.</i>	<i>State the time frame for each objective.</i>	<i>List the faculty for each objective.</i>	<i>Describe the teaching methods, strategies, materials, and resources for each objective.</i>
	Presentation outline that correlates with objectives.			