

CMSS Annual Meeting 2022

Specialty Societies: Stronger Together

November 9-11, 2022 | Washington, DC



2022 Industry Partner 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 2022 Annual Meeting, November 9-11, 2022 at the Hyatt Regency Washington on Capitol Hill.

The CMSS Annual Meeting 2022 "Specialty Societies: Stronger Together" will provide a platform for sharing innovative ideas and best practices across specialty societies and highlight collaborative efforts that demonstrate the power and potential of working together to achieve shared goals. The meeting will provide a forum for society staff and senior leadership to share management and strategies to address common threats, challenges, and opportunities to specialty societies.

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.

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 Annual 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

48

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

CMSS Research and Registries Initiative

The goals of this initiative are to advance CMSS member knowledge and expertise in clinical registries and research through shared learning and collaboration with stakeholders in the broader clinical and research environment.

A webinar series is being planned to address key topics of interest to specialty societies in clinical registries and research with the goals of:

- advancing CMSS member knowledge and expertise,
- informing future collaborative CMSS activities, and
- identifying issues that require more focused development.

CMSS welcomes Industry Partner engagement in the series. See page 8 of this prospectus for more information.

Industry Partners



Our 48 medical society members are the preeminent leaders across all specialties in 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 Chest Physicians
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

CMSS Annual Meeting 2022

Specialty Societies: Stronger Together

Schedule at a Glance

Day/Time (in ET)	Sessions & Speakers
Wednesday, November 9	
1:00 pm - 5:00 pm	Professional Peer Groups (PPGs), CEO Council Meeting (CMSS Members Only)
5:00 pm - 6:00 pm	Member Meet & Greet (CMSS Members Only)
Thursday, November 10	
7:00 am - 8:00 am	Breakfast
7:00 am - 7:45 am	Industry Satellite Symposium
8:00 am - 9:30 am	Opening Remarks + Plenary Speaker
9:30 am - 10:30 am	Plenary Session
10:30 am - 11:00 am	Coffee Break with Industry Partners
11:00 am - 12:00 pm	Concurrent Sessions (3)
12:15 pm - 1:15 pm	Lunch with Industry Partners
1:15 pm - 2:45 pm	Concurrent Sessions (3)
2:45 pm - 3:15 pm	Coffee Break with Industry Partners
3:15 pm - 4:45 pm	Plenary Session
4:45 pm - 5:30 pm	Industry Satellite Symposium
5:30 pm - 7:00 pm	Reception with Industry Partners
Friday, November 11	
7:00 am - 8:00 am	Breakfast
7:00 am - 7:45 am	Industry Satellite Symposium
8:00 am - 9:00 am	Concurrent Sessions (3)
9:00 am - 9:10 am	Passing Period
9:10 am - 10:10 am	Concurrent Sessions (3)
10:10 am - 10:40 am	Coffee Break with Industry Partners
10:40 am - 11:40 am	Plenary Session
11:40 am - 12:40 pm	Closing Plenary Speaker
<i>Meeting adjourns</i>	

*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. Partner benefits for the Annual Meeting are listed below.

Partner Benefits - Annual Meeting Only	Platinum \$13,000	Gold \$7,000	Exhibit Only \$4,000
Single Tabletop display at 2022 Annual Meeting	One	One	One
Complimentary Registrations (Access sessions, meals, and reception)	Four	Three	Two
Advertisement in electronic and/or printed program	One	One	One
Industry Satellite Symposium	Yes Limited Availability*	None	None
Industry Partners acknowledged during meeting	Yes	Yes	Yes
Industry Partners acknowledged on PowerPoint slides	Yes	Yes	Yes
Industry Partner Roundtable meeting with CMSS Leadership	Yes	Yes	Yes
Company Logo (with hyperlink) on CMSS Website	Yes	Yes	Yes
Industry Partners Resource eBook on CMSS Website	Yes	Yes	Yes
Marketing Benefits			
CMSS marketed webinar using CMSS or sponsor platform	One per year	None	None
CMSS eblasts to membership	One per year	None	None
*Opportunity to submit session proposals (Proposal must be submitted with a CMSS member society)	Yes	Yes	Yes
Opportunity to participate in Registry Science and Research Initiative	Yes	Yes	Yes

**Contact Exhibit Manager for availability*

Marketing Opportunities

Breakfast Sponsorship \$10,000

- Thursday, November 10 Time: TBD
- Friday, November 11 Time: 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

- Thursday, November 10 Time: 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 or Afternoon Break Sponsorships \$5,000

- Morning - Thursday, November 10
- Morning - Friday, November 11
- Afternoon: Thursday, November 10
- 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**

Reception Sponsorship \$20,000

- Thursday, November 10 from 5:30 - 7:00pm
- 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**

Advertising Information

Industry Partners receive one complimentary full page advertisement in the electronic and/or printed program

- Ad Size: 8 1/2 x 11 (Color)
- Ad file format: PNG
- Ad deadline: September 16, 2022
- Send to: jhambrick@cmss.org

CMSS Website Banner Ad

Place banner ad on CMSS Website (meeting related pages only)

- Ad Size: 450 x 250 pixels
- Hyperlink: Yes - (No Animation)
- Ad deadline: September 16, 2022
- Send to: jhambrick@cmss.org

CMSS Research and Registries Initiative

As a part of the 2021 Digital Transformation initiative, CMSS created the Registry Science and Research Initiative. The goals of this initiative are to advance CMSS member knowledge and expertise in clinical registries and research through shared learning and collaboration with stakeholders in the broader clinical and research environment.

CMSS formed an advisory committee that will advise on potential topics of interest to specialty societies in clinical registries and research with the goals of:

- advancing CMSS member knowledge and expertise,
- informing future collaborative CMSS activities, and
- identifying issues that require more focused development.

Webinar Series

A webinar series is being planned to address key topics of interest in clinical registries and research to advance the above goals. The webinars are being scheduled as follows:

July 2022:	USCDI+ Introduction with ONC*
August 2022:	Data Stewardship
September 2022:	Defining and Creating the Registries of the Future
October 2022:	Sustainability and Member Engagement
November 2022:	Intended Uses of Registries*
December 2022:	Data Advancement, Privacy, and Security
January 2023:	Models for Longitudinal Assessment

**Not eligible for sponsorship*

How can Industry Partners participate?

- Provide recommendations for webinar speakers on the above topics. To suggest a speaker, please contact Heidi Bossley, CMSS Quality Consultant at hbossley@cmss.org and copy Judy Hambrick at jhambrick@cmss.org.
- Attend all sessions – webinars are free to attend and open to the public
- Sponsor a session – Must be an Industry Partner to sponsor a session

Webinar Sponsorship Includes:

- Sponsor name, logo, and website link in promotional emails
- Sponsor name and logo displayed during session start
- One post-session attendee list, including name, organization, and email address for those who authorize CMSS to release their information to session sponsors.
- **Cost = \$10,000 per webinar**

Additional Details

- CMSS will manage all aspects of the webinars
- CMSS will promote all webinars to society membership and interested parties. Sponsors may also elect to promote webinars to their audience.
- Session facilitators and speakers are selected at the sole discretion of CMSS. Sponsorship of a session does not include or guarantee selection of recommended speakers.

Visit the [CMSS website](#) for more information on this initiative.

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 exhibit 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 Thursday, November 10 and Friday, November 11. Attendees will have access to your company information during the designated times listed on the agenda.

3. EXHIBIT FEES - Tabletop exhibit only fee is \$4,000 and includes: 1) One 6' Skirted Table, chairs and wastebasket; 2) two complimentary registrations; 3) Company name, logo, description, hyperlinks on CMSS Website; 4) one full page advertisement in electronic or printed program.

4. NON-PROFIT RATE - The non-profit rate is \$2,000.

5. CANCELLATION POLICY - Cancellation must be received by CMSS in writing. Full refund is available if cancellation notification received before Friday, September 30, 2022. Fifty percent (50%) refund will be issued if cancellation notification received between October 1, 2022 and October 17, 2022. **No refunds after October 17, 2022.**

6. PAYMENT TERMS - Sponsorship and Exhibit only payments must accompany the exhibit space application. No applications will be processed without remittance of payment. Credit Card payments are processed automatically when application submitted. Applications received after Monday, October 17, 2022, must include full payment. No application will be processed without full payment after this date. **Full payment is due Monday, October 17, 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 **\$600** 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. The form will include instructions and deadline.

10. EXHIBITOR EVENTS - Limited opportunities are available to host satellite symposia during the meeting. 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 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 one copy of the 2022 Annual Meeting pre attendee list free of charge. The list includes mailing addresses and email addresses for attendees who authorize CMSS to release their information to exhibitors. Additional Information will be sent in late 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 SESSIONS - All exhibitors must register to participate in CMSS 2022 Annual Meeting. Exhibitors receive full access to the sessions with registration. Details for exhibitor registration will be available in August 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 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 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 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 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 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 DC.

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, 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

All CMSS 2022 applications must be submitted online. Payments can be made via ACH, credit card or check. Confirmations will be sent after application received.

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

To submit your application:

- [Click here](#) to complete application
- Complete company information
- Select partner/exhibit level
- Provide payment information
- Click submit

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

**Council of Medical Specialty Societies
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