**D-H PROCEDURES FOR AN EXHIBITOR’S ROLE IN A DARTMOUTH-HITCHCOCK (D-H) CME/CNE ACCREDITED ACTIVITY**

**AUDIENCE RECRUITMENT**

The primary method of audience recruitment for all D-H accredited, CME/CNE activities will be direct mail or email to the target audience. To supplement recruitment when needed, we may request representative assistance in distributing the invitational materials to healthcare professionals (in the representative’s geographic area or in national areas) who have an interest in a CME or CNE program on a particular topic.

**SITE LOGISTICS**The CME/CNE Office or our designee will have an onsite meeting moderator and/or coordinator to oversee site functions, facilitate registration, and act as a liaison with the faculty. As the D-H accredited provider of an educational activity, the CME/CNE Office will not allow a commercial supporter’s representative(s) to be responsible for logistical execution of programs.

**ATTENDANCE AT ACTIVITY**Strict rules have been established limiting the role of the representative and prohibiting promotion during the CME/CNE activity. Compliance with these guidelines is mandatory. Failure to comply may result in cancellation of the activity. To protect the interests of the representatives company, D-H, and Geisel School of Medicine at Dartmouth, as well as our physician, nurse or other healthcare professional participants, strict compliance with the following guidelines is required.

**AUDIENCE RECRUITMENT**As an accredited CME/CNE provider, D-H may allow representatives of the commercial supporter to distribute CME/CNE invitations to physicians, nurses or other healthcare professionals directly; however, they must follow specific guidelines.

**Activities Permitted**

* Representative(s) may distribute activity announcements developed by the marketing services of the CME/CNE Office or a D-H/Geisel School of Medicine at Dartmouth department to potential participants prior to the scheduled activity.
* Representative(s) are encouraged to invite as many physicians, nurses or other healthcare professionals as possible.
* Representative(s) or speakers must clearly state the ANCC contact hours or ACCME credits are associated only with the educational content and not an endorsement of commercial product.

**Activities Not Permitted**

* Representative(s) may not selectively distribute activity announcements or invitations. Representative(s) should distribute invitations to a variety of physicians, nurses or other healthcare professionals in their respective geographic areas or national areas.
* Representative(s) may not give physicians, nurses or other healthcare professionals’ product promotional materials when inviting them to a CME/CNE event.
* Representative(s) may not present any CME/CNE activity as that of their company. As an example, it is appropriate to say, “COMPANY has given an educational grant or loaned equipment in support of this CME/CNE symposium on TOPIC. We hope you will attend to learn more about current treatment strategies.” However, it is inappropriate to say, “Please attend this COMPANY CME/CNE activity on PRODUCT.” This statement is neither accurate nor allowed.
* Representative(s) may not register participants. Participants must go online to register for the activity.
* Representative(s) may not distribute promotional materials immediately before, during, or after the activities to participants in an educational session (i.e. pens, pads of paper, key chains, coffee mugs, etc.)
* Representative(s) may not compensate an Activity Director, Planner, Author or anyone else who controls content.
* Representative(s) may not compensate participants for their attendance by offering to pay for travel, personal expenses, and/or time out of the office; nor may representative(s) provide gifts or other inducements to potential participants.

**ATTENDANCE AT AN ACTIVITY**Representative(s) may not attend CME/CNE activity content presentation without the expressed permission of the Activity Director or Planning Committee member. The following guidelines insure an unbiased learning environment for attendees.

**Activities Permitted**

* Representative(s) must wear a name badge (either a company badge or the conference badge), and, with the permission of the Activity Director or Coordinator, sit at the back of the room, and maintain a low profile.

**Activities Not Permitted**

* Representative(s) may not engage in sales activities (e.g., no product displays, detailing, or promotion) while in the room or proximate to the room where the educational activity takes place.
* Representative(s) may not participate in activity presentations or break-out sessions.
* Representative(s) may not review presentation materials and activity guidebooks with physicians, nurses or other healthcare professionals.
* Promotional activities may NOT take place in the same room prior to, during, or following the activity.
* If a Representative(s) is given permission by an Activity Director or Planning Committee member to observe an activity, s/he may not participate in the interactive or question and answer portion of the activity by asking questions or influencing or suggesting questions asked by the participant.
* Representative(s) may not provide entertainment associated with any D-H CME/CNE activity.
* The accredited provider or our designee must provide all food and beverages for the activity and representative(s) may not be directly involved.
* Representative(s) may not drive speakers to a CME/CNE lecture as the CME/CNE provider or their designee must remain in control of all planning and execution stages of a CME/CNE activity

Adopted: 2007

Revised: November 2010, July 2015, October 2015, May 2016