

The Chapter Annual Meeting

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Corporate Support – the current dilemma!

- ACS Ethics
- AMA
 - CEJA
 - JAMA – Catherine D DeAngelis
- ACCME
- Congress

A Balance Approach – personal opinion

- What is the expected outcome?
- Keep a reasonable separation from CME
- Acknowledge corporate support
 - But, indicate independence in presentation
- “Nourish” your corporate reps!!!

Planning the Annual Meeting

- Planning Committee
- Time Schedule
- Involvement of Chapter Executive!
- Engagement of your local reps!
- Consideration of major corporate support

Planning

- Start **early** – even before the completion of the current meeting, to with, the ACS!
- Establish an agenda – **early**
- Engage your speakers – **early**
- Contact your reps/corporate - **early**

Quid pro Quo!

- Industry is not into philanthropy – especially with your chapter
- The place of exhibits
 - Planning your exhibit hall
 - Interaction with the exhibitors
 - Engagement of your membership during the meeting
- Consider sponsorships of non-CME
 - Esp Chapter Dinner/Cocktail party

Requesting Corporate Support

- Major support is unlikely at Chapter Level
- BUT!...be prepared early in their budgetary cycle (reps know when!)
- AND!..have a defined agenda with speakers, etc.
- BE!..persistent – follow-up on denials!
 - Talk with your reps

The More the Merrier!

- Garner as much support around the chapter as possible – make sure all on Council are involved at the least
- Ask/Listen to reps interest
 - Who do they want to see?
 - How much time do they want to spend?

Exhibitors

- Don't be shy in who you ask!
 - Consider other than Pharma/Technology
 - Military Services/Pharmacies etc.
- Don't be shy in asking an exhibit fee!
 - You have a meeting to fund!!!!!!
- Consider Premium Space allocations –
sic! close to entrance door or coffee!

Planning the Exhibit Hall

- Always – be close and have food/drink
- Consider – keeping exhibits connected to the food/coffee tables – maybe a circular arrangement.
- Is there a value in having an exhibit hall cocktail party?
- Is there a value in having an exhibit check-list – prizes?

Summary

- Plan Early
- Engage all Chapter Officers
- Consider needs of exhibitors
- Carefully plan exhibit hall as you do the agenda
- Rigorously keep CME Clean!
- Have Fun!

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The Association of Clinical Researchers and Educators was established entirely with member funding.

- www.acreonline.org