

# 2008 INDUSTRY POLICIES AND GUIDELINES

## I. GENERAL INFORMATION

### A. Principles Guiding AAN Policies and Guidelines for Industry Participation in the 2008 Annual Meeting

1. The American Academy of Neurology (AAN) recognizes industry's vital role in the success of its Annual Meeting and the need to work closely together to assure a well-coordinated and productive meeting for all concerned.

2. AAN members and meeting participants are highly respected and fundamental to the AAN and medical community at large.

3. Continuing medical education (CME) is one of the most significant and highly regarded member services provided by the AAN.

4. As an accredited provider of CME, the AAN complies with all essentials, guidelines, policies, opinions, and statements of the Accreditation Council for Continuing Medical Education (ACCME), American Medical Association (AMA), Food and Drug Administration (FDA), and AAN.

5. It is the AAN's policy to avoid even the appearance of a conflict of interest between the AAN and industry.

6. The AAN enters into partnerships and agreements based on an expectation of mutual open communication, trust, and respect.

### B. Annual Meeting Dates, Times, and Location

1. Inclusive dates of the 2008 AAN Annual Meeting are 8:00 a.m., Wednesday, April 9, 2008, through 11:59 p.m., Saturday, April 19, 2008. The official dates for the meeting are Saturday, April 12 through Saturday, April 19, 2008.

2. The 2008 AAN Annual Meeting will be held in Chicago, IL, and is considered a statewide meeting.

### C. Responsibility/Agreement

1. It is the responsibility of industry representatives involved with the AAN Annual Meeting to understand fully and abide by all AAN policies and guidelines outlined in this publication. If an industry representative is unclear about AAN policies or guidelines, it is the responsibility of the industry representative to seek clarification from the AAN prior to promotion or implementation of any activity offered during or in relation to the AAN Annual Meeting.

2. As a condition of participation, every industry representative agrees to observe all AAN policies and guidelines. Violation of AAN policies and guidelines will be reviewed and sanctions may be applied (see Section VI for sanction details).

### D. Definitions

1. "Industry representative" means an employee, agent, or contractor of a pharmaceutical company or other organization that is a sponsor, supporter, or exhibitor at the AAN Annual Meeting.

2. "Supporter" means a person or organization providing an educational grant to a CME program at the Annual Meeting.

3. "Sponsor" means a person or organization providing a financial grant to the Annual Meeting.

### E. References

1. Code of Professional Conduct, American Academy of Neurology, [www.aan.com/about/board/code.cfm](http://www.aan.com/about/board/code.cfm).

2. "American Academy of Neurology Policy on Conflicts of Interest," *Neurology* 1998;50:332-334, [www.aan.com/about/ethics/conflict.pdf](http://www.aan.com/about/ethics/conflict.pdf).

3. OIG Compliance Program Guidance for Pharmaceutical Manufacturers, Office of Inspector General, U.S. Department of Health and Human Services (68 Federal Register 23731-23743; May 5, 2003), [www.oig.hhs.gov/authorities/docs/050503FRCPGPharmac.pdf](http://www.oig.hhs.gov/authorities/docs/050503FRCPGPharmac.pdf).

4. Opinion 8.061, "Gifts to physicians from industry" (along with Addendum II, "Clarification of gifts to physicians from industry"), Code of Medical Ethics of the American Medical Association Council on Ethical and Judicial Affairs, [www.amassn.org/apps/pf\\_online/pf\\_online?f\\_n=browse&doc=policyfiles/CEJA/E8.061.HTM&&s\\_t=&st\\_p=&nth=1&prev\\_pol=policyfiles/CEJA/E7.05.HTM&nxt\\_pol=policyfiles/EJA/E-8.01.HTM&](http://www.amassn.org/apps/pf_online/pf_online?f_n=browse&doc=policyfiles/CEJA/E8.061.HTM&&s_t=&st_p=&nth=1&prev_pol=policyfiles/CEJA/E7.05.HTM&nxt_pol=policyfiles/EJA/E-8.01.HTM&).

5. PhRMA Code on Interactions with Healthcare Professionals (effective July 1, 2002), [www.phrma.org/publications/policy/2004-01-19.391.pdf](http://www.phrma.org/publications/policy/2004-01-19.391.pdf).

6. Standards for commercial support accreditation Council for Continuing Medical Education (ACCME), [www.accme.org](http://www.accme.org) approved September 2004.

7. Principles Governing AAN Relationships with External Sources of Support (approved by the AAN Board of Directors on June 26, 2004), [www.aan.com/about/ethics/index.cfm](http://www.aan.com/about/ethics/index.cfm).

## II. SUPPORT AND SPONSORSHIP OPPORTUNITIES

The AAN invites industry to participate in the AAN Annual Meeting program and activities through the many AAN support

and sponsorship opportunities. These programs and activities are vital to the success of the Annual Meeting. For more information, contact the AAN Foundation Manager, Exhibits and Corporate Relations, Bridget Farley. Companies interested in supporting AAN Annual Meeting programs and activities must understand the following guidelines:

- Support must be confirmed in writing to the AAN Foundation Exhibits and Corporate Relations Manager ([bfarley@aan.com](mailto:bfarley@aan.com))
- Support is granted on a first-come, first-served basis with the Right of First Renewal reserved for Gold Level Corporate Roundtable (CRT) members only, and only then to identical programs (as defined by the AAN) from the prior year.
- Industry representatives are required to sign the AAN Letter of Agreement (or company's letter of agreement that has been approved by the AAN General Counsel) which outlines the details and responsibilities of all parties (see AAN Letter of Agreement for Commercial Support) before support will be acknowledged in any AAN publications.
- All promotional pieces acknowledging industry support of an AAN Education Program must receive written approval from the AAN prior to distribution (see AAN Letter of Agreement for Commercial Support).
- The AAN must receive all funding by Friday, December 28, 2007. (See the AAN Letter of Agreement for Commercial Support and/or Sponsorship Agreement for more details).
- Although many companies may have long-standing relationships with AAN faculty, industry supporters must observe ACCME, AMA, and FDA guidelines and may not attempt to direct or influence the faculty or content of AAN Education Programs.
- Industry participants and designated agents may not approach AAN Education and Scientific Program faculty concerning conference reports without prior written approval from the AAN.

### III. EXHIBITS

#### A. General

The Education and Scientific Programs of the AAN offer meeting attendees information on the most innovative and exciting advances in research and treatment of neurological diseases. The Exhibit Hall is an integral part of the Annual Meeting. Exhibitors are encouraged to plan their exhibits accordingly. For more information, contact the Manager, Exhibit and Corporate Relations, Bridget Farley. For on-site exhibit information, contact the Administrator, Conference Management and Onsite Exhibit Liaison, Franziska Schwarz.

#### B. Guidelines

Exhibitors participating in the AAN Annual Meeting exhibition must understand the following:

1. The AAN reserves the right to decline applications of organizations whose products and services are not of interest to neurologists and neuroscience professionals.
2. Exhibitor representatives are required to conduct themselves professionally.
3. All AAN Annual Meeting registrants must be accorded equal treatment.

4. Exhibitors are required to abide by the guidelines and policies outlined in this publication and distribute the guidelines to exhibit personnel, display house personnel, and any other contractors working for the exhibiting organization.

5. All booths must be staffed at all times.

6. All exhibitors must have exhibit materials and handouts available throughout the exhibition. Breaking down or packing up materials earlier than 4:00 p.m., April 17, 2008, is prohibited. Any booth vacated before the close of the show will be in violation of the Exhibit Contract and sanctions may be incurred.

7. Exhibit personnel may not leave their booths to encourage physicians in the aisles to return with them to their booths. Noncompliance with this guideline will result in the prompt removal of the person and property from that area.

8. Persons, exhibitors, companies, or organizations may not display or demonstrate products, processes, or services; solicit orders; or distribute advertising materials anywhere in the exposition facility (outside of the Exhibit Hall) or in any hotel contracted by the AAN.

9. Exhibitors not utilizing the official show decorator, Freeman Decorating Company, must notify the AAN on the form provided in the Exhibitor Service Manual available online at [am.aan.com/corporate/exhibitors.cfm](http://am.aan.com/corporate/exhibitors.cfm).

#### C. Fire Regulations

All exhibits must abide by the McCormick Place West Fire Regulations, which will be strictly enforced by the McCormick Place West. Any exhibit found not to be in accordance with the federal, state, and municipal fire regulations would be dismantled. More information will be available in the Exhibitor Service Manual at [am.aan.com/corporate/exhibitors.cfm](http://am.aan.com/corporate/exhibitors.cfm).

#### D. Food and Drug Administration Regulations

Products that require promotion approval by the FDA must receive this approval prior to promotion at the AAN exhibition. Information regarding FDA regulations may be obtained directly from the FDA.

#### E. Indemnification

The exhibitor agrees to indemnify, hold harmless and defend the AAN, McCormick Place West, and Freeman Decorating Company, along with their respective members, officers, directors, agents, and employees from and against any and all liabilities, damages, actions, costs, losses, claims, and expenses (including attorneys' fees) on account of personal injury, death, or damage to or loss of property or profits arising out of or resulting, in whole or in part, from any act, omission, negligence, fault, or violation of law or ordinance of the exhibitor or its employees, agents, subcontractors, or invitees when installing, removing, maintaining, occupying, or using the exhibition premises within the McCormick Place West during the term of this agreement.

## **F. Certificate of Insurance**

The AAN does not provide insurance for exhibitors' property. Exhibitors must insure their exhibit materials, goods, or equipment against theft, damage by fire, accident, or loss of any kind. All exhibitors must submit a Certificate of Insurance to the AAN by **February 29, 2008**. If a Certificate of Insurance is not provided to the AAN by the deadline, exhibitors must be prepared to produce proof of insurance onsite before exhibit construction begins.

## **G. Sales/Solicitation**

Sales are permitted on the exhibit floor within assigned booths, provided that all transactions are conducted in a manner consistent with the professional nature of exhibits. All sales and solicitation must be conducted within the confines of the assigned booths and may not be conducted in the aisles or any other area of the Exhibit Hall. Exhibitors are responsible for filing the appropriate state sales tax documents. For additional information, contact your tax advisor.

## **H. Company Mergers/Purchases**

Any company name changes will be combined into one name, for example: ABCDEFG Company (formerly ABCD, Inc. and EFG, Co.) for the initial year the merger, purchase, or company name change has taken place. After the first year, all AAN printed material will contain only the new name.

## **I. Exhibition Cancellation**

In the event of exhibition cancellation, the Exhibit Contract is terminated. The AAN will determine, based on expenditures and commitments by all parties, an equitable refund of the exhibit fees.

## **J. Market Research Disclosure**

All market research companies are required to have clients participating as exhibitors in the AAN exhibition. Market research companies must identify their clients on the contract. Market research companies must abide by AAN policies and guidelines assigned to all exhibiting companies.

## **K. Surveys**

Completion of surveys and questionnaires must not exceed 10 minutes in length.

## **L. Use of AAN Property**

The AAN name, insignia, logo, or acronym (AAN) may not be used in signs, advertising, or promotions in any media or on descriptive product literature either inside or outside the exhibit area. This applies before, after, and during the Annual Meeting. The AAN name and logo are registered trademarks of the AAN. Those requesting use of the official AAN 60th Annual Meeting logo must do so in writing to the Administrator, Conference Management and Onsite Exhibit Liaison, Franziska Schwarz.

## **M. Subletting**

The subletting, reassignment, or apportionment of any part of any exhibitor's space is prohibited.

## **N. Promotion**

1. All booth activities and materials including handouts and giveaways, with the exception of company literature, must include a disclosure statement describing the activities occurring in the contracted exhibit space. Forms will be available in the Exhibitor Service Manual at [am.aan.com/corporate/exhibitors.cfm](http://am.aan.com/corporate/exhibitors.cfm). The AAN has the right to request the exhibitor immediately discontinue an activity or cease distribution of materials deemed inappropriate by the AAN. Any exhibitor not abiding by the AAN's request may be sanctioned.

2. Exhibitors are permitted to distribute giveaways in accordance with Opinion 8.061, Code of Medical Ethics of the AMA Council on Ethical and Judicial Affairs, which states:

*"Some gifts that reflect customary practices of industry may not be consistent with the Principles of Medical Ethics. To avoid the acceptance of inappropriate gifts, physicians should observe the following guidelines: Any gifts accepted by physicians individually should primarily entail a benefit to patients and should not be of substantial value. Accordingly, textbooks, modest meals, and other gifts are appropriate if they serve a genuine educational function. Cash payments should not be accepted."*

3. Accordingly, all giveaways distributed to participating attendees for involvement in booth activities must be of modest value. Individual gifts of minimal value are permissible as long as the gifts are related to the physician's work, e.g., textbooks, pens, and notepads. The following promotional practices are prohibited:

- Press conferences or filming in exhibit area
- Operating x-ray equipment
- Unauthorized giveaway items
- Presentation stages
- Use of magicians, fortune-tellers, dancers, mimes, puppet shows, balloons (helium or otherwise), or other entertainment
- Entering the nonpublic area of another exhibitor's booth without permission
- Taking photographs of another exhibitor's booth without permission
- Unofficial door drops at AAN hotels
- Live music
- Excessive noise levels for pre-recorded music

4. The distribution of bags will be permitted provided the bags are no larger than 14" x 14" and are plastic. Organization name or logo is permitted on the bag. Product mention is prohibited (no exceptions). All other types of bags are not permitted.

## **O. Food and Beverage Distribution**

Exhibitors wishing to dispense or serve any food or beverage from assigned exhibit space must have written authorization from the AAN and the McCormick Place West catering departments. A food and beverage distribution authorization request form will be provided in the Exhibitor Service Manual at [am.aan.com/corporate/exhibitors.cfm](http://am.aan.com/corporate/exhibitors.cfm).

1. All items are limited to sample size quantities and are to be dispensed in disposable containers using supplies purchased through the official caterer.
2. Exhibitors may not use imprinted containers and supplies.
3. Alcoholic beverages will not be permitted.

#### **P. Sanctions**

The AAN reserves the right to refuse exhibits, curtail activities, or close exhibits or parts of exhibits that do not comply with the AAN Policies and Guidelines for Industry and Others' Participation in the 2008 Annual Meeting. Exhibitors who violate these guidelines may be dismissed from the meeting without refund. The AAN Policies and Guidelines for Industry and Others' Participation in the 2008 Annual Meeting will be enforced without exception.

### **IV. INDUSTRY AFFILIATE MEETINGS AND EVENTS**

#### **(Outside of Annual Meeting Sponsorship, Support, and Exhibit Opportunities at the AAN Annual Meeting)**

##### **A. General**

The AAN encourages industry involvement at the AAN Annual Meeting through the support, sponsorship, and exhibit opportunities outlined in Sections II and III of this document. However, the AAN recognizes that there may be a need for industry to meet and/or offer activities in addition to the support, sponsorship, and exhibit opportunities. The AAN allows meetings and activities to be held during the inclusive dates and location of the Annual Meeting according to the following paragraphs, B and C.

##### **B. Meetings and Events**

The AAN must review and approve ANY event affecting AAN meeting attendees during the inclusive dates of the Annual Meeting before promotion and implementation of the event can occur, whether they are being held at AAN contracted facilities or otherwise. Industry representatives should submit an Affiliate Event Form and, if available, a copy of the brochure, invitation, or agenda to **Franziska Schwarz, Administrator, Conference Management (fschwarz@aan.com)**. Failure to seek approval prior to promotion and/or implementation of the event may result in the cancellation of the event and/or sanctions by the AAN. The affiliate event form is an online application available at [am.aan.com/affiliate](http://am.aan.com/affiliate). (Note: to avoid confusion, if an industry or any third-party representative is planning a function, a letter of authorization must accompany the form). All affiliate events are reviewed by the AAN and must fall within the letter and spirit of the following AAN guidelines:

- Affiliate meetings involving Annual Meeting attendees are allowed during the following times:
- Wednesday, April 9, to Friday, April 11, 2008: anytime.
- Saturday, April 12, 2008: before 6:00 p.m.
- Sunday, April 13, to Friday, April 18, 2008: before 9:00 a.m.; between 12:00 p.m.; and 1:30 p.m., and after 6:00 p.m. (Tuesday evening events must conclude no later than 8:00 p.m.)

- Saturday, April 19, 2008: before 9:00 a.m. and anytime after 1:00 p.m.
- AAN contracted space is only available through the AAN affiliate event process, i.e., submission of the online form and AAN review.
- The proposed event involving AAN Annual Meeting attendees cannot exceed a total of 50 people, including industry representatives. (If industry would like to hold an Investigators Meeting for a group larger than 50 people, **please contact Franziska Schwarz.**)
- Companies are limited to one meeting at a time if the meetings involve AAN Annual Meeting attendees. These meetings must occur during the allocated affiliate hours outlined above. Simultaneous meetings are not allowed.
- The AAN prohibits payments to AAN Annual Meeting attendees for participating in industry-sponsored meetings at which specific products are discussed unless the payments are for bona fide consulting services that comply with the spirit and letter of Section 4 of the PhRMA Code on Interactions with Healthcare Professionals and the OIG Compliance Program Guidance for Pharmaceutical Manufacturers (see 68 Federal Register 23738).
- The AAN does not permit industry-sponsored or any external educational/scientific programs, satellite symposia, and/or any non-AAN CME programs.
- Sales presentations and equipment demonstrations are permitted only in the Exhibit Hall.
- Exhibit personnel meetings may be held at any time if attendance is limited to industry representatives.
- Industry not exhibiting at the AAN Annual Meeting but wishing to conduct meetings or events involving AAN Annual Meeting attendees must submit a written request and Affiliate Event form to **Franziska Schwarz**.

##### **C. Promotion and Signs**

Announcements, invitations, and promotional materials for approved events planned by industry and/or agents must indicate the name(s) of the sponsor(s) and must not imply, directly or indirectly, that the programs are part of official AAN activities.

Since the AAN does not joint sponsor or co-sponsor activities held at the AAN Annual Meeting, the terms "preceding" or "following" AAN's Annual Meeting are to be used rather than "in conjunction with" (or similar language) in publicity and on-site materials. The AAN must receive page proofs of all publicity materials regarding such events prior to printing. A copy of the final printed announcement or invitation must be sent to the AAN for review and approval. Should the final printed version not conform to AAN requirements, the AAN will require that it be withdrawn and reprinted at the industry representative's expense.

All approved announcements, invitations, and promotional materials must contain the following statement: "This event is not part of the American Academy of Neurology's 60<sup>th</sup> Annual Meeting as planned by the Meeting Management Committee." All announcements must be forwarded to **Franziska Schwarz, Administrator, Conference Management**, for approval. Distribution of signs or promotional materials in official AAN venues is limited to the following:

- Contracted booth space within the Exhibit Hall
- At the entrance of the event, signs may be placed one hour prior to events and must be removed immediately following the event. No signs may be placed in hotel or convention center lobbies. The AAN reserves the right to remove any signs that do not meet AAN guidelines.

**NEW FOR 2008: The AAN does not allow industry promotion/advertising within 100 yards of the official venues of the AAN Annual Meeting including hotels.**

## V. PRESS ROOM

The AAN Press Room is a facility for journalists covering the Annual Meeting. As such, only journalists who have registered and received credentials may use the facility.

### Exhibitors

Companies that are exhibitors may not request journalist credentials for any of their staff. The AAN Press Room does not accept news releases, press kits, or other announcements from industry representatives, public relations firms, or medical communications companies. Representatives from these groups may display their materials on a designated table for industry press materials located outside the Press Room. The AAN is not responsible for reviewing these materials, but will hold industry representatives accountable for misrepresentation, e.g., stating that a study was presented as part of the Annual Meeting when it was not selected as part of the program.

### Confidentiality

The AAN does not share its news release distribution list nor its list of journalist attendees with outside organizations.

## VI. SANCTIONS

### A. Sanctions for Noncompliance with Guidelines

As a condition of participation, industry and organization representatives agree to observe all AAN policies and guidelines outlined in this document and other AAN publications. Violations of AAN policies and guidelines will be reviewed and sanctions may be applied. Sanctions include, but are not limited to, the following:

- Company or organization will receive a “cease and desist” letter from the AAN.
- Company or organization will not have access to AAN membership mailing list.
- Company or organization will not have access to hospitality suites at the AAN Annual Meeting.
- Company or organization’s exhibitor priority points will be reduced.
- Company or organization will not be allowed to sponsor an AAN Annual Meeting activity for one or more years.
- Company or organization will not be allowed to support an AAN Annual Meeting Education Program for one or more years.
- Company or organization will not be allowed to exhibit at an AAN Annual Meeting for one or more years.

- Company or organization will not be allowed any access to the AAN Annual Meeting for one or more years.

### B. Appeals

Sanctions imposed by the Meeting Management Committee may be appealed, within 30 days after delivery of the notice of sanctions, to the AAN Executive Committee. The Executive Committee’s decision on the appeal will be final.

## VII. ACCME AND AMA INFORMATION

As an accredited provider of CME, the AAN complies with all ACCME and AMA policies and guidelines. Industry and organization representatives must understand these policies and guidelines. Contact the following organizations for further details:

### Accreditation Council for Continuing Medical Education

Website: [www.accme.org](http://www.accme.org)  
Phone: (312) 755-7401

### American Medical Association

Physician Recognition Award and Ethical Considerations  
Website: [www.ama-assn.org](http://www.ama-assn.org)  
Phone: (800) 621-8335

AAN Website: [www.aan.com](http://www.aan.com)

Annual Meeting Website: [www.aan.com/go/am](http://www.aan.com/go/am)

Phone: (651) 695-1940

Fax: (651) 695-2791

These policies and guidelines were reviewed and updated on **September 12, 2008.**

## AAN POLICIES AND GUIDELINES CONTACT INFORMATION

### AAN Executive Director/CEO

Catherine M. Rydell  
[crydell@aan.com](mailto:crydell@aan.com) / (651) 695-2800

### General Counsel

Murray G. Sagsveen, JD  
[msagsveen@aan.com](mailto:msagsveen@aan.com) / (651) 695-2780

### Chief Education and Science Officer, Interim Foundation Director

Christine E. Phelps  
[cphelps@aan.com](mailto:cphelps@aan.com) / (651) 695-2727

### Associate Director Center for Education and Science

Kris Fridgen  
[kfridgen@aan.com](mailto:kfridgen@aan.com) / (651) 695-2726

### Associate Director Conference Management

Judy Larson  
[jl Larson@aan.com](mailto:jl Larson@aan.com) / (651) 695-2762

**Associate Director Education**

Susan Rodmyre

srodmyre@aan.com / (651) 695-2725

**Manager Exhibits and Corporate Relations**

Bridget Farley

bfarley@aan.com / (651) 695-2703

**Corporate Strategic Alliances  
and Cause Marketing Manager**

Robin Stinnett

rstinnett@aan.com / (651) 695-2763

**Media and Public Relations Program Manager**

Angela Babb

ababb@aan.com / (651) 695-2789

**Administrator Conference Management  
and On-site Exhibit Liaison/Affiliates**

Franziska Schwarz

fschwarz@aan.com / (651) 695-2807

**Coordinator Dendrite**

Amy Schoch

aschoch@aan.com / (651) 695-2749