

Keck School of Medicine of the University of Southern California  
Office of Continuing Medical Education

**COMMERCIAL EXHIBIT AGREEMENT**

**Title of Activity:** Peripheral Arterial Disease and Critical Limb Ischemia; Update 2008 (12<sup>th</sup> Annual Gaspar Symposium)

**Date of Activity:** September 18, 2008

**Exhibiting Company** \_\_\_\_\_ **Representative** \_\_\_\_\_

The Keck School of Medicine of the University of the Southern California (KSOM) Office of Continuing Medical Education (OCME) shall ensure that all educational activities comply with the Accreditation Council for Continuing Medical Education (ACCME) Standards for Commercial Support and other compliance guidelines for commercial support, as applicable.

**Exhibiting Company named above** agrees to exhibit at the above program. An exhibitor fee of **\$1,500** will be made payable to **Cardiovascular Thoracic Institute / Division of Vascular Surgery (Educational Partner), Tax ID #95-4680688** and mailed to Keck School of Medicine of USC, Office of CME, Attention: Donna Bowker, 1975 Zonal Avenue, KAM 309, Los Angeles, CA 90033. A signed Commercial Exhibit Agreement *must be received on or before September 12 to participate (subject to space availability) and by September 2 for acknowledgment in on-site print materials. Payment must be received by September 15, 2008.* This fee is non-refundable except in the event of program cancellation.

**From the ACCME Standards for Commercial Support:**

**4.1** Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation; nor can they be a condition of the provision of commercial support for CME activities.

**4.2** Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME.

- For **print**, advertisements and promotional materials will not be interleaved within the pages of the CME content. Advertisements and promotional materials may face the first or last pages of printed CME content as long as these materials are not related to the CME content they face **and** are not paid for by the commercial supporters of the CME activity.
- For **computer based**, advertisements and promotional materials will not be visible on the screen at the same time as the CME content and not interleaved between computer 'windows' or screens of the CME content.
- For **audio and video recording**, advertisements and promotional materials will not be included within the CME. There will be no 'commercial breaks.'
- For **live, face-to-face CME**, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CME activity. Providers cannot allow representatives of commercial interests to engage in sales or promotional activities while in the space or place of the CME activity.

**4.3** Educational materials that are part of a CME activity, such as slides, abstracts and handouts, cannot contain any advertising, trade name or a product-group message.

**4.4** Print or electronic information distributed about the non-CME elements of a CME activity that are not directly related to the transfer of education to the learner, such as schedules and content descriptions, may include product promotion material or product-specific advertisement.

**4.5** A provider cannot use a commercial interest as the agent providing a CME activity to learners, e.g., distribution of self-study CME activities or arranging for electronic access to CME activities.

**Please acknowledge your intention to exhibit and to comply with the above standards:**

\_\_\_\_\_  
Representative

\_\_\_\_\_  
Company

\_\_\_\_\_  
Date

\_\_\_\_\_  
Address

\_\_\_\_\_  
E-mail

\_\_\_\_\_  
City, State and Zip

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Fax