



**Association of  
Rehabilitation Nursing  
36th Annual Educational Conference**

**September 29 - October 2, 2010  
Rosen Shingle Creek  
Orlando, Florida**

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## **Guidelines for Commercially Supported Symposia**

### **Overview**

The Association of Rehabilitation Nurses (ARN) invites its Corporate Members and Commercial Supporters to submit proposals for commercially supported symposia to take place during ARN's Annual Educational Conference. Proposals will be reviewed by the ARN Conference Program Planning Committee, and evaluated based on the quality of the proposed programs and their relevance to the educational needs of the rehabilitation nursing community. The proposed programs must demonstrate best practice and objectivity and be free of commercial bias for or against any product.

**2009 ARN Conference attendees indicate that some of their key areas of interest are: New Therapies in Wound Care; Care of the Bariatric Patient; Traumatic Brain Injury (FES - Functional Electric Stimulation); Repetitive Motion Injuries; Adult Spina Bifida; Infection Control; New Technology for Cardiac Rehab Patients; Evidence Based Practices for Pain Management, and Bowel and Bladder Care; Gerontology and Alzheimer's Disease**

If a proposal is accepted by the Conference Program Planning Committee, the program will be integrated into the ARN annual educational program, and designated for nursing contact hours. **The symposium will not be a satellite session, but will be considered part of the ARN annual educational conference proper.**

As such, ARN must maintain control of the content of the symposium, and will reserve the right to modify the program and make faculty selections to better meet the needs of the ARN membership. The Conference Program Planning Committee will accept speaker suggestions but may have recommendations for alternative speakers or alterations to the program. The ARN Conference Planning Committee will ultimately approve the development of the content and session speakers. ARN shall not be required by a commercial interest to accept advice or services concerning teachers, authors, or participants or other education matters, including activity content and format, from a commercial interest as conditions of contributing funds or services. In the case of commercially supported educational activities, ARN shall retain complete control over selection of teachers, authors, and/or planners of an activity.

The ARN Conference Program Planning Committee will meet approximately 7 months prior the meeting and will review all proposals at that time. ARN will notify applicants approximately one month after this decision. As directed by the Conference Planning Committee, staff will coordinate any changes to the program. Any changes to the symposium must be with the full knowledge and approval of the ARN Conference Planning Committee.

## Timeline

<b>1/12/10</b>	Proposal with full abstract; including educational objective, title and suggested speakers, objectives and abstract due to ARN
<b>1/26/10</b>	Companies notified of acceptance or revisions; companies invoiced for educational grant and Letter of Agreement sent.
<b>2/8/10</b>	Faculty Finalized
<b>3/1/10</b>	Finalized program and conference brochure copy due. Description includes: short synopsis, suggested session objectives, schedule and conference faculty.
<b>4/2/10</b>	Educational grant and letter of agreement due to ARN
<b>6/1/10</b>	Disclosure Statements and final program due for inclusion in Program Book
<b>7/1/10</b>	ARN Program Book advertising deadline (optional, for additional fee)
<b>7/16/10</b>	Draft copy of promotional materials submitted to ARN for approval
<b>8/2/10</b>	ARN to provide logistical information packet, including: AV equipment list, floor diagram, menus, and contact list
<b>8/2/10</b>	Advertising Materials Due
<b>8/16/10</b>	Requests due for additional audiovisual equipment if symposia is held in General Session room (see Educational Grants section)
<b>8/16/10</b>	Course materials and handouts submitted to ARN for approval
<b>8/23/10</b>	ARN to provide mailing labels to pre-registrants
<b>9/1/10</b>	Room drop (no larger than an 8 ½" x 11" - quantity 600-optional, for additional fee)
<b>11/26/10</b>	Speaker honoraria and expenses disbursed by ARN upon receipt of speaker expense forms
<b>12/1/10</b>	Program evaluation of session provided by ARN (approximately 8-12 weeks)

## Proposal submission and approval process

1. Use the attached form or download an application form from the ARN web site at [www.rehabnurse.org](http://www.rehabnurse.org).
2. Develop a full abstract; include educational objectives, title, and suggested faculty (not to exceed 300 words) and submit to Terri Berkowitz by the date listed on the previous page.
3. Submit a list of potential faculty. Presenter information should include name, credentials, facility, city, state, mailing address, phone fax and e-mail and a brief biographical data sketch. Relevant financial relationships for suggested-speakers should also be disclosed and included. If no relationships exist, that should be stated.
4. The ARN Conference Program Planning Committee will review the proposal. You will be notified of the committee's decision regarding acceptance or rejection of the proposed program, or notified of any revisions the committee requires to format, content, objectives and/or faculty. All faculty will be contracted for the symposium through ARN.
5. The ARN Conference Planning Committee must approve all faculty selections and any change in faculty.
6. Topics cannot be changed once they have been approved.
7. ARN will communicate with all confirmed speakers, including pre- and post meeting correspondence and honoraria disbursement. This includes information on travel, hotel and expenses. ARN will send a sample copy of the speaker's confirmation letter to the commercial supporter. *The commercial supporter or the communications company retained to coordinate this event may not make any direct payments of honoraria or expenses to the faculty.*
8. ARN will also secure disclosure statements from the faculty and the information will be included in ARN's Program Book.

## Event logistics and registration

1. **One person must be designated as the sole contact for your company. ARN will deal directly with that one person.** It is the commercial supporter's responsibility to share all information included in these guidelines with the medical education company retained to manage the event.
2. Registration for the symposium will be handled by ARN via the ARN conference brochure and registration form. No other registration forms may be used but an announcement mailer will be allowed. Only those registered for the ARN conference may attend the symposium.
3. ARN will assign a meeting room for your event at the conference facility. Room assignment and facility contacts will be provided to you 3 months prior to the meeting.
4. The symposium and all food and beverage must be kept contained within the assigned meeting room and the assigned time frame.
5. A minimum food and beverage guarantee is required and will be established by ARN. The purpose of the guarantee is to ensure access to the session to as many ARN members as possible. The guarantee will be based on pre-registration numbers and past attendance at similar events in the last 3 years. For budgeting purposes, we would suggest 700 in attendance for the event. ARN will provide you with menus for selecting food and beverages. ARN may require you to change your menu based on other events within meeting.
6. No sales activities may take place and no promotional materials may be distributed in the session room or the registration area.
7. Space will be allocated for a maximum of 4 signs (22" x 28") for the symposia. Placement of signs will be determined by ARN. These signs are your responsibility to provide.
8. ARN requires that you use the designated audio/visual contractor for this conference, MAC Productions. ARN's standard stage set-up and audio/visual requirements will be used. If any additional a/v requirements are needed, MAC Productions will bill you directly. A detailed AV equipment list and floor diagram will be provided. You have approval to bring in your own Producer.
9. Audio/video taping will be the responsibility of the symposium organizer and can be arranged through MAC Productions.
10. All facility expenses including but not limited to the food and beverage cost, A/V, carpet, masking, room set-up and clean-up, electrical, telephone, shipping, etc. are the sole responsibility of the symposium organizer. ARN will invoice you for any additional costs..
11. ARN will manage registration for the event in advance of the meeting and on-site.
12. Any enduring materials to be developed from the event must be done with the full approval of ARN and subject to the terms established by ARN. (See section on Enduring Materials, below.)
13. ARN will be responsible for preparing program evaluation forms. No additional forms will be permitted. A list of pre-registered attendees will be provided on-site. A summary report of participant evaluations and list of event registrants will be provided by ARN approximately 8-12 weeks after the meeting.
14. ARN will be the sole continuing education sponsor of this session, and will distribute certificates of credit to attendees.

ARN provides the opportunity for attendees to consider the environment by printing handouts from the ARN website. The commercial supporter is responsible for providing an electronic copy of the handout materials for the Web site to ARN by September 1, 2010.

## Promotion

1. ARN will provide you with mailing labels for announcements for all 5,400 ARN members and the ARN pre-meeting registration list, estimated at approximately 800 two weeks prior to the conference.
2. You may develop a “save-the-date” announcement advertising the symposium, subject to ARN approval. However, since ARN will manage registration for the event, you will not be permitted to develop a separate registration form.
3. ARN must review and approve all promotional materials in conjunction with the symposia prior to publication, including:
  - Announcements
  - Course syllabus
  - Handouts
  - Signs
  - Flyers
  - Web sites
4. Please allow at least 5 business days for ARN to turn around approvals.
5. ARN must be acknowledged as the nursing contact hour sponsor of the symposia, the ARN logo must be used, pending review and approval, on all promotional pieces.
6. The commercial supporter will be acknowledged by ARN in all published conference materials with the following copy:

*Supported by an educational grant from (company name or company logo).*
7. The following accreditation statement must be included on all promotional materials:

*The Association of Rehabilitation Nurses (ARN) is accredited as a provider of continuing nursing education by the American Nurses Credentialing Center's Commission on Accreditation (ANCC-COA).*

*Attendees can earn (no. of nursing contact hours - to be determined by ARN) from ARN by completing and submitting to ARN the evaluation form for this session.*
8. The following disclosure statement must also be included on all promotional materials:

*Faculty and planners are required to disclose to program participants any relevant Relationships, including financial interests or affiliation(s) with a commercial company. Full disclosure will be made available to program participants by verbal or written statements prior to the activity. The material presented in each conference activity represents the opinion of the presenter and not necessarily the views of ARN.*

## **Enduring Materials**

1. Proposals to produce any spin-off enduring materials based on the content of the symposium must be submitted to ARN for review and approval by the Conference Planning Committee.
2. A separate, formal proposal for a spin-off enduring material may be submitted up to 6 weeks before the Annual Educational Conference; or it may be submitted after the event. If submitted in advance of the meeting, the Conference Planning Committee may review and provide approval in concept; however, *ARN will not designate final approval for any spin-off enduring materials until after the event and a full review of evaluation data from the live program.*
3. The Conference Planning Committee will base approval of a proposal for a spin-off enduring material on the relevance of the content to the rehabilitation nursing community, need to meet nursing contact hour requirements with best practice methods and objectivity of the presentations, and feedback from participant evaluations at the live symposium.

## **Educational Grants**

1. An educational grant in the amount of \$20,000 must be paid to the Association of Rehabilitation Nurses. Of this grant, \$5,000 will be designated to cover honoraria and expenses for up to three speakers, based on a \$1,000 honorarium, coach air-fair, one night hotel, \$50 per diem and travel per speaker. The remaining balance of the grant will be used to off set ARN general conference expenses. Any additional speaker expenses will be billed to you at the close of the meeting. Speaker honoraria and expenses will be paid directly to the speaker by ARN.
2. Food and beverage will be an additional expense, the cost to be determined by your menu selections. Fees should be paid directly to the hotel or catering service provider.
3. A/V will be an additional expense and can be arranged through MAC productions.
4. ARN will acknowledge your company as the commercial supporter of the symposium.
5. Grants and accompanying signed letters of agreements must be received by ARN by April 2, 2010.

## **ARN Contact Information**

Submit proposal and direct all inquires related to financial arrangements and logistics to:

Terri Berkowitz  
National Sales Manager  
ARN  
4700 W. Lake Avenue  
Glenview, IL 60025  
847/375-4763  
tberkowitz@connect2amc.com

Submit drafts of all promotional materials, announcements, and course materials, as well as inquiries regarding speaker correspondence to:

Kim Murphy  
Senior Education Manager  
ARN  
4700 W. Lake Avenue  
Glenview, IL 60025  
847/375-4787  
kmurphy@connect2amc.com