

## Industry Sponsored Event Guidelines

### Definitions:

#### Industry Sponsored Events

- Educational programs sponsored by an exhibiting company which has a designation for Category 1 CME credit, or
- Promotional events that may include a reception/social function that are sponsored by an exhibiting company, which are not eligible for CME credit, or
- Receptions and/or events outside of The Aesthetic MEET 2025 programming that are not sponsored or endorsed by The Aesthetic Society.

#### Commercial Supporter

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

#### Third Party CME Provider/Accredited Provider

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

#### Event Organizer

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

#### Marketing Program

The Aesthetic Society assists companies hosting Industry Sponsored Events with a complete marketing program (promotion in an email blast, in Aesthetic Society News, and on the meeting app) as outlined in these Guidelines (deadlines apply.)

#### No Implied Endorsement

Industry Sponsored Events are considered unofficial, separate events and are not endorsed by The Aesthetic Society or The Aesthetic Foundation. Therefore, the use of The Aesthetic Society or The Aesthetic Foundation logos or any language other than "In conjunction with The Aesthetic MEET 2025" is strictly prohibited in all marketing and promotional materials, including websites.

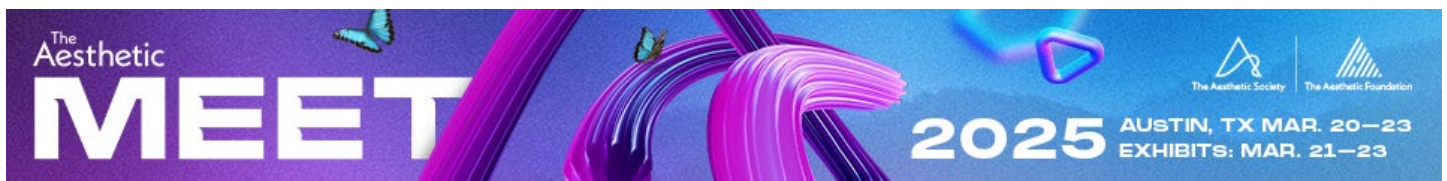
#### Eligibility/Restrictions

Only confirmed exhibitors are eligible to host an Industry Sponsored Event with approval from The Aesthetic Society.

#### Deadlines

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

- Deadline to submit marketing details for ASN: November 19, 2024
- Deadline to submit marketing details for Group Email Blasts: January 21, 2025
- Application due: by January 21, 2025
- Confirmation date: by January 24, 2025
- Cancellation deadline: January 24, 2025 – no refunds after this date. No refunds will be given after the publication of Sponsoring Company's support.
- The Aesthetic Society to provide a mailing list of all Aesthetic MEET 2025 opt in registrants: February 24, 2025



### Industry Sponsored Event Fees

Payment is due a minimum of eight weeks prior to The Aesthetic MEET 2025.

### Industry Sponsored Events Proposal Review and Acceptance

- Submitted applications will be reviewed and confirmation will be sent by January 24, 2025.
- Third Party CME Accredited Industry Sponsored Events require proof of CME certification prior to the application being processed

### Function Space Scheduling

If you request to host your Industry Sponsored Event at the Austin Convention Center, once approved, The Aesthetic Society will assign your meeting space and provide you with a 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 event date.

Due to the size of The Aesthetic MEET 2025 and its needs, function space is limited so please make your commitment early. You may choose to have your Industry Sponsored Event at a different, approved location. Do not contact the hotel/convention center prior to approval from The Aesthetic Society as you will be referred back to Society staff.

### Audio Visual/Food and Beverage Service

The Commercial Supporter is responsible for contracting with the convention center, 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 Industry Sponsorship Event fee and are paid by the hosting company, directly to the provider. These fees are not paid 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 Program

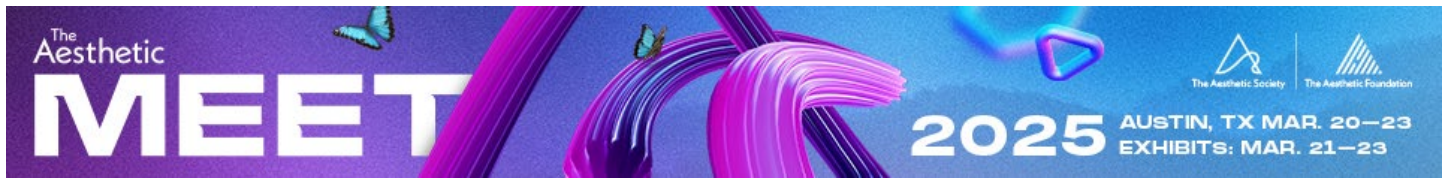
- An opt in mailing list of registered attendees (per ACCME rules)
  - Listing on The Aesthetic MEET 2025 website
  - Promoted in an Aesthetic Society group email blast (deadline applies)
  - Listing on the official meeting app
  - Listed in the "Aesthetic Society News" (deadline applies)
  - Option 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 Industry Sponsored Event, 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/The Aesthetic Foundation."**

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 are subject to a loss of priority booth points. Distribution of all literature is limited to the methods outlined above in "Marketing Program."

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



### **ACCME and AMA Guidelines – CME Symposia**

The Aesthetic Society does not provide CME for Industry Sponsored Events. CME may be provided by a third party and must be in compliance with all the Accreditation Council for Continuing Medical Education (ACCME) policies, including but not limited to the Standards for Integrity and Independence Accredited Continuing Education. <https://www.accme.org/>

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 ACCME certification.)

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 MEET 2025 attendees are not put into a situation that would be considered a violation of these guidelines.

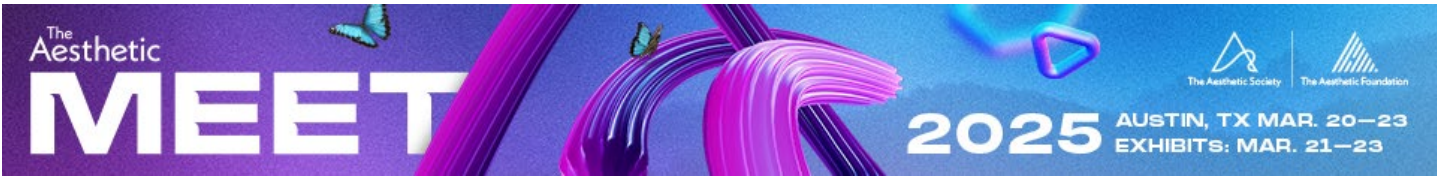
### **Cancellations**

The Aesthetic Society must be notified in writing prior to January 24, 2025. Any cancellations made prior to January 24, 2025, are subject to a **50%** handling fee. No refunds will be issued to companies canceling on or after January 24, 2025. No refunds will be given after the publication of Sponsoring Company's support.

### **Violations**

In an effort to provide the best educational experience for The Aesthetic MEET 2025 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 MEETs for any Commercial Supporter, Third Party CME Provider, Event Organizer, exhibitor, organizer, or sponsor for violations of the aforementioned Guidelines.



## Planning Checklist

Due Date	Item
<input type="checkbox"/> Now	Industry Sponsored Event Application
<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 ACCME certification.
<input type="checkbox"/> November 19 2024	Deadline to submit marketing details to be included in the Aesthetic Society News
<input type="checkbox"/> January 21, 2025	Deadline to submit marketing details to be included in group email blasts
<input type="checkbox"/> January 24, 2025	Cancellation Deadline – no refunds after this date. No refunds will be given after the publication of sponsoring Company's support.
<input type="checkbox"/> February 24, 2025	The Aesthetic Society to provide a mailing list of all Aesthetic MEET 2025 opt-in registrants

**Reserve Your Industry Sponsored Event Today**

**Jackie S. Nunn, [Jackie@theaestheticsociety.org](mailto:Jackie@theaestheticsociety.org)**