



## Urgent Care Fall Conference

September 24-26, 2015 | New Orleans



### UCAOA Fall Urgent Care Conference – September 24-26, 2015 – New Orleans, LA

#### Application and Guidelines for Satellite Events & Educational Symposia

##### **About the Urgent Care Association of America (UCAOA)**

The Urgent Care Association of America (UCAOA) is a membership association for urgent care health and management professionals, centers and those who support the urgent care industry. UCAOA provides educational programs in clinical care and practice management, has a monthly Journal of Urgent Care Medicine and maintains an active online presence and member community for daily exchange of best practices. UCAOA provides leadership, education and resources for the successful practice of urgent care for its members.

##### **About the Urgent Care Fall Conference**

The UCAOA Urgent Care Fall Conference is an interactive, networking experience for the entire urgent care team. During the 2 1/2-day event, our cadre of industry pioneers, center owners, business moguls, and marketing experts offer best practices and real-world knowledge through compelling presentations, high-level debates and hands-on workshops. The Exhibit Hall also showcases the industry's latest products, services and technology from more than 100 companies.

##### **Definition of Satellite Events**

Satellite events are defined as any event held by an organization (either at the host hotel or off property) in which the intended or invited audience are attendees of the Conference. Therefore, all hosted events must be approved by UCAOA through submission of the application and agreement to abide by the guidelines set forth below. Satellite Events include the following types of programs.

- **Industry Symposia Satellite Event**

A non-commercial, educational program for which AMA PRA Category 1 Credit is offered

- **Promotional/Social Satellite Event**

A program for 20 or more people with primary purpose of product/service/company promotion and relationship-building.

CME credit is not offered and the content is completely up to you.

- **Focus Group Satellite Event**

A program with primary purpose of research or to seek feedback on a particular organization, product or service.

All of the programs below are:

- Planned and implemented by an organization external to UCAOA
- Not endorsed by UCAOA
- Not part of UCAOA's official Conference program
- Consistent with the mission and vision of UCAOA

Educational topics may include any and all clinical and practice management-related topics applicable to the delivery of excellent medicine and service in the urgent care environment. All topics should be tailored to an urgent care audience and comply with the guidelines herein.

### **Proposal Submission Deadline**

The deadline to submit a proposal to sponsor a Satellite Event, Industry Symposia or Focus Group is August 14, 2015. However, the sooner you complete your application, the sooner we can help you publicize and organize your event. UCAOA reserves the right to continue the selection process beyond this date if space is still available. Proposals will be reviewed for acceptance and time/space selection on a first-come, first-served basis, and must be completed in their entirety to be considered. The Application Process is detailed in the pages that follow.

### **Satellite Event and Symposia Guidelines**

Your ability to access urgent care professionals this September is directly attributable to the investment made by UCAOA to bring together the largest group of multidisciplinary urgent care professionals in the country. By applying to host an event, you agree to adhere to the guidelines set forth by UCAOA below. Any violation of these guidelines may result in the immediate dismissal of your program and removal from the exhibit floor, and UCAOA reserves the right to reject future applications for symposia or events submitted on behalf of any sponsor, credit provider or commercial supporter who has violated these guidelines. UCAOA reserves the right to restrict and/or dismiss at any time any event it deems undesirable, in poor taste, or offensive to attendees.

### **Fall 2015 Available Times for Satellite Events and Educational Symposia**

#### **Thursday, September 24**

\_\_\_ 1:30-2:30pm     Educational Symposia                       Promotional Event                       Focus Group  
*(Attendees MAY be flying in this morning. It is imperative that your pre-event invitation encourages them to plan their travel accordingly. Refunds will not be given for "low attendance".)*  
\_\_\_ After 7:00pm     Educational Symposia                       Promotional Event                       Focus Group

#### **Friday, September 25**

\_\_\_ 6:30-7:30am     Educational Symposia                       Promotional Event                       Focus Group  
\_\_\_ After 7:15pm     Educational Symposia                       Promotional Event                       Focus Group

#### **Saturday, September 26**

\_\_\_ 6:30-7:30am     Educational Symposia                       Promotional Event                       Focus Group

***Note: Conference ends at 12:30pm on Saturday, September 26.***

### **Satellite Event Guidelines (for any event)**

Although compliance with the [AMA's Ethical Opinion on Gifts to Physicians from Industry](#) is the responsibility of the individual physician, every effort should be made to ensure that UCAOA members and Conference participants are not put in a situation that would be considered a violation of these guidelines. Approval of proposed symposia will be based on these and other regulations outlined below.

Regardless of the location and time of your event, your program (including onsite registration, dinner, etc.) must not begin prior to or end after the times listed above so as not to compete with educational programs or UCAOA-hosted events.

**Application and Administrative Fees** – The fees for hosting events are based on the type of event and whether the applicant is also an exhibitor at the Conference. Please refer to the application form for all fees.

**Use of UCAOA logo** – UCAOA wishes to avoid any implication that a Satellite Event is planned, implemented or sponsored by UCAOA. For that reason, your promotional materials must specifically state that the event is not an official part of the UCAOA Fall Urgent Care Conference.

**Invitations/Promotion** – All promotional materials for a Satellite Event must be reviewed and approved by UCAOA including but not limited to: flyers, brochures, print or electronic invitations, envelopes, advertisements, web sites, signage, and press releases. UCAOA will approve materials within 5 business days or less. Submit materials to [jstasch@ucaoa.org](mailto:jstasch@ucaoa.org).

Promotional Materials must include (as applicable): Name of Sponsor/Host, Name of Continuing Education Credit Provider, Acknowledgement of Commercial Support, Instructions to attendees for registration for the event.

UCAOA will provide an electronic version of the pre-registrant mailing list (UCAOA provides an option for attendees to “opt out” of e-mails. Historically, this has accounted for up to 30% of registrants). This list is approved for a mailing to registrants one time before and one time after the event only. UCAOA does not restrict promotion of your event exclusively to our meeting attendees. However, coordination will need to occur to ensure those not registered for the meeting have sufficient credentials to access your events.

UCAOA will produce a schedule of Satellite Events in the mobile app, via signage in general attendee areas as well as at your event, and via a listing of events on our Conference web site.

Exhibit booth representatives may distribute invitations, tickets, etc. from within the confines of the exhibit space assigned to the sponsor or commercial supporter of the Satellite Event. *However, distribution of invitations, etc. promoting a Satellite Event is strictly prohibited in all other public spaces of the event venue unless otherwise approved through UCAOA.*

Program Materials must be submitted to UCAOA for review no later than September 4, 2015. Please allow 5 business days for approval. A final copy of the program materials must be submitted to UCAOA as well.

Enduring Materials – whether credit bearing or not, enduring materials produced based on satellite events held during the Conference must be approved by UCAOA prior to production. Like promotional and program materials for the event, enduring materials may not use the UCAOA logo or name or make mention of the Conference.

### **Event-Specific Guidelines - Industry Symposia**

UCAOA provides continuing medical education to physicians and other providers, so must not be involved in the planning or provision of credit for an event sponsored by a commercial entity. Satellite Event advertisements in the Participant Program must include the sentence “*This event is not a part of the official 2015 UCAOA Fall Urgent Care Conference*”.

### **CME Credit and Compliance with AMA and ACCME Guidelines**

UCAOA does not provide AMA PRA Category 1 Credit for Industry Symposia. Those wishing to hold a symposium must obtain credit from another accredited CME/CEU provider. A list of accredited providers and medical societies can be obtained at [www.accme.org](http://www.accme.org).

All educational symposia must be held in compliance with the [ACCME Standards for Commercial Support of Continuing Medical Education](#). The CME provider is solely responsible for ensuring compliance with these Standards. Symposia sponsors must submit an evaluation summary report, final program materials and final attendee list by October 16, 2015 to Jackie Stasch ([jstasch@ucaoa.org](mailto:jstasch@ucaoa.org)).

### **Event-Specific Guidelines – Promotional/Social Events**

Promotional/Social Events include any gathering, dinner, reception, or event with the primary purpose of promoting a product or service or furthering a relationship between a commercial entity and potential customers (20 or more potential

customers is considered a satellite event). This would include any event that is marketed or clearly understood by attendees (prior to, during, or after the event) to be sponsored by a commercial product(s), company(ies) or organization(s). While not eligible for CME credit, these events must still comply with all of the overall guidelines for Satellite Events and any additional external rules and regulations to which the host organization is subject relative to gifts to industry.

### **Event-Specific Guidelines – Focus Groups**

Focus Groups include any gathering, meal, meeting or other similar function whose primary purpose is to research user or potential user opinion on an organization, product or service. While not eligible for CME credit, these events must still comply with all of the overall guidelines for Satellite Events and any additional external rules and regulations to which the host organization is subject relative to gifts to industry.

Focus Group attendance is limited to 20 participants. *UCAOA will only include a scheduled Focus Group on the Satellite Event signage at the specific request of the hosting organization.*

### **Event Arrangements**

#### **Venue Selection Assistance**

UCAOA, in conjunction with a local destination management company (DMC), has gathered local venue information for your review. Save time and money and let the local experts find the perfect location for your event. Upon approval of your event, your contact information will be shared with the DMC and your planning can begin.

#### **Hotel Space Assignment**

Upon approval of your event, our meeting planners will work with you and your team to help you identify the most appropriate hotel space based on your individual event goals. Events may not be held in UCAOA meeting space or at the host hotel without prior permission from UCAOA.

\*Please do not sign contracts for your event prior to event approval from UCAOA in case the event is not approved.\*

#### **Catering and Logistics**

Arrangements for room setup, food and beverage selections and billing must be made directly with representatives at your event venue; however, our meeting planners will be more than happy to work with you. Menus and floor plans are available upon request after approval. Event hosts are responsible for all expenses incurred related to their program. UCAOA bears no financial obligation for expenses incurred for any Satellite Events.

#### **Production/Audio Visual Equipment Rental**

The application and administrative fee does not include audiovisual equipment rental or labor costs. You must make these arrangements directly with the venue hosting your event. When you are designing your staging and production for your event, please keep in mind that in most cases you may be limited to setup time based on access to the space.

#### **Cancellation Policy**

UCAOA must be notified in writing of the cancellation of an approved Satellite Event. For cancellations received by the close of business on August 14, 2015, UCAOA will issue a refund of 80% of the application and administrative fee. No refunds will be issued for cancellations after this date. Because it directs neither the topic nor the marketing efforts, UCAOA is not responsible for final attendance at Satellite Events. UCAOA is not responsible for any venue or vendor cancellation fees associated with your satellite event cancellation.

## Tips for a Successful Event

UCAOA would like to see all satellite events well attended. Below is a list of strategies we have provided, based on our past experience with satellite events that may help increase the quality and attendance of your event.

### Meeting Planning tips:

- **Timing of your event** - Hold your event immediately following a UCAOA event in a location as close to the UCAOA event as possible. For example, attendees are more likely to attend a satellite event that is held immediately following a UCAOA reception and within the main hotel property, rather than scheduling an hour between events and expecting them to move to another venue.
- **Exhibit at the UCAOA Fall Urgent Care Conference** - Companies that exhibit and hold a satellite event typically have a better turnout at their event. Promoting your event at your booth is allowed and encouraged to increase attendance and attendees have a place to follow up when they wish to learn more about you and your products and services.
- **Allow for onsite registration**

### Marketing tips:

- Determine the key benefit for attending your event and emphasize it in all promotions (i.e. speaker, menu, entertainment, venue, product demo, etc.).
- Incorporate a “call to action” in your communications that prompts the attendee’s next step (i.e. register today, visit our web site, RSVP now to win)
- Keep your message consistent across all communications, and during your event.
- Start promoting your event 4-6 weeks before the event. UCAOA may be able to work with you to identify additional opportunities for promotion and awareness.
- Communicate your event information through a variety of channels. Combine direct mail with an e-vite; leverage your social media sites (Facebook, Twitter, YouTube) and web site, and access UCAOA channels including the onsite mobile app and program to get the word out.
- Exhibitors: be sure to “talk up” your event to all booth attendees.

