

Promotional Symposia

Definition

Promotional symposia are programs planned and conducted by industry or the industry's assigned third-party partner. These events are not considered part of the Society of Critical Care Medicine's (SCCM) 47th Critical Care Congress. The sessions provide attendees with additional educational/informational learning experiences. Program content and product information are the sole responsibility of the industry sponsors and/or industry's assigned partners.

Days and Times

Symposia will be held February, 24, 25, and 26 (Saturday, Sunday and Monday). Limited slots are permitted per time period. Time slots available are:

Day	Date	Hours
Saturday	February 24	6:30 – 8:00 PM
Sunday	February 25	6:00 – 7:30 PM
Monday	February 26	6:00 – 7:30 PM

Venue

Promotional symposia will be held at the Grand Hyatt San Antonio (headquarters hotel) and Marriott Rivercenter. SCCM will reserve 800 rooms (the largest possible block) at each hotel. The Grand Hyatt is adjacent to the convention center, at 600 E. Market Street. The Marriott Rivercenter is at 101 Bowie Street. Each hotel is only a few minutes' walk (0.1 mile) from the Henry B. Gonzalez Convention Center.

The availability of the meeting room for setup will be determined by the SCCM events scheduled prior to your event. Regardless of the time the room is released to you for setup, your program (including registration, dinner, etc.) must not begin prior to the designated start time.

Fees

The promotional symposium sponsorship fee structure is based on exhibit space and time slot:

Day	Non-Exhibitor	10' x 10'	10' x 20' or Larger	20' x 20' or Larger
Saturday evening	\$35,000	\$30,000	\$25,000	\$20,000
Sunday evening	\$40,000	\$35,000	\$30,000	\$25,000
Monday evening	\$35,000	\$30,000	\$25,000	\$20,000

The fee includes the meeting space, a one-time complimentary SCCM Congress preregistration list, a one-time e-blast, listing in the Congress Special Events and Sessions Brochure, listing on the industry education Web page, and listing in the Congress mobile app. The industry sponsor or sponsor's designated vendor is responsible for the development of the content, advertising, onsite logistics, audiovisual, signage, etc.

Application

Companies interested in conducting a promotional symposium must complete the [application](#) and include a complete program description and agenda for review and approval. The submission deadline for all applications is **Friday, October 13, 2017**. To be considered, the application must be completed in its entirety. Applications will be reviewed for acceptance on a first-come, first-served basis. Society staff will review the application and determine its appropriateness. E-mail notification of receipt will be sent within 48 hours. Applicants will be notified within 5 business days regarding acceptance and the date and time slot assigned.



Guidelines

Once approved, all revisions to a symposium's content, faculty, or format must be communicated to SCCM in writing. SCCM reserves the right to accept, reject or give conditional acceptance, based on SCCM's sole discretion, for any reason, which need not be disclosed to the applicant. All outstanding obligations to SCCM or to SCCM Exhibit Management by the potential exhibitor, including payment of debts, must be fulfilled prior to the meeting.

Below are some guidelines associated with your promotional symposium planning:

Faculty

SCCM will not limit Congress faculty members from participating in promotional symposia. However, the Congress Planning Committee members are not allowed to participate as symposia faculty members.

Continuing Medical Education/Continuing Education Credit

SCCM does not provide and does not allow any continuing medical education/continuing education for industry- or foundation-sponsored symposia.

Registration

All registration will be handled by the sponsoring organization. These symposia are held off site from the main Congress venue and are not associated with SCCM, so please provide specific details and contact information on how attendees should register for this activity. Please note that attendees of a Promotional Symposium do not have to be a registered Congress attendees.

Use of SCCM Name, Logo, or Seal

The Society wishes to avoid any implication that promotional symposia are planned, implemented, or sponsored by SCCM. For that reason, promotional materials may in no way mention SCCM or Congress. Promotional materials of any kind, as well as program materials, may not use the SCCM logo, name or make mention of SCCM's Congress or Exhibition. Phrases such as "presented during," "presented in conjunction with," "preceding," or "prior to" may not be used. This rule applies to materials developed for use before, during, and after Congress.

Invitation/Promotion Content

ALL promotional materials (i.e., announcements, solicitations) for a symposium must be reviewed and approved by SCCM no later than **Friday, January 19, 2018**, including:

- Advertisements
- Announcements
- Brochures
- Envelopes
- Flyers
- Invitations
- Press releases/media communications
- Signage
- Solicitations
- Websites

Please allow 5 business days for approval upon receipt of materials for review. Once approved, any proposed revisions must be submitted for approval as well. SCCM suggests that symposia sponsors factor this requirement into their production timelines for promotional materials. In addition, we recommend that sponsors do not print materials or go live with websites before SCCM approval has been received. SCCM is not liable for any expenses that may be incurred if changes must be made to pieces that have already been produced.

Required Information for Promotional Materials

When submitting promotional materials to SCCM for approval, please be sure that you include the following:



- Name of symposium sponsor (must be on front cover)
- Title of event (must be on front cover)
- Instructions for event registration

Catering and Hotel Logistics

All logistical arrangements are the responsibility of the symposium supporter and must be made directly with the assigned hotel. SCCM will provide the hotel contact information in the symposium acceptance letter. SCCM assumes no responsibility for the loss or reduction of meeting space after assignments have been confirmed with the supporter and hotel, or for any and all charges associated with these planned events, including, but not limited to: setup, additional room rental, audiovisual equipment, food and beverage, hotel reservations, speaker arrangements, electricity, etc. SCCM reserves the right to ask companies to switch their assigned ballroom due to lower than expected attendance figures. If this occurs, SCCM and the hotel will not provide compensation.

The promotional symposium space reserved by SCCM will accommodate at least 200 people (unless larger space is requested). SCCM will assign rooms that have been secured for promotional symposia. All space assignments are final. Companies who contact hotels on their own or otherwise attempt to circumvent SCCM's assignment process are subject to denial of their application. The room rental for the Promotional Symposium will be complimentary as long as the hotel's minimum food and beverage amount is met.

Arrangements for room setup, food and beverage selections, and billing must be made directly with representatives of the venue. They can provide menus and floor plans upon request. Symposia sponsors are responsible for all expenses incurred related to the program. SCCM bears no financial obligation for expenses incurred for promotional symposia. Once the program has been accepted and event venue has been determined, the symposium sponsor will receive a description of services available at an additional cost.

Equipment

The application and administrative fee do not include audiovisual equipment rental or labor costs. These arrangements must be made directly with the symposium venue. When designing the event staging and production, please remember that in most cases, setup will be limited to one hour.

SCCM reserves the right to restrict and/or dismiss at any time any event it deems undesirable, in poor taste, or offensive to attendees.

Any sponsor found to be non-compliant with the guidelines may have its program cancelled and/or additional action may be taken.

All matters and questions not covered by the above are subject to the discretion of SCCM. These guidelines may be amended by SCCM at any time, and all amendments shall be equally binding on all parties. In the event of any amendment or addition to these guidelines, written notice will be given by SCCM to such parties.

These guidelines are part of the contract between the sponsor and SCCM. All corporate supporters and/or industry vendors must observe all the guidelines. All points not covered are subject to the decision of SCCM. This application for a promotional symposium, the formal notice for space assignment by SCCM and all deposits together constitute a contract for the right to hold a promotional symposium.

SCCM has the full authority to interpret or amend these rules, and its decision is final. Industry agrees to abide by any guidelines that may hereafter be adopted. Any issues not addressed in these guidelines are subject to the decision of SCCM. The industry partner waives any rights or claims of damages arising out of enforcement of any guidelines contained herein.



Promotional Opportunities

Take advantage of the following opportunities offered by SCCM to promote your symposium and reach your attendance goals:

View the full listing of advertising and marketing opportunities.

Mailing List Rental: After approval of the first promotional piece, SCCM will provide a complimentary spreadsheet containing pre-registrant addresses through Thursday, January 25, 2018. This list is approved for a **ONE-TIME USE ONLY**. For subsequent approved mailings, additional copies of the pre-registrant mailing labels will be available for purchase. The request form will be available in October 2017.

January E-blast: SCCM will provide a one-time e-blast listing the overview of all industry education, which includes registration information and overview of your event. Distribution will include all Congress pre-registrants plus a select group of non-registrants.

Industry Education Web Page: SCCM will provide a one-time listing on the SCCM Congress industry events Web page. This page will list other promotional symposia, industry education workshops, and in-booth educational listings.

Hotel Door Drops: SCCM will distribute your product literature, sales brochures, or other promotional materials to attendees' hotel rooms so that your materials are at their doors when they awaken in the morning. Materials must be approved by SCCM and will be distributed at the hotels with the largest room blocks (approximately 2,000 rooms). The door drop application can be downloaded from the exhibitor service manual (link coming soon).

Exhibits: Exhibit booth representatives may distribute materials, such as invitations and tickets, from within the exhibit space assigned to the symposium sponsor. Please note, however, that the distribution of materials promoting a symposium is strictly prohibited in all public spaces of the event venue, convention center, or other hotels.

Signage: A total of three (3) promotional signs are permitted in the venue at which a symposium is held. Two (2) signs may be placed in public spaces of the event venue, and one (1) sign may be placed at the door of the symposium room. No other signs are permitted. Sign dimensions may not exceed 24" x 36". Signs may not be posted more than 16 hours prior to the start of the event and must be removed no later than two hours after the event.

Program Materials: Program materials, such as handouts, syllabi, and promotional materials, may in no way indicate that the program is connected with the SCCM or the 47th Critical Care Congress. Program materials may not use SCCM's name or logo. Phrases such as "presented during," "presented in conjunction with," "preceding," or "prior to" are prohibited.

Please contact Desiree Ng at dng@sccm.org or +1 847 827-7188 to discuss the opportunities available to promote your symposium or to request additional information.