



Council of Medical
Specialty Societies

CMSS Virtual Annual Meeting 2021

***Specialty Societies Leading
Transformation in a Time of Crisis***

October 13-15, 2021 | Virtual

**Industry
Partner
Exhibitor
Prospectus**





**Helen Burstin, MD, MPH, MACP
CMSS, CEO**

Dear Industry Colleagues,

On behalf of the Council of Medical Specialty Societies (CMSS), I would like to invite you to join us at the CMSS 2021 Virtual Annual Meeting on October 13-15, 2021. We are excited to announce the theme for the CMSS Annual Meeting: **Specialty Societies Leading Transformation in a Time of Crisis.**

As the leading organization that represents medical specialty societies, CMSS meetings address emerging and critical issues across specialty societies that influence the future of healthcare and the patients we serve. The Covid-19 pandemic provided multiple opportunities for CMSS and its specialty societies to adapt to changing roles in healthcare, clinical research, and medical education.

During the pandemic, specialty societies have ensured that members and the public have up-to-date information, led calls for science-based policy, and provided tools and resources to navigate changes in the healthcare system. At CMSS's Virtual Annual Meeting, specialty society members will describe how they have led healthcare transformation in a time of crisis. The meeting will highlight innovation and opportunities to ensure that specialty society leadership continues to drive change during the pandemic and beyond as well as address measures they plan to take to minimize efforts to return to the status quo.

We value your partnership with CMSS and our specialty societies and we hope you will join us to discuss these issues.

Wednesday, October 13:

- Opening Plenary
- Professional Peer Group (PPG) meetings (CMSS Members Only)

Thursday, October 14:

- Industry Symposia, Plenary and Concurrent Sessions, Innovation Showcase

Friday, October 15:

- Industry Symposia, Plenary and Concurrent Sessions, Innovation Showcase

On behalf of our specialty society members, I hope you will become a CMSS Industry Partner and join us at our Annual Meeting. We are deeply grateful for your continued support.

Sincerely yours,

Helen Burstin, MD, MPH, MACP
CEO, Council of Medical Specialty Societies

CMSS Priorities

Education

- Specialty society education
- Physician competency and accountability
- New Learning Models

Quality

- Quality standards and value assessment
- Innovative care delivery models
- Equity and disparities

Professional Identity

- Professionalism
- Autonomy
- Teamwork and workforce
- Leadership Development

Engage with Medical Specialty Society Leaders

CMSS conferences, member meetings and roundtables are the premier education and networking events for hundreds of medical specialty society executives and thought leaders.

Attendees attend sessions with high-profile speakers with representatives from agencies including CMS and FDA, and leaders in healthcare technology, education, and innovation.

CMSS provides networking with our corporate supporters via exhibiting and sponsorship opportunities.

Benefits of exhibiting at CMSS meetings

- Access to all sessions and events
- Recognition during virtual meeting
- Recognition on CMSS Website
- Pre-attendee list for marketing purposes only
- Network with society members
- Opportunity to attend Industry Partner Roundtable during meeting

Bronze Package Virtual Fee - \$3,500

- Complimentary registrations that provide access to sessions all sessions (excluding PPG meetings)
- Company name, logo, contact details, website, social media links on virtual platform
- Company Name, logo, description, and hyperlink posted on CMSS Website
- Banner ad on CMSS Website until December 31, 2021 (Banner size: 195 x 140 pixels)
- Listing in Industry Partner Resource eBook posted on CMSS website indefinitely

DEMOGRAPHICS

2021 Virtual Spring Meeting

April 22, 2021

Societies: All 45 represented

2020 Virtual Spring Meeting

May 1, 2020

Society: 41 out of 45 Societies

2020 Virtual Annual Meeting

October 28-30, 2020

Society: 44 out of 45 Societies

CMSS Industry Partners



2021 CMSS ANNUAL MEETING AGENDA (Eastern Time)**Wednesday, October 13**

9:00 am - 10:00 am	Opening Plenary
10:30 am - 12:30 pm	PPGs, CEO Council
12:30 pm - 1:30pm	Virtual Exhibit Hour
1:30 pm - 3:30 pm	PPGs, CEO Council (continued)
5:00 pm - 6:00 pm	Industry Partner Engagement Meeting

Thursday, October 14

10:00 am - 11:00 am	Plenary Session
11:00 am- 11:30 am	Plenary Innovation Showcase
11:45 am - 12:45 pm	Concurrent Session 1-1
11:45 am - 12:45 pm	Concurrent Session 1-2
11:45 am - 12:45 pm	Concurrent Session 1-3
Break	
12:45 pm - 1:45 pm	Virtual Exhibit Hours
1:45 pm - 2:45 pm	Industry Symposium (TBD)
2:45 pm - 3:45 pm	Concurrent Session 2-1
2:45 pm - 3:45 pm	Concurrent Session 2-2
2:45 pm - 3:45 pm	Concurrent Session 2-3
4:00 pm - 5:00 pm	Plenary Session
5:15pm - 6:00 pm	Industry Symposium (TBD)

Friday, October 15

8:45 am - 9:45 am	Industry Symposium (TBD)
8:45 am - 9:45 am	Breakfast with Exhibitors
10:00 am - 11:00 am	Plenary Session
11:00 am - 11:30 am	Plenary Innovation Showcase
11:45 am - 12:45 pm	Concurrent Session 3-1
11:45 am - 12:45 pm	Concurrent Session 3-2
11:45 am - 12:45 pm	Concurrent Session 3-3
12:30 pm - 1:00 pm	Closing Session

Meeting adjourns

Become an Industry Partner

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Industry Partner Packages

Virtual Meeting Opportunities	Diamond \$25,000	Platinum \$12,500	Gold \$6,250	Bronze \$3,500
Complimentary registrations	7	5	3	2
Virtual Booth (includes logo, profile, social media links, URL)	Yes	Yes	Yes	Yes
Virtual Booth - Upload product videos on profile	2	2	1	1
Virtual Booth - Upload documents on profile	3	3	2	1
Banner Ad (rotating) on virtual platform	Yes	Yes	Yes	Yes
Product Theater presentation	Yes	Yes	None	None
Lead Retrieval reports (booth visits, documents views, etc.)	Yes	Yes	Yes	Yes
Industry Partners acknowledged during virtual meeting	Yes	Yes	Yes	Yes
Industry Partner acknowledged on PowerPoint slides	Yes	Yes	Yes	Yes
Industry Partner Roundtable with CMSS leadership at Meeting	Yes	Yes	Yes	Yes
Company Logo (with hyperlink) on CMSS website	Yes	Yes	Yes	Yes
Industry Partner Resource eBook on CMSS website (all year)	Yes	Yes	Yes	Yes
Marketing Opportunities				
CMSS marketed webinar using CMSS or sponsor platform	2 per year	1 per year	None	None
CMSS e-blasts to membership	2 per year	1 per year	None	None
Strategy and feedback calls with CMSS leadership	Yes	Yes	Yes	Yes
Opportunity to submit innovation showcase proposals *NEW*	Yes	Yes	Yes	Yes

New CMSS Registry Science and Research Initiative

Goals

To advance CMSS member knowledge and expertise in clinical registries and research through shared learning, including webinars on emerging topics of relevance to specialty societies, and through the development of shared models/approaches to the future of registries and research through expert panels and white papers.

Potential topics for webinars and/or expert panel meetings

- Data Integration/aggregation
- Data standardization
- Sustainability models
- Advanced registry science
- Legal and regulatory models
- Intended uses of registries
- Engagement with patient organizations
- Ethics of AI/ML (Artificial Intelligence/Machine Learning) and Clinical Education

How can Industry Partners participate?

- Host a webinar, related to any of the above topics, for \$10,000 each.
- All proposals will be reviewed by advisory committee.
- All industry partners proposals must include member society co-speaker(s).
- CMSS will manage all aspects of webinars.
- CMSS will promote all webinars to society membership.
- Additional information to follow, please contact Judy Hambrick with questions.

Virtual Exhibit Rules and Regulations

Purpose Of Exhibits

The purpose of all exhibits is to provide members and guests with information and explanations concerning medical related products and services.

Exhibit Rules & Regulations

The following rules and regulations have been established to govern exhibitors and ensure a professional atmosphere for our attendees and exhibitors. They have been formulated in the best interest of the exhibitor, and we respectfully ask for full cooperation of the exhibitor in their observance. It is imperative that all exhibitors, exhibit designers, communications, and marketing firms, and other third parties acting on an exhibitor's behalf are aware of and adhere to the Council of Medical Specialty Societies (CMSS) rules and regulations. Exhibitors understand that when applying for virtual space they are bound by the rules and regulations that appear in the exhibitor prospectus.

Upon receipt of Exhibit Space Application, the CMSS assumes that you have read the terms outlined below and agree to abide by these terms. Application is subject to acceptance by CMSS. Written confirmation will be sent upon receipt of Application and full payment.

1. ELIGIBILITY TO EXHIBIT - The meeting is intended for those companies that are related to the profession. Companies involved in providing education, supplies, and services to the medical profession, pharmaceuticals, instrumentation, practice management, publications, computer software, and so on. CMSS reserves the right to determine the eligibility of any applicant as an exhibitor according to its Principles of Governing Corporate Support.

All products must be directly related to the practice of medicine and approved by CMSS in its sole and absolute discretion. Exhibitor shall not exhibit products or services other than those described in the application and approved by CMSS.

A product that is an "investigational device or drug" must be clearly marked as such. Exhibitors must ensure that with respect to all such devices or drugs only permissible preapproved dissemination of scientific and educational information is provided at the exhibit and that appropriate disclosure and cautionary notices are included with the devices or drugs.

An exhibitor shall not in any manner directly or indirectly imply that CMSS endorsement or approval of exhibitor's product or service has been given merely because CMSS approved such product or service for display as an exhibit.

Applications deemed ineligible by CMSS will be returned with full payment.

2. VIRTUAL EXHIBIT DATE - The Virtual Exhibits will be available via Virtual Platform on Thursday, October 14 and Friday, October 15 from 8:00am -4:00pm. Attendees will have access to your company information during the designated times listed on the agenda.

3. EXHIBIT FEES - Basic Bronze Virtual Booth fee is \$3,500 and includes:
1) Company name, logo, contact details, website, social media link on virtual platform; 2) two complimentary registrations; 3) Company name, logo, description, hyperlinks on CMSS Website; 4) Banner ad on MSS Website until December 31, 2021 (Banner ad size: 195 x 140 pixels).

4. NON-PROFIT RATE - The non-profit rate is \$1,750.

5. CANCELLATION POLICY - Cancellation must be received by CMSS in writing. Full refund is available if received before September 24, 2021. 50% refund will be issued if cancellation received between September 15, 2021 and October 8, 2021. No refunds after October 8, 2021.

6. PAYMENT TERMS - Payment in the amount of \$3,500 per virtual booth must accompany the application for space. No applications will be processed without remittance of payment. CMSS will charge credit cards the full \$3,500 per virtual booth space requested for the 2021 Virtual CMSS Annual Meeting. All applications received after Monday, September 27, 2021, must include full payment. No application will be processed without full payment after this date. Full payment is due by Monday, September 27, 2021. If payment is not received by this date, virtual booth will be placed on hold until full payment has been received.

7. ADVERTISING & MARKETING OPPORTUNITIES - CMSS will be offering limited advertising and marketing opportunities. Details will be sent under separate cover.

8. EXHIBITOR REGISTRATION - Each exhibiting company is entitled to a minimum of two complimentary registrations. Substitutions are permitted when processed through CMSS registration. Additional registrations cost **\$350** per person and provides access to all sessions. See application for details.

9. COMPANY DESCRIPTION FOR CMSS WEBSITE - Each company will receive virtual Company Description form to complete for the CMSS website and banner ad. The form will include instructions and deadline.

10. EXHIBITOR EVENTS - Limited opportunities are available to host satellite symposium) during the meeting. Symposium can be held on Thursday, October 14 and Friday, October 15. Your event must be pre-recorded and will be shown on virtual platform. For details, contact Judy Hambrick at jhambrick@cmss.org.

11. CMSS LOGO - Use of the CMSS logo on signs or materials distributed is strictly prohibited without the written consent of CMSS. The use of logos, seals of approval, trademarks, or other similar property rights that are in disuse may not be used in connection with any product or service or advertising material displayed or disseminated at the exhibit.

12. FOOD AND DRUG ADMINISTRATION (FDA) - All medical devices or pharmaceuticals exhibited must have fulfilled all applicable FDA regulations.

Non-Food and Drug Administration (FDA) Approved Drugs and Devices—Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs and devices. The FDA also forbids the promotion of approved drugs or devices for unapproved uses. Unapproved Class III devices may be displayed only if they are the subject of an effective investigational device exemption (IDE). Class I or II devices that have not been approved by the FDA may be displayed only if they are the subject of a pending 510(k) premarket notification application. Any investigational product (including any product subject to a pending 510(k)) that is displayed or graphically depicted within the exhibit must: contain only objective statements about the product; contain no claims of safety, effectiveness, or reliability; contain no comparative claims to other marketed products; display the statement "Caution: Investigational Devices. Limited to Investigational Use" in prominent size and placement; and not be sold or be the subject of order taking or name gathering until approved.

Signage that is easily visible is to be placed near the devices themselves and on any graphics depicting the device stating: "This device is not cleared by the FDA for distribution in the United States" or "This device is limited by Federal Law for investigational use only."

13. GIVEAWAYS - Exhibitors are permitted to offer giveaway/raffles in their virtual booth. Individual gifts in the general range of \$100 are acceptable. No gifts over \$100 are permitted. Exhibitors must follow the AMA Guidelines on Gifts to Physicians from Industry. Any gifts accepted by physicians individually should primarily entail a benefit to patients. Accordingly, textbooks, modest meals, and other gifts are appropriate if they serve a genuine educational function. Cash payments may not be offered. Exhibitors are solely responsible for notifying any winners, and alcohol is not permitted as a prize.

14. ATTENDEE LIST RENTAL - Exhibitors will be provided the pre attendee list free of charge. The list includes mailing addresses and email addresses. Additional Information will be sent in September.

RESTRICTIONS IN OPERATION - Contractual Considerations

15. CONFIDENTIALITY - CMSS and Exhibitor, on behalf of themselves and their respective agents and employees, agree not to use or disclose at any time any confidential information of the other party or its affiliated groups, unless expressly authorized in writing and/or required by law. Both parties acknowledge that the obligations undertaken in this Section will survive the termination or expiration of this Agreement.

16. REGISTRATION AND ACCESS TO SCIENTIFIC SESSIONS - All exhibitors must register to participate in CMSS 2021 Virtual. Exhibitors receive full access to the sessions with registration. CME is not available to those registered solely as exhibitors. Details for exhibitor registration will be available in September 2021.

17. FORCE MAJEURE - The performance of this Agreement by either party is subject to acts of God, war, government regulation, disaster, fire, epidemic, threatened or imminent strikes, civil disorder, curtailment of transportation facilities, threats, or terrorist attacks, or other similar occurrence beyond the control of the parties, making it illegal, impossible, or commercially impractical to carry on the Virtual Exhibits or fully perform the terms of this Agreement. This Agreement may be terminated, or performance may be excused without penalty, for any one or more of such reasons by written notice from one party to the other.

18. INDEMNIFICATION AND INSURANCE - Each party agrees to indemnify and hold harmless the other, its agents, and employees from and against all claims, liabilities, and expenses, including reasonable attorneys' fees, arising from acts, omissions, or breach of this Agreement by the party or its agents or employees. The parties shall each maintain appropriate and sufficient insurance to cover their obligations under this Agreement.

19. LICENSE OF INTELLECTUAL PROPERTY - CMSS and the Virtual Exhibitor are each the sole owner of all right, title, and interest to CMSS' and the Exhibitor's respective information, including such party's logo, trademarks, trade names, and copyrighted information, unless otherwise provided (collectively, "Intellectual Property"). CMSS and the Exhibitor hereby each grant to the other a limited, non-exclusive license to use certain of the granting party's Intellectual Property, including names, trademarks, and copyrights, in connection with promotion of the Virtual Exhibit Program.

20. LIMITS IN LIABILITY - In no event shall CMSS be liable to the Exhibitor for more than the amount paid under the Agreement.

21. RELATIONSHIP OF THE PARTIES - CMSS and Exhibitor agree that this Agreement is not intended to create any partnership, agency, joint venture, or employer/employee relationship of any kind. Both parties agree not to contract any obligations in the name of the other or to use each other's credit in conducting any activities under this Agreement. The parties agree that exhibiting as part of the Virtual Exhibits does not constitute CMSS official endorsement, guarantee, acceptance, or approval of Exhibitor, its services, products, programs, or activities.

22. TERM AND TERMINATION - This Agreement is effective as of the date of last signature, and will terminate (i) upon conclusion of the post promotion of the Virtual Exhibits, or (ii) upon the occurrence of a material breach (including failure to make timely payments) by either party if such breach is not cured within thirty (30) days after written notice of such breach is received, or (iii) upon thirty (30) days' notice by CMSS to Exhibitor, with or without cause. In the event of termination for material breach by CMSS or termination without cause by CMSS, CMSS will refund payments made by Exhibitor. Upon any termination of this Agreement, all rights, and privileges for use of the other party's Intellectual Property shall expire, and each party shall discontinue the use of the other party's Intellectual Property.

23. MISCELLANEOUS - This Agreement supersedes all prior writings or oral agreements and constitutes the entire agreement between the parties on the subject hereof; it may be amended only by a writing clearly setting forth the amendments and signed by both parties. This Agreement is binding on the parties, their successors, and assigns, provided that no party may assign this Agreement without the prior written consent of the other party. Either party's waiver of or failure to exercise any right provided for in this Agreement shall not be deemed a waiver of any further or future right under this Agreement. All notices required or permitted hereunder shall be in writing, sent to the parties at the addresses provided by the parties. This Agreement shall be governed by and interpreted in accordance with the laws of the State of Illinois.

24. INTERPRETATION AND APPLICATION OF RULES AND REGULATIONS - All matters and questions not specifically covered by these Rules and Regulations, are subject to the decision of Jacqueline Mitchell, Associate Director of Convention and Meetings, American College of Surgeons, and Judy Hambrick, Exhibits Coordinator, American College of Surgeons.

EXHIBITS CONTACT - Judy Hambrick, CMSS 2021 c/o American College of Surgeons, 633 N. St. Clair St., Suite 2200 Chicago, IL 60611 Telephone: 312.202.5034 Fax: 312.267.1783 Email: jhambrick@cmss.org.

Virtual Exhibit Space Application

[Click here](#) to complete online exhibit space application.

Applications will not be processed without full payment. Receipts will be sent after all payments received and/or processed.

Exhibit Space Confirmation will be sent after application received.

Contact Judy Hambrick, CMSS Exhibit Coordinator
jhambrick@cmss.org or 312.202.5034



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