Policy and Procedure Manual

ENTITY **American Epilepsy Society**	NUMBER **AES-IND-Rel**
MANUAL **Policy and Procedure**	EFFECTIVE DATE August 20, 2007
SUBJECT **Industry Relations Guidelines**	REVISED CAC approved August 2007

1. Statement

AES recognizes that Industry plays an important and valued role in the support of education and projects which assist clinicians and researchers with finding ways to enhance the quality of life for epilepsy patients. AES is committed to maintaining a fair and balanced partnership with Industry.

2. STANDARDS AND GUIDELINES

In order to maintain an unbiased position, AES has to maintain certain standards and guidelines with regard to Industry relations.

For complete CME educational activity guidelines see: Industry Presence at CME Activities.

2.1 Industry will have equitable opportunities for support of activities and components of the CME Activities, subject to the following:

2.2 Opportunity to provide support for activities and components of the CME Activities is offered to Industry based on the most current membership needs assessment, breaking clinical information or treatments in the discipline, and the areas of interest of the commercial supporter—all subject to discussion and negotiation between the parties.

2.3 The American Epilepsy Society must approve in advance and in writing all plans regarding Industry presence at the CME Activities.

3. PROCEDURES AND OPERATIONAL GUIDELINES

3.1 The Public Domain

- As the AES is fully in control of all activities and events at its CME Activities and those messages it wishes to communicate to attendees, independent industry-supported meeting information and communication services (such as Internet access, conference video program, or newspaper) can be distributed, shown or accessed in the public domain (defined as the registration area, lobby, general hallways and areas of transit within a hotel or meeting facility).
- The public domain shall remain free of any visible commercial presence, including posting or distribution of any printed materials related to any CME activity. Specific exceptions to this policy are listed below.

3.11 Signs and printed materials that promote CME activities sponsored, co-sponsored, or jointly sponsored by AES are permitted in the public domain. In such materials, the name of the commercial supporter should appear in language in accordance with the ACCME *Standards for Commercial Support*, and be subsidiary to the messages on the content of the activity.

3.12 Information, other than CME activity related, may be displayed in or distributed from contracted booth space within the Commercial Exhibit domain as long as the content of information is approved in advance and in writing by AES.

3.13 Bags, cases, or other give-away items are permitted if they serve to support the attendees in managing the materials from the conference, and are approved in advance and in writing by the AES. Industry names, logos, or product information may be printed on the inside surface of such items or on a surface detachable from the item. The outside of such items is reserved for the AES logo and other data relating to the CME Activities. The design and content of any information to be printed on or inside such items or on an associated detachable surface must be approved in advance and in writing by the AES.

3.14 Industry-sponsored or supported events, receptions, dinners and other social events that are not associated with CME activities are allowed when they held at specific times designated by AES (so as not to interfere with the CME Activities educational programming). Such events must be approved in advance by AES, and are subject to the following guidelines:

- Social events (e.g., dinners, receptions, or other events that have entertainment as their primary purpose) are allowed for groups of 100 or fewer event attendees. In accordance with AMA rules on gifts to physicians, the per-attendee value of the event shall not exceed the AMA rule limit ($100)

- Each Industry supporter may sponsor one such social event during the CME Activities.

3.15 Social events that are an official part of a CME activity are managed directly by the AES staff.

3.16 Focus groups or other similar meetings supported or sponsored by Industry are allowed, subject to the following:

- Focus groups or similar gatherings that have as their primary purpose opinion and/or market research will be scheduled so as not to conflict with CME activities or social events that are an official part of CME activities.

- Each Industry supporter may sponsor one or more focus group(s), so long as the total number of attendees of all the groups so sponsored does not exceed 50.

3.2 The Personal Domain

To protect the privacy of attendees' personal domains, content and means of delivery of materials (in any medium) related to the CME Activities must be approved in advance by the AES.

3.21 Any AES video broadcasts shown on hotel room televisions is considered in the private domain and is governed by the following guidelines:

- The purpose of the AES video broadcast is to provide information on CME Activities scheduling and AES activities, and to highlight clinical developments at the AES CME Activities.

- Producers may not utilize AES officials to endorse products directly or indirectly.

- Commercial messages are permitted at the beginning and/or the end of the broadcast only. Commercials are not allowed in AES conference video broadcasts when they

are shown in the public domain or when published on the Web site.

- The AES Education Council and its CME Committee will appoint a liaison to the AES video broadcast. The liaison will be responsible for reviewing and approving scripts and pre-broadcast materials.

3.3 The Commercial Exhibit Domain

Commercial exhibits are bound by the rules and regulations as set forth in the exhibit contract. Promotion of Commercial Exhibits, including mailings to attendees (from authorized one time mailing list issues to exhibitors) and potential attendees is allowed as long as each mailing piece is approved in advance by the AES.

3.4 The Scientific Exhibit Domain

Scientific exhibits are bound by the rules and regulations as set forth by the AES and detailed in the AES document entitled “AES Guidelines for Industry-Sponsored Scientific Exhibits”