



AAPM 2020

INNOVATION & TECHNOLOGY IN PAIN MEDICINE

The must-attend pain medicine meeting of the year!

Gaylord National Resort & Convention Center | National Harbor, MD

Preconferences: February 26–27, 2020

Annual Meeting: February 27–March 1, 2020 | Exhibits: February 27–29, 2020

Guidelines for Commercially Supported Satellite Symposia

JOIN US FOR THE AAPM 36TH ANNUAL MEETING & PRECONFERENCES

Industry Partner,

Innovative solutions are rapidly emerging to treat the millions of Americans suffering from pain while also addressing the ongoing opioid crisis. The American Academy of Pain Medicine (AAPM) Annual Meeting is a must-attend event for clinicians and their team members treating patients in pain to ensure they're up-to-speed on the latest advancements in the field about research, diagnosis, treatment and management of acute pain, chronic cancer and non-cancer pain, and reoccurring pain.

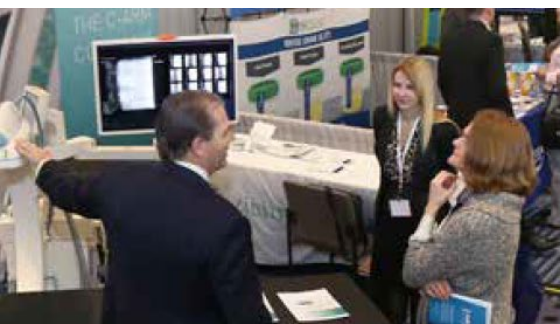
We invite you to participate in the AAPM 36th Annual Meeting & Preconferences, February 26- March 1, 2020, in National Harbor, MD. AAPM has evolved as the premier organization for 2,100 clinician members practicing the specialty of pain medicine in the United States. As the practice of pain medicine has grown, a defined body of knowledge and scope of practice has emerged. Pain medicine is recognized as a discrete specialty by the American Medical Association (AMA), and AAPM is the only comprehensive pain medicine organization with representation in the AMA. At our 2020 Annual Meeting we anticipate an audience of 1,000 clinicians specializing in pain medicine from the United States, plus a growing number of primary care physicians from across the country.

The AAPM 2020 meeting theme is [Innovation & Technology in Pain Medicine](#). AAPM invites the AAPM Corporate Relations Council, companies focusing in pain medicine, and medical education companies to submit proposals for Commercially Supported Satellite Symposia (CSS) to be presented as part of the official independent CME and Non-CME Program in conjunction with the AAPM Annual Meeting. Independent CME and Non-CME CSS are the exclusive venue for educational programs supported by grants from industry during dedicated time slots during the AAPM Annual Meeting and Preconference activities. CSS will be held during breakfast and lunch hours that do not compete with AAPM education programs; lunch slots may be concurrent.

The following CSS Guidelines are designed to assist you in preparing your application to present a CSS in conjunction with AAPM 2020. These rules and regulations are in addition to policies in the [exhibitor prospectus](#) regarding your participation, as well as useful information to promote your CSS. We look forward to seeing you at the premier meeting for the specialty of pain medicine!

Sincerely,

Kathryn M. Checea
National Director of Professional Relations
847.375.4765
kchecea@painmed.org



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AAPM Mission Statement

AAPM is dedicated to advancing and promoting the full spectrum of multidisciplinary pain care, education, advocacy, and research to improve the function and quality of the life for the people in pain.

PROPOSAL REQUIREMENTS & TIMELINES

The AAPM Program CSS Subcommittee will review all CSS proposals submitted. The number of that may be accepted will be based on available space, schedule, and the quality of the proposals received. AAPM may decline to accept any proposals at its discretion based upon its review criteria.

CME CSS PROPOSALS

Criteria for acceptance of a CME CSS proposal include the following:

- The topic addresses a learning need of broad interest to the AAPM meeting attendees.
- The content of the proposed program must demonstrate scientific rigor and objectivity and be free of commercial bias for or against any product or service.
- Format of all CME CSS will be assigned 1.0 hours unless otherwise specified.
- Meets ACCME criteria and is compliant with the Standards for Commercial Support and the proposed program is designated for CME credit by an ACCME accredited provider.
- To broaden your attendance we suggest you also offer nursing credits by ANCC and CME for Family Physicians and Physician Assistants.
- AAPM will not provide continuing education credit for CSS.
- AAPM may request revisions to the proposed CME CSS prior to approval, in an effort to balance the meeting

program and minimize duplication of educational content.

- Evaluation and CME Certificates are the responsibility of the CME CSS provider. A summary report of participant evaluations must be provided to AAPM 60 days after the meeting.

NON-CME CSS PROPOSALS

Criteria for acceptance of a Non-CME CSS proposal include the following:

- The topic addresses a learning need of broad interest to the AAPM meeting attendees and may include disease awareness or medical information about current drugs, devices, and solutions.
- AAPM may request revisions to the proposed Non-CME CSS prior to approval in an effort to make the program of broader interest to the AAPM meeting attendees.
- Format of all CSS will be assigned 1.0 hour unless otherwise specified.
- A summary report of participant evaluations must be provided to AAPM 60 days after the meeting.

IMPORTANT DATES & DEADLINES

Ongoing

CSS Call is Open

Notification of acceptance or revisions (*Approximately 2 weeks after submission*)

CSS assignments made (*Assignments made on a first-come, first-served basis once funding is secured*)

Signed letter of agreement & grant funding due to AAPM prior to any promotion

CSS description due for AAPM website (*Include short synopsis, faculty, & learning objectives. For CSS with signed LOA only*)

Posting of enduring material on AAPM website and e-blasts to promote program availability to AAPM membership

2019

- Oct. 1** Registration for AAPM 2020 Opens
Logistical information provided (*A/V list, floor diagram, & hotel contracts*)
Final CSS description due for AAPM Mobile App and website, including synopsis, faculty, & learning objectives
- Nov. 1** AAPM Mobile App Banner advertising space and artwork deadline (*Optional, additional fees apply*)
- Dec. 1** Draft copy of invitation & promotional materials due to AAPM for approval

2020

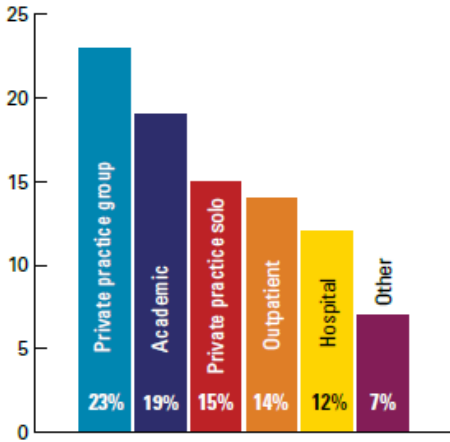
- Jan. 20** Billboard advertising deadline (*Exclusive opportunity; limited quantity. Optional, additional fees apply.*)
Requests due for additional A/V equipment
Space function requests due. (*Space assigned on a first-come, first-served basis.*)
- Jan. 20** Bag Insert deadline (*Optional, additional fees apply*)
- Jan. 20** Room drop deadline (*Optional, additional fees apply*)
- Jan. 27** Deadline for housing reservations
- Feb. 5** AAPM mailing labels for meeting pre-registrants available (*3 weeks out*)
- Feb. 15** AAPM e-blast to pre-registered attendees promoting all CSS
- Feb. 26-March 1** AAPM 36th Annual Meeting & Preconference Activities
- June 1** Summary of activity evaluations due to AAPM post-meeting

DEMOGRAPHICS

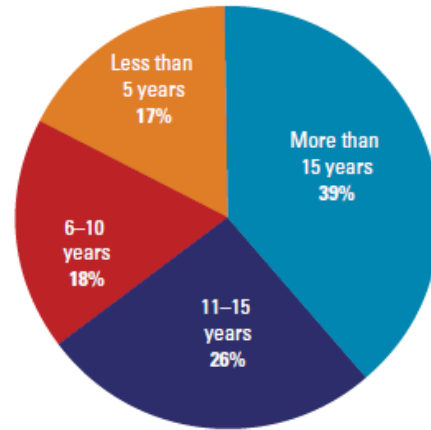
AAPM is a medical specialty society that advocates a **comprehensive, multimodal**, and **interdisciplinary** approach to the treatment of pain. AAPM members lead the medical community with their extensive knowledge and cutting-edge approach to diagnosing and treating pain.

Founded in 1983, AAPM has grown to include more than **2,100 members** and is the only comprehensive pain medicine organization with representation in the AMA House of Delegates. AAPM represents a variety of disciplines, including **anesthesiology, physical medicine and rehabilitation, internal medicine, neurology, neurosurgery, orthopedic surgery, and psychiatry.**

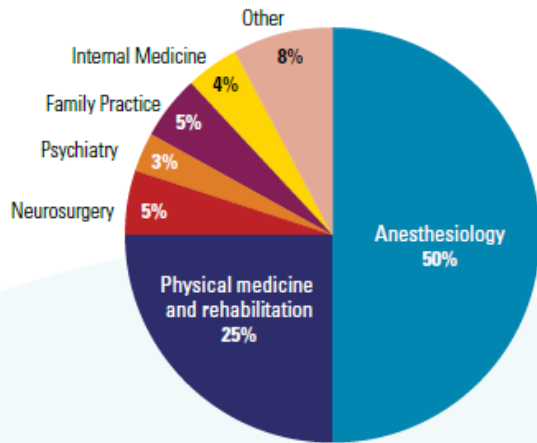
Current Practice Settings



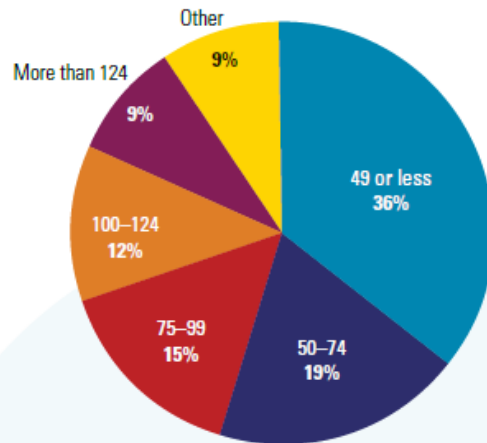
Years Practicing Pain Medicine



Specialty of Origin



Number of Patients Seen Weekly



ANNUAL MEETING ATTENDEES

More than **50%** are first-time attendees
 More than **70%** are members of AAPM
43% are certified by a pain board
 Average physician sees **3,200** patients annually*

*Source: ABPM



CSS PROPOSAL PROCESS & LOGISTICS

PROPOSAL SUBMISSION & APPROVAL PROCESS

1. AAPM Corporate Relations Council, companies focusing in pain medicine, and medical education companies are eligible to submit a proposal online. Unapproved grants must identify where grants have been submitted and timelines for approval.
2. The AAPM Program CSS Subcommittee will review all proposals submitted. Evaluation will be based on overall quality and broad-based appeal to the AAPM Annual Meeting Attendees.
3. All CSS will follow a meal provided by AAPM to all attendees. Meals supported by AAPM will be served buffet.
4. A CSS proposal will be considered complete when it includes: needs assessment, learning objectives, agenda, proposed faculty and topics, and synopsis of program content (session description) for publication in AAPM meeting materials.
5. Notification will be sent approximately 2 weeks after subcommittee review. Applicants may not contact reviewers directly to provide additional information or to check the status of a proposal.
6. Once notification that the CSS has secured grant funding has been received, we will assign the day and time for the program. Assignments will be made on a first-come, first-serve basis.

PROGRAM CONTENT & FACULTY

1. CSS designated for CME credit must be through an independent ACCME accredited provider. CSS must comply with ACCME guidelines.
2. [2019 Executive Board](#) and [2020 Program Committee](#) CSS Subcommittee members may not serve as CSS faculty or moderators.
3. Any modification, including title, faculty, or educational objectives, must be submitted for approval.
4. All correspondence with CSS faculty, including honoraria, expense reimbursement, and disclosure information, will be the responsibility of the provider of the CSS.
5. We request that you include the following questions in your attendee questionnaire and provide us the evaluation data 60 days after the meeting:
 - Demographic data: Degree; Specialty or Origin; Practice Setting
 - Rate the level this activity increased the learners' knowledge.
 - Rate the level this activity increased the learners' competence.
 - Rate the level this activity improved the learners' performance.
 - Were the faculty knowledgeable regarding their content?
 - Do you feel the activity was free of commercial bias or influence?

EVENT LOGISTICS

1. AAPM will assign a session room for each CSS 8 weeks prior to the meeting.
2. Session rooms designated for CSS will be set with round tables, banquet style.
3. All CSS will be listed on the mobile app, AAPM website, and on a meter panel located outside the session room and on the CSS wall located in highly-trafficked area.
4. All signs will be produced by the CSS organizer and given to AAPM on-site for distribution
5. Space will also be allocated for a maximum of 4 signs (maximum size: 28" x 44") for the CSS.
 - 2 signs will be placed on the CSS walls 24 hours in advance of your session.
 - 1 sign will be placed outside of the session prior to the CSS.
 - 1 sign will be placed in a prominent area approved by AAPM to drive traffic to your CSS.
 - Additional signage is not allowed and will be removed.
 - Organizers must remove all signage and meeting handouts, etc. at the conclusion of the CSS.
6. CSS rooms will be available 2 hours prior to your session.
7. A registration table, 2 chairs, 2 lead retrieval units, easels, and rope and stanchion will be provided outside the CSS room. No other furniture, banners or unapproved signage may be placed outside the room.
8. AAPM will provide breakfast and lunch to all attendees 30 minutes prior to CSS.
9. A minimum of 225 persons should be budgeted for hand out materials. This number varies based on breakfast or lunch time slots and CSS interest to attendees. Refer to the draft Schedule-at-a-Glance and indicate your preference on the proposal.
 - Breakfast (125-225 attendees)
 - Lunch*(175-275 attendees) **Lunch slots may be concurrent.*
10. CSS organizers are responsible for management of the event including on-site registration.
11. CSS personnel must be available outside the session room 1 hour prior to the scheduled start time of the event to handle registration and facilitate questions.
12. Two lead retrieval devices will be provided 1 hour prior to the scheduled time of the CSS. These devices are the organizer's responsibility and must be returned 1 hour after the session. The registration data will be sent to the e-mail provided by the CSS organizer.
13. Neither sales activities nor distribution of promotional material may take place in the CSS session or in the AAPM registration area.
14. Audio/video (A/V) taping will be the responsibility of the CSS organizer.
15. AAPM requires that CSS organizers use the designated A/V contractor for their session. The A/V equipment list and room diagram will be provided approximately 8 weeks prior to the meeting. Organizers may bring in their own producer and order additional equipment from designated A/V contractor if desired.
16. Additional services and expenses associated with electrical, Wi-Fi, shipping, labor, etc. are the sole responsibility of the CSS organizer.

MARKETING OPPORTUNITIES

EXPANDED REACH

AAPM has secured a block of sleeping rooms for the Annual Meeting at a special discounted rate. To obtain the special rate, be sure to make your reservations early and to indicate that you are attending the AAPM conference. This discount expires on January 27, 2020, or when AAPM's room block has been filled. A nonrefundable deposit will be required to hold reservations.

201 Waterfront Street National Harbor, MD 20745

301-965-4000

Room rate: \$241

Rate cutoff date: January 27, 2020

To make reservations,* call 602-262-2500.

*Note: Any company that contacts you to assist in making your hotel reservations is NOT an authorized AAPM vendor.

PROMOTION

1. CSS programs will be listed in the AAPM Annual Meeting Preliminary Program Brochure, Mobile App, AAPM Pocket Guide, and on the AAPM website once we secure a signed LOA.
2. Invitations for the CSS must be submitted to AAPM for review and approval prior to print.
3. The AAPM logo may not be used on any promotional materials.
4. Approved CSS must include the following language on promotional materials:
"An official independent commercially supported satellite symposium held in conjunction with the American Academy of Pain Medicine 36th Annual Meeting and Preconference activities."
5. Non-CME CSS must be clearly identified.
6. Allow 5 business days for AAPM to turn around approvals.
7. AAPM will provide 1 set of mailing labels for all 2,100 AAPM members and 3 weeks prior to the meeting 1 set of mailing labels for the pre-registration list.
8. CSS Information will be included in *AAPM E-News*, which is distributed to all AAPM members, 2 month prior to the meeting.
9. A reminder e-mail will be sent 1 week out from the meeting to all registered attendees.
10. Requested copy for invitations: There is no registration fee for attending this CSS, however, seating may be limited. We do recommend arriving at the symposium location early. If you offer preregistration please include Preregistration does not guarantee seating.

Additional marketing opportunities to enhance your CSS attendance are available for an additional fee. Please refer to pages 7-8 of this brochure for these programs:

- Mobile App Advertising
- Billboard Advertising
- Room Drop

ENDURING MATERIALS & CSS SYNOPSIS

- Maximize your reach with your CSS and post enduring material from your program on the AAPM website. AAPM will promote all enduring programs to the AAPM membership of 2,100 physicians in pain medicine. The AAPM website attracts more than 200,000 visitors annually. The website posting is for a 1-year posting and is included in the CSS fee.
- A CSS synopsis will be developed featuring a 2-3 page summary of each CSS session. This publication will be sent to all AAPM members, meeting attendee and posted on the AAPM website. A minimum participation of CSS is required.

COMPLIANCE

- Violation of these guidelines may result in the cancellation of the CSS. One person must be designated as the primary contact/project manager for the CSS throughout the application and planning process; AAPM will deal directly with that assigned person.

SPONSORSHIP FEE

- The sponsorship fee to participate in the CSS program is \$60,000 for breakfast and lunch time slots.
- A letter of agreement (LOA) between AAPM and the medical education company or supporting company must be signed.
- Those providing the funding to the medical education companies or the supporting company will be acknowledged as providing the grant within the listing of the CSS. They will be acknowledged as AAPM CSS sponsors.
- Signed LOAs and sponsorship fee must be received by AAPM prior to any promotion of the CSS.

CONTACT

Kathryn Checea
Director of Professional Relations
American Academy of Pain Medicine
8735 W. Higgins Road, Suite 300, Chicago, IL 60631
847/375-4765, Fax: 888/374-7259
kchecea@painmed.org

ONSITE MARKETING OPPORTUNITIES

AAPM 36th Annual Meeting • Exhibit Dates: February 27–29, 2020

Enhance your visibility and drive attendees to your booth or event at the AAPM 36th Annual Meeting.

Statistics show that attendees come to an exposition with a set agenda of exhibits to visit. Make this your most successful meeting by inviting your customers and AAPM attendees to your booth or event.

Room Drop (\$4,000)

Promote your events, products, and services to AAPM attendees in their hotel rooms. Your promotional material is delivered to all attendees staying at the host hotel.

- Size: maximum 8½" x 11" and thickness 1/16"
- 700 pieces due January 20, 2020

Bag Insert (\$4,000)

Reach all attendees with your material promoting your events, products, and services at onsite registration.

- Size: maximum 8½" x 11"
- 1,000 pieces due January 20, 2020

Mobile App Banner Advertising (\$2,500)

Be one of the first things attendees see when they launch the mobile app seeking information about the AAPM Annual Meeting. Your banner ad will be featured on one of the landing pages. The banner is linkable to your website.

- Specs will be available September 2019

Floor Clings (\$3,000)

Drive traffic to your booth and create awareness by displaying your logo and booth number. Limited to 5 exhibitors.

All marketing material requires AAPM approval. Reservations are on a first-come, first-served basis. No cancellations or refunds are accepted.

AAPM Passport Program

Drive traffic to your booth in a creative way. Attendees must visit all participating exhibitors to receive the required stamps and answers to questions listed on the AAPM Passport. Only attendees with complete passports will be placed in the drawing to win prizes from AAPM valued at up to \$1,000.

Bronze level (\$5,000)

Engage attendees with a passport question that can be answered only at your booth, and be recognized as a bronze-level sponsor throughout the meeting. *Limited to five exhibitors.*

Patron level (\$1,000)

Attendees will be required to receive a stamp from your booth. *Limited to 10 exhibitors.*

Submit this form or use the fillable form available at painmed.org.

Payment is due at the time of space reservation.

COMPANY INFORMATION

Company name _____
Contact _____ Title _____
Address _____ City/state/ZIP _____
Phone (____) _____ Email _____

PAYMENT INFORMATION

Check enclosed (payable to AAPM) Check number _____
 MasterCard Visa American Express Discover *Credit card payments of \$5,000 or more will be assessed a 3% processing fee.*
Name on card _____ Amount \$ _____
Account number _____ SC _____ Expiration date _____
Signature _____

Mail form and payment to AAPM, 8735 W. Higgins Road, Suite 300, Chicago, IL 60631 or fax to 888-374-7259.

Email form to prd@painmed.org and mail payment to PO Box 3781, Oak Brook, IL 60522.

Contact Kathryn Checea, Director of Professional Relations, at 847-375-4765 or kchecea@painmed.org.

BILLBOARD ADVERTISING

Billboard advertising opportunities are offered only to companies that are exhibiting or presenting a Corporate Satellite Symposium. Maximize your impact and reach 1,000 pain specialists with your billboard advertisement. The billboards will be located in prominent areas and are available exclusively to **five companies**.

- Enhance your visibility and position your company as an industry leader.
- Drive traffic to your booth or event.
- Build brand awareness.
- Take advantage of a prime location at the entrance of the AAPM Resource Center.
- Gain clutter-free exposure.

The fee is \$4,000 for one single-sided billboard.

The fee is \$7,000 for one double-sided billboard.

RESERVE YOUR SPACE TODAY AND PROVIDE YOUR DIGITAL AD—WE'LL DO THE REST.

Description: 4-color standard foamcore meter board

Size: 38" x 84" (live area 38" x 78")

Deadline: January 20, 2020

Send materials to: prd@painmed.org

Acceptable software and formats:

- Adobe Illustrator (AI/EPS), InDesign, Photoshop, and Acrobat
- files formatted in high-resolution (100–300 dpi)
- vector-based artwork with fonts converted to outline.



Reserve your billboard by completing this form. A fillable form is available at painmed.org. Payment must accompany reservation.

COMPANY INFORMATION

Company name _____

Contact _____ Title _____

Address _____ City/state/ZIP _____

Phone (____) _____ Email _____

PAYMENT INFORMATION

Check enclosed (payable to AAPM) Check number _____

MasterCard Visa American Express Discover *Credit card payments of \$5,000 or more will be assessed a 3% processing fee.*

Name on card _____ Amount \$ _____

Account number _____ SC _____ Expiration date _____

Signature _____

Mail form and payment to AAPM, 8735 W. Higgins Road, Suite 300, Chicago, IL 60631 or fax to 888-374-7259.

Email form to prd@painmed.org and mail payment to PO Box 3781, Oak Brook, IL 60522.

Contact Kathryn Checea, Director of Professional Relations, at 847-375-4765 or kchecea@painmed.org.

CSS APPLICATION FORM – PAGE 1 OF 2

We invite you to submit a Commercially Supported Satellite Symposia (CSS) by completing the following information. Refer to the AAPM 2020 Guidelines for Commercially Supported Satellite Symposia for detailed information on the criteria and process.

Proposal Title *(Titles should be short yet description and designed to attract attendee interest.)*

Classification *Select one*

- | | |
|---|--|
| <input type="checkbox"/> Acute Pain/Preventing Transition to Chronic Pain Pharmacotherapies | <input type="checkbox"/> Pain Treatment for Special Patient Populations |
| <input type="checkbox"/> Physical, Behavioral, and Cognitive Therapies | <input type="checkbox"/> Providing Education and Training to Tomorrow’s Clinicians |
| <input type="checkbox"/> Integrative and Transdisciplinary Care | <input type="checkbox"/> Procedural and Surgical Therapies |
| <input type="checkbox"/> Diagnostics and Imaging Sciences | <input type="checkbox"/> New Methodologies in Research and Practice |
| <input type="checkbox"/> Practice Management: Regulatory, Fiscal, and Legal/Ethical Issues | <input type="checkbox"/> Basic Translational Science Topics in Pain Medicine |

Preferred Time of Symposia

Breakfast

Lunch* **Lunch CSS may run concurrently.*

Program Description & Topics

Provide a detailed description (650 words or less) of the content that will be presented in addition to identifying the topics. Format of all CSS will be 1.0 hours unless otherwise specified.

Non-CME Symposia

CME Symposia

Faculty: *(Please provide a list of proposed faculty)*

Needs Assessment: Include 3-5 sentences (100 words or less) stating the educational need (in terms of knowledge, competence, or performance) that underlie professional practice gaps in pain medicine.

Learning Objectives: List 3-5 measurable learning objectives (150 words or less).

Expected Outcomes: Include 1-2 sentences stating the targeted outcomes that this session aims to achieve.

Evaluation Method to be Used – Mechanism for Providing CME/CE (if applicable): *100 words or less*

Supporting Company

Company Name: _____

Primary Contact Person: _____ Title: _____

Company Address: _____

Company City, State, Zip: _____

Phone: _____ E-mail: _____

Medical Education Company

Company Name: _____

Primary Contact Person: _____ Title: _____

Company Address: _____

Company City, State, Zip: _____

Phone: _____ E-mail: _____

Accredited Provider (Required for CME Programs)

Company Name: _____

Primary Contact Person: _____ Title: _____

Company Address: _____

Company City, State, Zip: _____

Phone: _____ E-mail: _____

Funding Approval Status: _____

Anticipated Approval Date (if not already approved): _____

Please contact AAPM Director of Professional Relations, Kathy Checea, if you need assistance completing this information. **Submit completed commercially supported symposia applications to kchecea@painmed.org.**

AAPM Contact

Kathryn Checea, Director of Professional Relations
American Academy of Pain Medicine
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Chicago, IL 60631
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