**LIVE EVENT EXHIBIT AGREEMENT**

Thank you for agreeing to exhibit at scheduled to occur on  at  . We appreciate your support of this activity, and look forward to your participation.

|  |  |
| --- | --- |
| Exhibiting Company: | |
| First Representative: | Email: |
| Second Representative: | Email: |
| Electrical Outlet Required: 🞎 Yes 🞎 No | |

If you have not registered for this activity, please do so at [www.cme.urmc.edu](http://www.cme.urmc.edu).

You may pay online with credit card, or by check made payable to **UNIVERSITY OF ROCHESTER**.

Tax ID: 16-0743209.

Please remit payment to:

**University of Rochester**

Institute for Innovative Education

601 Elmwood Ave, Box 709

Rochester, NY, 14642

Attn: Compliance & Grants Coordinator

**TERMS, CONDITIONS AND PURPOSES**

This CME-certified activity is bound by [Accreditation Council for Continuing Medical Education (ACCME) Standards for Integrity and Independence in Accredited Continuing Education](https://accme.org/accreditation-rules/standards-for-integrity-independence-accredited-ce).

**As per University policy, for all conferences hosted by the University of Rochester you are expected to observe the ACCME’s Standards for Integrity and Independence in Accredited Continuing Education. Standards 2 and 5 specifically address Preventing Commercial Bias and Marketing in Accredited Continuing Education and Ancillary Activities Offered in Conjunction with Accredited Continuing Education:**

**STANDARD 2: PREVENT COMMERCIAL BIAS AND MARKETING IN ACCREDITED CONTINUING EDUCATION**

1. The accredited provider must ensure that all decisions related to the planning, faculty selection, delivery, and evaluation of accredited education are made without any influence or involvement from the owners and employees of an ineligible company.

2. Accredited education must be free of marketing or sales of products or services. Faculty must not actively promote or sell products or services that serve their professional or financial interests during accredited education.

3. The accredited provider must not share the names or contact information of learners with any ineligible company or its agents without the explicit consent of the individual learner.

**STANDARD 5: MANAGE ANCILLARY ACTIVITIES OFFERED IN CONJUNCTION WITH ACCREDITED CONTINUING EDUCATION**

**1. Arrangements to allow ineligible companies to market or exhibit in association with accredited education must not:**a. Influence any decisions related to the planning, delivery, and evaluation of the education.  
b. Interfere with the presentation of the education.  
c. Be a condition of the provision of financial or in-kind support from ineligible companies for the education.

**2. The accredited provider must ensure that learners can easily distinguish between accredited education and other activities.**a. Live continuing education activities: Marketing, exhibits, and nonaccredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.  
b. Print, online, or digital continuing education activities: Learners must not be presented with marketing while engaged in the accredited education activity. Learners must be able to engage with the accredited education without having to click through, watch, listen to, or be presented with product promotion or product-specific advertisement.  
c. Educational materials that are part of accredited education (such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information) must not contain any marketing produced by or for an ineligible company, including corporate or product logos, trade names, or product group messages.  
d. Information distributed about accredited education that does not include educational content, such as schedules and logistical information, may include marketing by or for an ineligible company.

**3. Ineligible companies may not provide access to, or distribute, accredited education to learners.**

**For further information, please see the** [**Accreditation Council for Continuing Medical Education (ACCME) Standards for Integrity and Independence in Accredited Continuing Education**](https://accme.org/accreditation-rules/standards-for-integrity-independence-accredited-ce)**.**

* In connection with your participation, please sign and return a copy of this agreement to acknowledge that you agree to the following terms and conditions. I agree to pay the exhibit fee of . I understand that this includes two complimentary registrations (no CME), a 6’ exhibit table, breakfast, lunch and mention in program materials.
* I further understand that I will be charged a fee determined by the Activity Director for each additional representative attending the conference, or should I cancel my registration for any reason. Please call the Institute for Innovative Education at 585-275-7666 for cancellation questions. This will require approval from the Activity Director(s).
* I agree to adhere to the [Standards for Integrity and Independence in Accredited Continuing Education](https://accme.org/accreditation-rules/standards-for-integrity-independence-accredited-ce).
* I have read, understand and agree to abide by the [University of Rochester Medical Center Policy on Industry Interactions](https://www.urmc.rochester.edu/MediaLibraries/URMCMedia/quality/documents/Industry-Interactions-Policy-Updated.pdf).
* I agree to hold the University of Rochester harmless from any liability, damages, or costs (including reasonable attorneys' fees) that may arise as a result of exhibiting at this CME conference. Without limiting the breadth of this hold harmless agreement, I acknowledge that it shall extend to include the loss, damage, or theft of any equipment or materials brought to the conference site as well as injuries that any of my employees or agents may incur.
* If the event is occurring on University premises, per University policy, exhibitors are required to provide a Certificate of Insurance and complete the Facilities Use Agreement along with Attachment A and Attachment B prior to the conference. These forms are required for all conferences held at the University of Rochester in order to be able to exhibit at that conference. I agree to meet these requirements by providing the Institute for Innovative Education with proof of insurance for my company and a signed insurance requirement form.
  + Facility Use Agreement
  + Attachment A – Reservation Schedule
  + Attachment B – Class 1 Insurance Requirements

*Please note: Exhibiting companies may require approval by the UR sponsoring department.*

**I acknowledge and agree to the terms & conditions outlined in this letter.**

Exhibiting Company:  Date:

Representative Name:  Signature:

*(can be typed)*