The American Psychiatric Nurses Association
28th Annual Conference
October 22-25, 2014 Indianapolis, IN

Guidelines for Hosting Industry Sponsored Educational Symposia

The American Psychiatric Nurses Association (APNA) will hold its 28th Annual Conference, October 22-25, 2014 in Indianapolis, Indiana. More than 1,200 individuals attended the 2013 meeting in San Antonio and we anticipate equal or greater attendance at the 2014 conference in Indianapolis. The mission of APNA is to advance the science and education of psychiatric-mental health nursing. APNA is committed to the specialty practice of psychiatric mental health nursing, health, wellness and recovery promotion through identification of mental health issues, prevention of mental health problems and the care and treatment of persons with psychiatric disorders. Our vision is that APNA will be a leader in transforming mental health care in the nation.

In fulfillment of this mission, APNA has established goals that relate directly to the education of psychiatric mental health nurses. It is with your help that APNA can effectively meet the needs of the mental health community through educational programs.

Sponsorship of an Official Educational Symposium at the APNA Annual Conference

For a $30,000 unrestricted educational grant to the American Psychiatric Nurses Association, your company can host a ninety-minute educational symposium during the 2014 APNA Annual Conference. Proposals for an educational symposium should be received no later than May 15, 2014 in order to include the title in the online and printed registration brochure. Prior to this, the chair of the program must be approved by the APNA Associate Executive Director. APNA will continue to accept applications after May 15, 2014 if openings remain.

A sponsored educational symposium is defined as: A scientific program developed for educational purposes. All programs must be in compliance with federal and state laws that regulate the marketing and promotion of reimbursable health care products. Attendance must be open to all APNA meeting attendees and is only available to individuals registered for the APNA Annual Conference. The entire program (including any social function) will be scheduled by APNA staff so as not to conflict with the official APNA program.

Registration and Provision of Contact Hours

Registration for your symposium will be provided through APNA’s conference registration website at no additional cost, provided that the activity is scheduled prior to opening the online registration site**. Your company will provide contact hours for your symposium through your own organization if the CNE provider is accredited by ANCC or an organization that meets ANCC criteria (ACCME; ACPE; for a complete list, see the ANCC website). APNA will oversee all educational activities at the conference and must approve your topic for presentation. Please contact the APNA Associate Executive Director at 571-533-1922 for details.

**Programming fees will apply for adding additional activities after online registration opens.
Scheduling Your Educational Symposium

The following hours, which will not conflict with official APNA programming, are available for these events:

- **Wednesday, October 22, 2014 – Lunch (Time TBD)**
  A ninety (90) minute presentation during lunch for 1.5 CNE
  *Option: A sixty (60) minute presentation following lunch for 1.0 CNE*

- **Thursday, October 23, 2014 – Lunch (Time TBD)**
  A ninety (90) minute presentation during lunch for 1.5 CNE
  *Option: A sixty (60) minute presentation following lunch for 1.0 CNE*

- **Friday, October 24, 2014 – Lunch (Time TBD)**
  A ninety (90) minute presentation for 1.5 CNE
  *Option: A sixty (60) minute presentation following lunch for 1.0 CNE*

- Additional times may available. Contact APNA.

No part of the program may begin prior to the start of your scheduled time and the program must end by the designated time. You will be given the exact time of your presentation after the APNA conference program has been developed. This is to ensure that attendees who are coming from or going to another presentation at the APNA meeting arrive on time.

Meeting and Function Space for Your Educational Symposium

APNA will assign meeting and function space at the JW Marriott Indianapolis on a first-come, first-served basis to sponsors of educational symposia.

Once your program is approved and a time assigned, APNA will provide the sponsoring company or host with the hotel contact information. The program sponsor is responsible for all costs associated with the program including food & beverage for all attendees, audiovisual equipment and related services, music license fees, all speaker fees (travel, hotel & honoraria), CE fees, labor costs, slide review room and onsite program staff. All costs associated with the program materials are also the responsibility of the sponsor including production, shipping, storage, office space and transfer of materials to the assigned meeting/function space. Additionally, the assigned space may have a determined meeting room set-up which cannot be modified.

Please note that the chair must be an APNA member. Faculty members may attend educational sessions on the day of the symposium. Symposium faculty must register for the APNA conference if they wish to attend additional conference days.

CNE Accreditation

All programs must be in full compliance with the American Nurses Credentialing Center’s requirements for Continuing Nursing Education contact hours. CNE contact hours (or equivalent) must be provided for all educational symposia. APNA requires evidence of your organization’s current provider status.

Rules & Regulations

1. **Statement of Purpose:** Program is for scientific and educational purposes only and will not promote products, directly or indirectly. Programs will comply with federal and state laws that regulate business practices between healthcare manufacturers and customers.

2. **The Sponsor:** Will designate a representative to serve as the official contact with the APNA for all advance meeting arrangements.
3. **Control of Content and Selection of Faculty and Chairpersons:** The American Psychiatric Nurses Association approves both the chair and the proposed faculty and general content and format of the program. The Commercial Supporter agrees not to direct the content of the program. The Sponsor and its agents will provide faculty qualifications and will disclose in writing any financial or other relationships between the Sponsor and faculty.

4. **Meeting Room Set-Up and Logistics:** APNA will provide a meeting time and appropriate size room for the program. The Sponsor will be responsible for the electrical power and requirements for audiovisual equipment. Cost for AV may be shared if the APNA audio visual provider is contracted by the Sponsor for the session and if audio visual equipment is otherwise being used in the meeting room. Upgrades and special AV requirements for the session will be paid by the Sponsor. Contact APNA for details.

5. **Publicity:** APNA will publicize the symposium in the marketing and promotional materials for the APNA Annual Conference via mail, email and the APNA website.

   (a) **Disclosure of Financial Relationships:** The CNE provider will ensure meaningful disclosure to the audience prior to the program, of (a) Sponsor funding; (b) any relationship between the Sponsor and the grant recipient, Chairperson or individual faculty; and (c) other significant financial relationship between faculty and other commercial entities in presentation slides.

   (b) **Involvement in Content:** There will be no "scripting," emphasis, or direction of content by the Sponsor or its agents.

   (c) **Promotional Activities:** The Sponsor, or its agents, will provide the mechanical (to specifications and deadline date) for the colored advertisement in the APNA Annual Conference Program Book. No promotional activities or product advertisements will be permitted in the same room as the educational activity.

   (d) **Objectivity and Balance:** Faculty will make every effort to ensure that data regarding the Sponsor’s products (or competing products) are objectively selected and presented, with favorable and unfavorable information and balanced discussion of prevailing information on the product(s) and/or alternative treatments.

   (e) **Limitations on Data:** Faculty will ensure, to the extent possible, meaningful disclosure of limitations on data, e.g., ongoing research, interim analysis, preliminary data, or unsupported opinion.

   (f) **Discussion of Unapproved Uses:** APNA requires that faculty disclose when a product under discussion is not approved for use in the United States or if FDA approval for the drug is other than what is being discussed (off-label).

   (g) **Opportunities for Debate:** Faculty will ensure meaningful opportunities for questioning or scientific debate.

   (h) **Evaluation:** APNA will receive a copy of activity evaluations and comments concerning the program.

   (i) **Independence of APNA in the use of Unrestricted Educational Grants and sponsor expenses:**

      - The Sponsor will pay APNA an unrestricted educational grant in the sum of $30,000 for each ninety-minute symposium. The $30,000 grant must accompany the Letter of Agreement.
      - The Sponsor will pay all program related expenses plus expenses and honoraria for faculty and others associated with the program.
      - The Sponsor, third party agents, faculty and chairpersons agree to abide by all requirements of the ANCC Standards for Continuing Education.
      - The American Psychiatric Nurses Association agrees to: (1) abide by the requirements of the ANCC Standards for Continuing Education; and (2) acknowledge financial support from the sponsor in program brochures, syllabi, and other program material.
If any of the above rules are broken, the APNA reserves the right to cancel the event at any time. It could also jeopardize the company’s status as an exhibitor (if applicable).

**Marketing and Promotion of Your Educational Symposium**

**Meeting Promotions** – The APNA is pleased to help sponsors promote their educational programs.

- The presentation title and a short description are due **May 15, 2014**. This information will be used for advertising the symposium in print and online. The abstract, objectives, and faculty names are due **June 10, 2014**. APNA will include a one-page color announcement in the *Annual Conference Program Book*, distributed on site. The final announcement / advertisement must be prepared by the sponsor and sent to APNA by **September 3, 2014**.

- Sponsors also have the option to purchase advertisement space in the *Journal of the American Psychiatric Nurses Association (JAPNA)*. Advertising rates are available on the APNA website: [http://www.apna.org/i4a/pages/index.cfm?pageid=3581](http://www.apna.org/i4a/pages/index.cfm?pageid=3581).

- Sponsors will be contacted by a representative of Sage Publications, Inc., the publishing company of JAPNA, to discuss the possible publication of a Supplement about the content of the symposia in a 2014 issue of JAPNA.

- *Mailing Lists* – Symposium sponsors will receive one (1) complimentary mailing list after the early bird registration closes. The early bird registration deadline for the Annual Conference will be August 26, 2014. If you wish to receive your one (1) complimentary list at any time prior to this cut-off date, you may request it. Those sponsors who want to conduct additional mailings are welcome to rent the APNA membership list or purchase additional pre-registration labels. Contact the APNA office for rental rates.

- *Signage* – Sponsors are invited to display one (1) sign on the day of their educational symposium. Display signs may be placed outside the meeting room at the time of the function.

- **Please note**: Signs for breakfast symposia can be placed in the APNA registration area on the day prior to the function. No sign may be posted prior to 24 hours of the meeting.

- *Exhibit Booth* – Symposium sponsors are also welcome to promote their meetings from their exhibit booth in the APNA exhibit hall.

**Preparation of Your Promotional and Other Meeting Materials**

In keeping with American Nurses Credentialing Center (ANCC) requirements, the American Psychiatric Nurses Association (APNA) reviews all promotional materials related to commercially sponsored CNE activities. The materials must be approved by the APNA Associate Executive Director (Patricia Black, PhD, RN) **prior** to printing, pressing, manufacturing and/or production and distribution. Please allow three business days for the APNA to email written approval of promotional materials.

Promotional materials include (but are not limited to): advertisements; announcements, invitations, and reminders; brochures; signs; and on-site handout materials, such as a syllabus or workbook, in whatever form or media including digital and multimedia and however distributed including online distribution. The color advertisement for the *Annual Conference Program Book* must also be reviewed and approved by APNA.

In order to avoid confusion and delay in reviewing the materials, please review the following guidelines for promotional materials:

1. **There must be clear indication of the organization that is providing funding for the symposium.**
   The phrase, *Supported by an unrestricted educational grant from…* also needs to appear in all materials.
   * The terms “funded by” and “made possible through an educational grant from” are also technically acceptable. Third party facilitators may appear on advertisements printed in the *Program Book*. 

2. The Continuing Education accreditation and designation language must meet American Nurses Credentialing Center (ANCC) requirements and appear on each promotional piece.

Cancellation Policy

If the sponsored symposium is cancelled for any reason, 50% of the grant will be refunded if cancelled prior to June 1st. After June 1st, no refunds will be granted.

Liability

For all educational symposia, the sponsoring organizer will take full responsibility for the event/meeting and will hold harmless the APNA, its officers, agents, and employees from any and all liability associated with the meeting.

AMERICAN PSYCHIATRIC NURSES ASSOCIATION
INDUSTRY SPONSORED EDUCATIONAL SYMPOSIA

IMPORTANT DATES TO REMEMBER

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| May 15, 2014       | **Letter of Agreement**, including name of Chair, approved by APNA, and title of presentation, terms and conditions, for the Sponsor and Supporter returned to: Patricia Black, PhD, RN, Associate Executive Director, APNA, 3141 Fairview Park Drive, Suite 625, Falls Church, VA 22042; Phone: 571-533-1919; Fax 855-883-APNA. Email: pblack@apna.org
|                    | *Continuing until allotted slots are filled                               |
| (in order to be included in preliminary registration brochure) | With Letter of Agreement $30,000 unrestricted educational grant payable to APNA per ninety-minute symposium. |
| June 10, 2014      | **Names of faculty**, a 200 word abstract of presentation, objectives (3-5), Disclosure statement for the Chair, and any changes in title of symposium submitted to Patricia Black, pblack@apna.org. |
| August 26, 2014    | Request for mailing list and sample mailing piece submitted to APNA National Office (optional: participants are pre-registered for the symposia and may not necessitate additional invitations or mailings to those already registered) |
| September 3, 2014  | Mailing list sent electronically.                                        |
| September 3, 2014  | Final copy of program book announcement / advertisement: Submit via email to Patricia Black pblack@apna.org. The ad is full color; specs provided by APNA. Once approved, the print-ready version of the ad is due. Contact APNA for FTP information. |

Contact APNA if you are unable to meet any of these deadline dates.
The American Psychiatric Nurses Association requires disclosure to the audience of the existence of any significant financial interest or affiliation that a faculty member has with any commercial supporter of the activity and/or with the manufacturer(s) of any commercial product(s) and/or provider(s) of any commercial service(s) discussed in an educational presentation.

The existence of such relationships does not necessarily constitute a conflict of interest, but the prospective audience must be informed of the faculty member’s affiliation with a commercial sponsor by way of an acknowledgement in the printed program or syllabus.

This policy is intended to openly identify any potential conflict so that members of the audiences in an educational activity are able to form their own judgment about the presentation.

A reasonable test to guide decisions about what to disclose is whether any particular affiliation could cause embarrassment to the individual or institution involved, or lead to questions about the faculty member’s motives, if such affiliation(s) were made known to the general public.

**Glossary of Terms**

**Commercial Interest**
ANCC defines an entity that has a “commercial interest” as any proprietary entity producing health care goods or services, with the exception of non-profit or government organizations.

**Financial relationships**
ANCC defines “financial relationships” as those relationships in which the individual benefits by receiving a salary, royalty, intellectual property rights, consulting fee, honoraria, ownership interest (e.g., stocks, stock options, or other ownership interest), excluding diversified mutual funds), or other financial benefit. Financial relationships can also include ‘contracted research’ where the institution gets the grant and manages the funds and the individual is the principal or named investigator on the grant. Financial benefits are usually associated with roles such as employment, management position, independent contractor (including contracted research), consulting, speaking and teaching, membership on advisory committees or review panels, board membership, and other activities from which remuneration is received, or expected. ANCC considers relationships of the person involved in the CNE activity to include financial relationships of a family member.

**Relevant financial relationships**
ANCC considers financial relationships in any amount occurring within the past 12 months as “relevant” in terms of creating a conflict of interest.

**Conflict of Interest**
ANCC defines a “conflict of interest” as when an individual has an opportunity to affect CNE content with products or services from a commercial interest with which he/she has a financial relationship. ANCC considers “opportunity to affect CNE content” to include content about specific agents/devices, but not necessarily about the class of agents/devices, and not necessarily content about the whole disease class in which those agents/devices are used.

**Off label**
“Using products for a purpose other than that for which it was approved by the Food and Drug Administration (FDA).”
CRITERIA FOR PARTICIPATION IN INDUSTRY SPONSORED SYMPOSIA

1. Chairpersons and faculty should be regarded as known experts in the subject area to be presented.

2. Chairpersons and faculty should be willing to commit to availability for the entire scheduled time of the symposium.

3. Chairpersons and faculty are encouraged to participate in the conference and receive complimentary registration for the day of the symposium.

4. Chairpersons and faculty should agree to present a well-balanced presentation that is in compliance with ANCC standards for a CNE program.

5. Chairpersons and faculty should agree to present for only one Industry Sponsored Symposia program during any one APNA Annual Conference Program unless pre-approved by APNA to participate in more than one symposium.

6. Chairpersons and faculty must disclose any potential conflict of interest or off label use of a drug or product addressed in the presentation.

7. Chairperson must be an APNA member in good standing.

8. Chairpersons must agree to coordinate the presentations, ensuring that they are well balanced, offer a wide variety of topics, and that multiple viewpoints are expressed.

9. Chairpersons must agree to adhere to the time schedule, and if necessary, interrupt a faculty member who is over his or her allotted time; assure that 20% of the allotted time is used for Question-And-Answer or audience participation; and conclude the session on time.