



**Miami Beach
Convention Center**

April 29–May 3, 2021

Exhibits: May 1–3, 2021

Corporate Satellite Symposia Guidelines

Definitions:

Corporate Satellite Symposia

- Educational programs sponsored by an exhibiting company which has a designation for Category 1 CME credit or
- Promotional events sponsored by an exhibiting company, which are not eligible for CME credit or
- Separate events from the scientific session and teaching courses during The Aesthetic Meeting 2021 and are not sponsored or endorsed by The Aesthetic Society

Commercial Supporter

The organization providing the funding for the educational or promotional event (medical device company, pharmaceutical company, etc.).

Third Party CME Provider/Accredited Sponsor

An outside organization planning the CME content, education and designating Category 1 CME credit (university, hospital, etc.).

Event Organizer

An outside event management company implementing the event on behalf of the Commercial Supporter.

Distinction between “Corporate Satellite Symposia” and “Industry Hosted Events”

Corporate Satellite Symposia are educational or promotional in nature and may or may not include a social function. The Aesthetic Society assists companies hosting Corporate Satellite Symposia with a complete marketing program as outlined in these Guidelines. Industry Hosted Events are strictly social gatherings and are not promotional (i.e. a small employee meeting/training meeting.) Industry Hosted Events are reserved by a separate application by March 26, 2021. After March 26, 2021, a fee of \$2,000 will apply. Approval is required for both Corporate Satellite Symposia and Industry Hosted Events.

No Implied Endorsement

Corporate Satellite Symposia are considered unofficial, separate events and are not endorsed by The Aesthetic Society. Therefore, the use of The Aesthetic Society or ASERF logos or seals, or any language other than “Held during The Aesthetic Meeting 2021” is strictly prohibited in any and all marketing and promotional materials, including websites.

Eligibility/Restrictions

Corporate Satellite Symposia opportunities are made available to confirmed exhibiting companies at the upcoming Aesthetic Meeting. Space for Corporate Satellite Symposia is available on a first-come, first-served basis, subject to availability. Corporate Satellite Symposia are given priority over Industry Hosted Events.

Number of Events

The Aesthetic Society allows a maximum of three (3) Corporate Satellite Symposia at any one time and will not schedule direct competitors against one another. The Aesthetic Society determines direct competitors not Commercial Supporters.

The Aesthetic Society limits Corporate Satellite Symposia to a SINGLE topic (i.e. fillers/toxins, breast implants, etc.). Programs that focus on more than one topic or area will be immediately rejected. Programs will be monitored by Aesthetic Society staff. Failure to comply with these rules on-site could result in eviction from future exhibitions and The Aesthetic Meetings.

Deadlines

Applications are accepted on a first-come, first-served basis.

Corporate Satellite Symposia Fees

A check payable to The Aesthetic Society or credit card information **must accompany your application** in the sum as outlined on the attached application per symposia guidelines. If slots are not available, your application and fee will be returned in full.



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Corporate Satellite Symposia Proposal Review and Acceptance

- The application will be processed once the completed application and full payment are received.
- Third Party CME Accredited Corporate Satellite Symposia also require a copy of the third-party work agreement and proof of CME certification prior to the application being processed
- Confirmation will be sent by March 5, 2021.

Function Space Scheduling*

If you request to host your Corporate Satellite Symposium at The Miami Beach Convention Center, once approved The Aesthetic Society will assign your meeting space and provide you with the appropriate contact to proceed with your event planning. The Aesthetic Society will assign space based on your requirements and needs. For planning purposes, the Commercial Supporter must contact the facility convention services representative, provided by The Aesthetic Society, no later than one month prior to the CSS date. Due to the size of The Aesthetic Meeting and its needs, function space is limited so please make your commitment early. You may choose to have your Corporate Satellite Symposium at a different, approved location. Do not contact the hotel/convention center prior to approval from The Aesthetic Society. You will be referred to us.

***See Page 5 for COVID Safety Information plus in-person attendance limits for this hybrid meeting.**

Audio Visual/Food and Beverage Service

The Commercial Supporter is responsible for contracting with the hotel, or location of choice, and paying all the associated fees for the food and beverage costs, room rental fees, audio/visual equipment rental, etc. These costs are in addition to The Aesthetic Society Corporate Satellite Symposia fee and are paid by the hosting company, directly to the provider. These fees are not paid for by The Aesthetic Society. If Commercial Supporter would like to live-stream to our virtual attendees and have a hybrid audience (in-person & virtual), please inquire about options and additional costs.

Marketing Opportunities

- A full mailing list of The Aesthetic Society members and candidates (approximately 2,300)
- One mailing list of all registered attendees provided approximately 4 weeks prior to the meeting
- Listing on The Aesthetic Meeting website
- Featured in an The Aesthetic Society email blast including time, day, location, and topic
- Listed in the "Aesthetic Society News"
- Option to purchase advertising in "Aesthetic Society News"
- Option to promote the event through flyers distributed from the confines of the company's exhibit booth
- The Aesthetic Society does what it can to support and promote each Corporate Satellite Symposium, however, The Aesthetic Society is not responsible for unsatisfactory attendance

Invitations/Promotions

The sponsoring company is responsible for all invitations and promotional materials. All marketing materials must contain the following statement: **"This event is not sponsored or endorsed by The Aesthetic Society/ASERF."**

Additionally, all materials must have approval by The Aesthetic Society prior to distribution or posting, including website listings. Any revisions or additions to marketing and promotional materials after The Aesthetic Society approval will require additional approval. Any materials not approved by The Aesthetic Society but discovered by The Aesthetic Society are subject to a loss of preferred booth points. Distribution of all literature is limited to the methods outlined above in "Marketing Opportunities." Anything other than these will be considered a violation and the symposium will be cancelled without refund.

The Aesthetic Society will not provide assistance with registration and it is suggested that you outline your registration policy clearly in your marketing materials.



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Signage

A total of two signs, provided by the commercial supporter (not The Aesthetic Society) may be placed in the location of the Corporate Satellite Symposium on the day of the event. One is to be placed at the door of the assigned space of the event and one directional sign in an adjacent location to assist attendees with finding your event. Any other signage will be removed by The Aesthetic Society staff without notification. Signage must be approved by The Aesthetic Society. Please note there will be no persons diverting attendees away from other events that may be occurring near your event.

It is important to note that all activities, including food set-up, must be contained within your contracted space. A single registration table and the two signs are the only items to be outside of the assigned space. Additionally, all applications must cap their attendance to ensure all activities are contained within the assigned space.

ACCME and AMA Guidelines – CME Symposia

CME providers must be in compliance with all the Accreditation Council for Continuing Medical Education (ACCME) policies, including but not limited to the Standards for Commercial Support of Continuing Medical Education.

ACCME guidelines require a written agreement between the supporting company and the accredited provider of the program to ensure that the symposium program meets all the criteria necessary for designation of Category 1 CME credit. (Please provide a copy of the work agreement as well as a copy of the third party's CME certification.)

ACCME guidelines require CME programs to provide attendees with an opportunity to give a written evaluation of the symposium as well as evaluate the program for objectivity, commercial bias, and off-label product use. A copy of the completed evaluation forms must be sent to Jackie S. Nunn, Jackie@surgery.org at The Aesthetic Society no later than four (4) weeks after the program.

AMA's Ethical Opinion of Gifts to Physicians from Industry is the responsibility of the individual physician. However, every effort should be made to ensure that The Aesthetic Society members and The Aesthetic Meeting attendees are not put into a situation that would be considered a violation of these guidelines.

Corporate Satellite Symposia that offer CME must include the following Accreditation and Designation Statements on all marketing information:

"This activity has been planned and implemented in accordance with the Essentials Areas and Policies of the Accreditation Council for Continuing Medical Education through the joint sponsorship of the (CME Provider) and (Commercial Supporter). (CME Provider) is accredited by the ACCME to provide continuing medical education for physicians."

"(CME Provider) designates this educational activity for a maximum of [number of hours] credits in Category 1 credit towards the AMA Physician's Recognition Award. Each physician should claim only those hours of credit that he/she actually spent in the educational activity."

Cancellations

The Aesthetic Society must be notified in writing prior to March 5, 2021. Any cancellations made on or prior to March 5, 2021 are subject to a 25% handling fee. No refunds will be issued to companies canceling on or after March 5, 2021.

Violations

In an effort to provide the best educational experience for The Aesthetic Meeting attendees, The Aesthetic Society requires all Commercial Supporters, Third Party CME Providers, Event Organizers, exhibitors, sponsors, their employees and speakers to comply with the aforementioned guidelines.

The Aesthetic Society reserves the right to revoke any and/or all privileges at future Aesthetic Meetings for any Commercial Supporter, Third Party CME Provider, Event Organizer, exhibitor, organizer, or sponsor for violations of the aforementioned guidelines.



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Live Demonstrations

In the event Sponsor has fully paid for a Corporate Satellite Symposium, Sponsor will be allowed to perform live demonstrations, only of topical products, injectables or ultrasound/radiofrequency device(s), and only within Sponsor's Corporate Satellite Symposium space in the hotel and/or convention center at which the meeting is being held ("the Facility"). All other live demonstrations are prohibited unless Sponsor has requested and received advance written permission. Live demonstrations are subject to the following conditions, which are in addition to the rules and regulations imposed upon all sponsors by The Aesthetic Society and the Facility.

Space

All live demonstrations shall take place completely within Sponsor's Corporate Satellite Symposium space. The demonstration space must be independently large enough to accommodate the number of attendees reasonably expected and must be surrounded by enough additional space to avoid any disruption in normal traffic flows through the Facility. Sponsor is responsible for monitoring overflow and ensuring that aisles are free of traffic congestion.

Light, Sound and Smell

Sound amplification and light shall be the minimum required for Sponsor's demonstration and in all circumstances shall not unreasonably intrude upon the other sponsors most closely adjacent to the demonstration area. Odors and fumes are not permitted.

Demonstrators

Demonstrations may only be conducted by ABMS surgeon diplomats or other individuals acting within their scope of practice who are licensed and insured in the jurisdiction where the meeting is being held ("Demonstrators"). Demonstrators shall comply with all safety protocols, both best practices as well as those minimally required by the local jurisdiction as to patients, medical personnel, observers, and the demonstration area. Prior to the meeting, Sponsor shall provide The Aesthetic Society with written confirmation of each Demonstrator's qualifications as well as the name of the medical provider who will be providing follow-up care, as necessary.

Patient Releases

Prior to their participation, all individuals receiving treatments in Sponsor's live demonstrations, whether paid or unpaid, and whether considered subjects, patients or live models ("Patients") shall sign releases absolving The Aesthetic Society and the Facility of all liability for any loss that may occur, including but not limited to personal injury, property damage and/or medical negligence. Said releases shall confirm the Patient's informed consent and shall acknowledge that s/he shall only look to Sponsor and Demonstrator for compensation or damages. Prior to conducting live demonstrations, Sponsor shall provide The Aesthetic Society with copies of all Patient releases.

Sponsor Releases

Sponsor hereby releases and holds harmless The Aesthetic Society, including its affiliated corporations, leadership, agents, employees, independent contractors and guests, the Facility, including its agents, employees and independent contractors, and the entire world from any claims, damages, actions, costs, losses and expenses, including attorney's fees related in any fashion to Sponsor's live demonstration or Sponsor's breach of this agreement, and Sponsor further agrees to defend and indemnify each and all of them against any such claim at Sponsor's sole expense.

Sponsor Insurance

Sponsor shall procure insurance specifically covering the risks created by its live demonstrations which policy names The Aesthetic Society and the Facility as additional insureds and sets coverage limits as recommended by Sponsor's insurers. Prior to the meeting, Sponsor shall provide The Aesthetic Society with a certificate of insurance which confirms The Aesthetic Society and the Facility as additional insureds.

Sponsor Compliance

In the event Sponsor is found to have exceeded the scope of authority for live demonstrations as conferred by this Agreement and any written amendments, Sponsor's permission to perform live demonstrations shall be immediately revoked and Sponsor shall be subject to immediate ejection without refund.



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COVID-19 Safety Protocols

The Aesthetic Society's top priority is the health and safety of attendees, vendors, and staff. The Miami Beach Convention Center adheres to all the CDC COVID-19 guidelines. The Aesthetic Society will be establishing the following wellness protocols:

- Wellness check upon entering the building for all attendees, staff, and vendors that include temperature checks
- Masks must always be worn except for eating or drinking
- Physical distancing room sets with attendees 6' feet apart
- Hand sanitizer stations throughout the meeting and exhibit space
- Contact tracing procedures
- Audio Visual safety measures for use of microphones and equipment

We strongly recommend adoption of these safety protocols, if you choose a venue other than the Miami Beach Convention Center. These protocols will be enforced for all events/meetings at the MBCC.

Given our safety concerns, paid in-person attendance will be limited to 600 registrants minimum. As the situation evolves with COVID, the Society will be evaluating and adjusting this in-person limitation always with safety as our top priority. Updates on these restrictions will be provided once we get closer to the actual meeting dates.

Planning Checklist

Due Date	Item
<input type="checkbox"/> Now	Corporate Satellite Symposia Application with payment in FULL – one topic selected
<input type="checkbox"/> Now	CME Symposium ONLY: Must include copy of agreement between supporting company and accredited provider as well as copy of third-party CME certification.
<input type="checkbox"/> February 12, 2021	Deadline to submit details to be included in email blasts and the Aesthetic Society News
<input type="checkbox"/> March 11, 2021	Cancellation Deadline – no refunds after this date
<input type="checkbox"/> April 1, 2021	Request The Aesthetic Society member and candidate mailing list for early promotion of event
<input type="checkbox"/> April 16, 2021	The Aesthetic Society to provide mailing list of all Aesthetic Meeting 2021 registrants

Reserve Your Corporate Satellite Symposium Today
Jackie S. Nunn, Jackie@surgery.org or 562.799.2356