

<b>Job Aid</b>	<b>Guidelines for an Exhibitor's Role in an In-Person or Virtual Dartmouth Health Accredited Continuing Education (ACE) Activity</b>	<b>ID</b>	<b>31275</b>
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<b>Department</b>	Center for Learning and Professional Development (CLPD)		

## I. Purpose

To provide guidelines pertaining to exhibitors for a Dartmouth Health Accredited Continuing Education (ACE) Activity.

For in-person and virtual activities, marketing, exhibits, and non-accredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated relevant financial relationships must not occur in the educational space within 30 minutes before or after an ACE activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.

### A. In-Person Exhibit Description

An in-person exhibit includes recognition in the event materials along with an exhibit space in a designated area. Exhibits must be separate from the educational part of any ACE activity. Attendees can voluntarily visit with any of the participating exhibitors in their designated area.

The ACE 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 Dartmouth Health ACE provider of an educational activity, the ACE Office will not allow a commercial supporter representative(s) to be responsible for logistical execution of programs.

### B. Virtual Exhibit Description

A virtual exhibit includes recognition in the event materials along with a designated breakout room during the webinar. Exhibits must be separate from the educational part of any ACE activity and provided with a link to the Virtual Exhibit Hall via Webinar meeting. In the Webinar meeting, attendees will voluntarily be able to visit with any of the participating exhibitors in their designated breakout room. The virtual platform provides flexibility for each attendee to shift between breakout rooms as they wish.

### C. Attendance at Activity

Strict rules have been established limiting the role of the representative and prohibiting promotion during an ACE activity. In-person and virtual compliance with these guidelines are mandatory. Failure to comply may result in cancellation of the activity or a delay, denial or withdrawal of credit or disqualification of the Lead Planner or Coordinator. To protect the interests of the representative's

company, Dartmouth Health as well as our healthcare professional participants, requires strict compliance with the following guidelines. Representative(s) may not attend ACE activity content presentation without the expressed permission of the Lead Planner 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 nametag), and, with the permission of the Lead Planner 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 close to the room where the educational activity takes place.
- Representative(s) may not participate in activity presentations or breakout sessions.
- Representative(s) may not review presentation materials with any activity participants.
- Promotional activities must not occur in the educational space within 30 minutes before or after an ACE activity.
- If a representative(s) is given permission by a Lead Planner 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.
- Representative(s) may not provide entertainment associated with any ACE activity.
- The ACE provider or their 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 an ACE activity as the ACE provider or their designee must remain in control of all planning and execution stages.
- Dartmouth Health cannot share the names or contact information of learners with representatives.

## **D. Audience Recruitment**

The primary method of audience recruitment for all Dartmouth Health ACE activities will be email to the target audience. To supplement recruitment when needed, Dartmouth Health may allow representative(s) of the commercial supporter to assist in distributing the invitational materials to healthcare professionals directly (in the representative's geographic area or in national areas) who have an interest in a Dartmouth Health ACE activity on a particular topic; however, they must follow specific guidelines as follows:

### **Activities Permitted**

- Representative(s) may distribute activity announcements developed by the marketing services of the ACE Office or a Dartmouth Health department to potential participants prior to the scheduled activity.
- Representative(s) must clearly state the credits and/or contact hours 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 an ACE activity.
- Representative(s) may not present any ACE 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 ACE activity on TOPIC. We hope you will attend to learn more about current treatment strategies." However, it is inappropriate to say, "Please attend this COMPANY ACE 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 activity to participants (i.e., pens, pads of paper, key chains, coffee mugs, etc.)
- Representative(s) may not compensate a Lead Planner, Planner, Speaker, 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.

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