

2022 Spring Meeting

April 20-21, 2022

Industry Partner Prospectus

**Hyatt Centric Chicago
Magnificent Mile
& Virtual**



CHICAGO



**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 2022 Spring Meeting on April 20-21, 2022 at the Hyatt Centric Chicago Magnificent Mile and Virtually. We are excited to announce the theme for the CMSS Spring Meeting: Specialty Societies Support Members during Challenging Times.

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.

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.

The erosion of trust in medicine and science and threats to physician autonomy during the pandemic have led to moral injury in the physician workforce. Consolidation and corporatization of medicine and excessive administrative burdens from payers and health systems have threatened physician autonomy to effectively meet the needs of the patients we serve. Recognizing the impact of the medical industrial complex on individual physicians, specialty societies have stepped up to support their members during these challenging times

At the CMSS 2022 Spring Meeting, speakers will address current threats to the physician workforce, professionalism, and autonomy and specialty society leaders will share promising practices and strategies deployed to support members during the pandemic and beyond.

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

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

Sincerely yours,

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

Benefits of becoming a partner

CMSS Statistics

47 Medical society members

800K Physician Members

Partner benefits

- Access to all sessions and events
- Recognition during meeting
- Recognition on CMSS Website
- Pre-attendee list for marketing only
- Network with society members
- Exhibit opportunities included in partner levels

New CMSS Registry Science and Research Initiative

The goal of this initiative is 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:

- Data Integration/aggregation
- Data standardization
- Sustainability models
- Advanced registry science
- Plus others

For more information, see Page 8 of this prospectus.

Industry Partners



Our 47 medical society members are the preeminent leaders in specialty medicine.

American Academy of Allergy, Asthma & Immunology
American Academy of Dermatology
American Academy of Family Physicians
American Academy of Hospice and Palliative Medicine
American Academy of Neurology
American Academy of Ophthalmology
American Academy of Orthopaedic Surgeons
American Academy of Pediatrics
American Academy of Physical Medicine and Rehabilitation
American Association of Clinical Endocrinology
American College of Cardiology
American College of Emergency Physicians
American College of Medical Genetics and Genomics
American College of Obstetricians and Gynecologists
American College of Occupational and Environmental Medicine
American College of Physicians
American College of Preventive Medicine
American College of Radiology
American College of Rheumatology
American College of Surgeons
American Epilepsy Society
American Gastroenterological Association
American Geriatrics Society
American Medical Informatics Association

American Psychiatric Association
American Society of Anesthesiologists
American Society of Clinical Oncology
American Society for Clinical Pathology
American Society of Colon and Rectal Surgeons
American Society of Hematology
American Society of Nephrology
American Society of Plastic Surgeons
American Society for Radiation Oncology
American Society for Reproductive Medicine
American Thoracic Society
American Urological Association
College of American Pathologists
Infectious Diseases Society of America
North American Spine Society
Society of Critical Care Medicine
Society of General Internal Medicine
Society of Gynecologic Oncology
Society of Hospital Medicine
Society of Interventional Radiology
Society of Nuclear Medicine and Molecular Imaging
Society of Thoracic Surgeons
Society for Vascular Surgery

2022 CMSS Spring Meeting Agenda

Wednesday, April 20

8:30 am - 12:30 pm

12:30 pm - 1:30 pm

1:30 pm - 3:00 pm

3:00 pm - 3:30 pm

3:30 pm - 5:00 pm

5:00 pm - 6:30 pm

PPGs, CEO Council

Lunch with Industry Partners

Plenary Session

Break with Industry Partners

Plenary Session

Reception with Industry Partners

Thursday, April 21

7:30 am - 9:00 am

7:45 am - 8:45 am

9:00 am - 10:30 am

10:30 am - 11:00 am

11:00 am - 12:00 pm

12:00 pm - 1:00 pm

1:00 pm - 2:30 pm

2:30 pm - 2:45 pm

2:45 pm - 4:00 pm

4:15 pm - 5:15 pm

Registration & Breakfast

Industry Symposium (optional)

Plenary Session

Break with Industry Partners

Plenary Session

Lunch with Industry Partners

Plenary Session

Break with Industry Partners

Closing Session

Industry Symposium (optional)

*Schedule subject to change

Industry Partner Packages

CMSS Industry Partners provide much appreciated support for our initiatives and member programs. In return, our sponsors receive valuable benefits based on their sponsorship level. *Denotes additional benefit for virtual audience. The Spring Meeting will be hybrid with options for virtual participation. Additional details relating to the Annual Meeting will be provided closer to the meeting dates.

<u>Exhibit Benefits</u>	Diamond \$50,000	Platinum \$25,000	Gold \$12,500	Exhibit Only \$3,750
Single Tabletop display at 2022 Spring Meeting Single Tabletop display at 2022 Annual Meeting	Both Events	Both Events	Both Events	One Event
Complimentary Registrations (Access sessions, meals, and reception)	Five per event	Four per event	Three per event	2
Advertisement in electronic program, if available	One per event	One per event	One per event	1
Innovation Showcase (Product Theater) In-Person and Live Stream*	Yes	Yes	None	None
Company Profile (logo, profile, social media) on platform*	Yes	Yes	Yes	Yes
Banner Ad (rotating on platform)*	Yes	Yes	Yes	Yes
Industry Partners acknowledged during meeting	Yes	Yes	Yes	Yes
Industry Partners acknowledged on PowerPoint slides	Yes	Yes	Yes	Yes
Industry Partner Roundtable meeting with CMSS Leadership	Yes	Yes	Yes	Yes
Company Logo (with hyperlink) on CMSS Website	Yes	Yes	Yes	Yes
Industry Partners Resource eBook on CMSS Website	Yes	Yes	Yes	Yes
<u>Marketing Benefits</u>				
CMSS marketed webinar using CMSS or sponsor platform	Two per year	One per year	None	None
CMSS eblasts to membership	Two per year	One per year	None	None
*Opportunity to submit innovation showcase proposals (Annual Meeting Only)	Yes	Yes	Yes	Yes
Opportunity to participate in Registry Science and Research Initiative	Yes	Yes	Yes	Yes

Marketing Opportunities

Breakfast Sponsorship \$10,000 per meeting

- Spring Meeting - Breakfast on Thursday, April 21
- Annual Meeting - Dates TBD
- Premium signage
- Recognition during meeting
- Recognition on CMSS Website
- Company logo (with hyperlink) on CMSS website
- Sponsor thank you signage at event
- **CMSS responsible for ordering all F&B**

Lunch Sponsorship \$15,000 per meeting

- Spring Meeting - Lunch on Wednesday, April 20 or Lunch on Thursday, April 21
- Annual Meeting - Dates TBD
- Premium signage
- Recognition during meeting
- Recognition on CMSS Website
- Company logo (with hyperlink) on CMSS website
- Sponsor thank you signage at event
- **CMSS responsible for ordering all F&B**

Afternoon Break Sponsorship \$5,000 per meeting

- Spring Meeting - Afternoon Coffee Break on Wednesday, April 20 or Thursday, April 21
- Annual Meeting - Dates TBD
- Premium signage
- Recognition during meeting
- Recognition on CMSS Website
- Company logo (with hyperlink) on CMSS website
- Sponsor thank you signage at event
- **CMSS responsible for ordering all F&B**

Morning Break Sponsorship \$5,000 per meeting

- Spring Meeting - Morning Coffee Break on Thursday, April 21
- Annual Meeting - Dates TBD
- Premium signage
- Recognition during meeting
- Recognition on CMSS Website
- Company logo (with hyperlink) on CMSS website
- Sponsor thank you signage at event
- **CMSS responsible for ordering all F&B**

Welcome Reception Sponsorship \$20,000 per meeting

- Spring Meeting - Welcome Reception on Wednesday, April 20
- Annual Meeting - Dates TBD
- Opportunity to welcome attendees during reception (maximum 2-3 minutes)
- Premium signage
- Recognition during meeting
- Recognition on CMSS Website
- Company logo (with hyperlink) on CMSS website
- Sponsor thank you signage at event
- **CMSS responsible for ordering all F&B**

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.
- 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.

COST: \$10,000

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. EXHIBIT DATE - The exhibits will be open on Wednesday, April 20 2022 and Thursday, April 21. Attendees will have access to your company information during the designated times listed on the agenda.

3. EXHIBIT FEES - Tabletop exhibit only fee is \$3,750 and includes: 1) 6' Skirted Table, chairs and wastebasket; 2) Company name, logo, contact details, website, social media link on platform; 2) two complimentary registrations; 3) Company name, logo, description, hyperlinks on CMSS Website; 4) Banner ad posted on CMSS Website until December 31, 2021 (Banner ad size: 195 x 140 pixels).

4. NON-PROFIT RATE - The non-profit rate is \$1,875.

5. CANCELLATION POLICY - Spring Meeting Cancellations - Cancellation must be received by CMSS in writing. Full refund is available if received before Wednesday, March 23, 2022. Fifty percent (50%) refund will be issued if cancellation received between March 24, 2022 and April 6, 2022. No refunds after April 6, 2022. **Annual Meeting Cancellations** - Cancellation must be received by CMSS in writing. Full refund is available if received before Wednesday, October 17, 2022. Fifty percent (50%) refund will be issued if cancellation received between October 18, 2022 and November 4, 2022. No refunds after November 4, 2022. **Annual Meeting cancellation dates subject to change.**

6. PAYMENT TERMS - Exhibit Space only payment in the amount of \$3,750 per tabletop display must accompany the application for space. No applications will be processed without remittance of payment. CMSS will charge credit cards the full \$3,750 per tabletop display requested for the 2022 CMSS Spring Meeting or 2022 CMSS Annual Meeting. **Spring Meeting:** Applications received after Wednesday, March 23, 2022, must include full payment. No application will be processed without full payment after this date. Full payment is due by Monday, April 4, 2022. If payment is not received by this date, booth will be placed on hold until full payment has been received. **Annual Meeting:** Applications received after Wednesday, October 17, 2022, must include full payment. No application will be processed without full payment after this date. Full payment is due by Monday, October 18, 2022. If payment is not received by this date, tabletop display will be placed on hold until full payment has been received

7. ADVERTISING & MARKETING OPPORTUNITIES - CMSS will be offering limited advertising and marketing opportunities on first come first serve basis. See page 7 for details..

8. EXHIBITOR REGISTRATION - Each exhibiting company is allotted complimentary registrations based on partner level. Exhibit Only includes 2 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 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. For the 2022 Spring Meeting, Symposium can be held on Thursday, April 21. For the 2022 Annual Meeting, Symposium dates tbd. 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."

Exhibit Rules and Regulations

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 2022 Spring Meeting pre attendee list free of charge. The list includes mailing addresses and email addresses. Additional Information will be sent in March 2022. Details on the Annual Meeting pre attendee list will be sent around September 2022.

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. EXHIBITOR REGISTRATION AND ACCESS TO SCIENTIFIC SESSIONS - All exhibitors must register to participate in CMSS 2022 Spring Meeting. Exhibitors receive full access to the sessions with registration. Details for exhibitor registration will be available in March 2022.

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, 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.

Industry Partner/Exhibit Online Application

To submit your application, click on the link below and complete the jotform.

All CMSS 2022 Industry Partner application and Exhibit space applications must be submitted online. Payments can be made via credit card or check. Confirmations will be sent after application received.

When completing online Industry Partner application, you will be able to sign up to exhibit at both 2022 Spring and Annual Meeting. Sorry, no discounts available if exhibiting at booth meetings.

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

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

Click here to complete online application

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