



THE PENNSYLVANIA SOCIETY  
FOR POST-ACUTE AND  
LONG-TERM  
CARE MEDICINE

**PMDA Annual Symposium  
October 20 – 21, 2017  
Hershey Lodge, Hershey, PA  
[www.pamda.org](http://www.pamda.org)**

**Industry Sponsored Symposia (ISS) Information**

Take advantage of the opportunity to spend quality time with our attendees and present information about your product(s) or services in depth! Purchase an Industry Sponsored Symposium (ISS). ISS programs are separate, private functions which don't compete with the PMDA educational program. The information presented in these sessions is considered promotional and may not offer continuing education credit.

**ISS Rules & Regulations**

- **Lunch ISS fees are \$5,000.00 (Fri or Sat); ISS fees for other times are \$3,000.00**
- **Available ISS Times Include:**
  - ✓ **Thursday evening, October 19<sup>th</sup> (must begin any time after welcome reception concludes at 7:30 PM)**
  - ✓ **Friday morning, October 20<sup>th</sup> (must conclude prior to the start of the annual symposium)**
  - ✓ **Friday lunch, October 20<sup>th</sup> (11:30 am – 1:00 pm)**
  - ✓ **Friday evening, October 20<sup>th</sup> (any time after symposium adjournment)**
  - ✓ **Saturday morning, October 21<sup>st</sup> (must conclude prior to the start of the annual symposium)**
  - ✓ **Saturday lunch, October 21<sup>st</sup> (11:30 am – 12:45 pm)**

**Specific times are subject to change based on finalized Annual Symposium Schedule. All ISS participants will be provided updates to schedule changes in a timely manner. Please note: space at Hershey Lodge is limited during this event. It is highly recommended to reserve ISS time slots and hotel meeting space early.**

- PMDA will provide initial contact information for the hotel to reserve space in conjunction with the PMDA Annual Symposium once ISS payment is received. The sponsoring company will be responsible for direct expenses. These include any hotel meeting room rental fees, audio/visual, banquet charges and all other related fees. The sponsoring company is responsible for making arrangements with the hotel, restaurant, or other venue for this activity.
- No exhibit space or exhibit benefits are included with the purchase of an ISS but the sponsoring company may choose to also purchase an exhibit table ([www.pamda.org](http://www.pamda.org))
- ISS topics may not conflict with topics, objectives or faculty developed for the PMDA educational program.
- All sessions must be scheduled prior to or after the conclusion of the PMDA daily Continuing Medical Education (CME) program. In addition, sessions cannot be scheduled during any PMDA scheduled meals or exhibit hall hours. No ISS will be approved that will conflict with these scheduled events.
- Sponsoring company may **not** limit attendance of meeting registrants at their ISS, except as per company policy.
- Current ACCME Standards for Commercial Support guidelines must not be violated.
- Faculty who are selected for the ISS program **may not be listed in any promotional materials** as presenters for the PMDA educational program.

## Marketing of the ISS

### PMDA Responsibilities

- PMDA will encourage attendance at your ISS by listing it on the PMDA website and sending email blasts to participants that include details and your registration/RSVP information once payment is received.
- PMDA will provide you with mailing addresses of participants who have granted the chapter permission to release their information (for one-time use only).

### Sponsoring Company Responsibilities

- You are not limited to inviting PMDA participants to your ISS, so feel free to invite your other contacts as well.
- The sponsoring company must forward a sample of any information being mailed to attendees for review and approval **prior** to mailing.
- Announcements and invitations addressed to members of the medical profession concerning such sponsored programs must clearly indicate the name of the sponsor and must in no manner imply directly or indirectly that the program is sponsored fully or in part by PMDA and must include the following statement in a prominent location and font size:

*“This promotional activity is provided by (company) and is not certified for continuing education credit. The content of this Industry Sponsored Symposium and opinions expressed by the presenters are those of the sponsor or presenters and not of PMDA, The Pennsylvania Society for Post-Acute and Long-Term Care Medicine. No endorsement by PMDA of any product or service of the sponsor should be inferred.”*

## Fees and Considerations

The cost of conducting an ISS for Friday or Saturday lunch is \$5,000.00. The fee for all other ISS timeslots is \$3,000.00. All fees are to be paid upon reservation. This fee includes PMDA marketing assistance as described above, a brief description of the symposium in the participants' supplemental meeting materials, and contact information to make arrangements with the hotel directly.

ISS reservations will be accepted on a first come-first served basis beginning on the date this form is returned. This form will serve to hold a spot pending payment. **Payment for the ISS must be received within ten (10) business days from date of contract signing.** If payment is not received by this time the ISS reservation will be released to the next interested company (if applicable).

In the event that the ISS must be cancelled, a request to cancel must be submitted in writing no less than 45 days prior to the scheduled date. At this time, 50 percent of the fee will be refunded. No refunds will be given 44 days or fewer before the meeting. The company is responsible for any fees associated with cancellation through the hotel.



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**Industry Sponsored Symposia (ISS) Reservation Form**

**My Company Would Like to Purchase the Following ISS:**

- Thursday evening, October 19<sup>th</sup> (not to overlap with welcome reception)**
- Friday morning, October 20<sup>th</sup> (must conclude prior to the start of the annual symposium)**
- Friday lunch, October 20<sup>th</sup> (11:30 am – 1:00 pm)**
- Friday evening, October 20<sup>th</sup> (any time after symposium adjournment)**
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**Lunch ISS \$5,000.00**

**Other ISS \$3,000.00**

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

**Agreement**

A signature on this application indicates understanding and agreement to comply with all policies, rules, regulations, terms, and conditions in the prospectus above and any other issued by PMDA regarding the *2017 Annual Symposium*; willingness to abide by the payment policy; acknowledgment of having read the rules and regulations; and agreement that the rules and regulations are an integral and binding part of this contract.

Additionally, applicant acknowledges understanding that this application serves to hold the selected ISS time and will remit full payment within 10 business days of the date below. If payment is not received by this time, applicant understands that the reservation will be released to the next interested company.

Once this form is received, PMDA staff will be in touch to confirm your reservation.

Signature \_\_\_\_\_ Date \_\_\_\_\_

Name (please print) \_\_\_\_\_ Title \_\_\_\_\_

**Return completed form with check made payable to “PMDA” and mail payment to:**

**Attn: PMDA- Meeting Manager**  
**P.O. Box 8820, 777 East Park Drive**  
**Harrisburg, PA 17105-8820**  
**Email [pmda@pamedsoc.org](mailto:pmda@pamedsoc.org) or Fax to 717-558-7841**