

**ADVOCATE AURORA HEALTH CME
EXHIBITOR AGREEMENT (VIRTUAL)**

33rd Annual Cardiology Update Conference

Saturday, December 4, 2021

AdvocateAuroraHealth is committed to presenting continuing medical education (“CME”) activities that promote improvements or quality in healthcare and are independent of the control of commercial interests. As part of this commitment, AdvocateAurora Health (“**Advocate Aurora**”) has outlined in this written agreement the terms and conditions between AdvocateAurora Health and/or its Agent(s), and the Company listed below (“**Exhibitor**”).

CME Activity: 33rd Annual Cardiology Update – Saturday, December 4, 2021

Location Virtual / GoToWebinar

Exhibit Fee/ \$2,000.00/Virtual Exhibit Webpage

AdvocateAurora Health and/or its Agent(s):

Contact Name: Nicole Heilman

Contact Title: Meeting Planner, Continuing Medical Education

Mailing Address: Remote/please use email to contact

Email: nicole.heilman@aah.org

Exhibitor

Company Name: _____

Contact Name (Please Print): _____

Phone: _____ Email: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Payment Options

Payment of \$2,000.00 will be requested via credit card or electronic transfer after signed contract has been returned.



Approved by AdvocateAurora Legal 08/25/2020. No changes may be made without additional review and approval by AdvocateAurora Legal.

We acknowledge and agree to the terms and conditions set forth in this agreement.

Signature: _____

Print Name: _____

Title: _____ Date: _____

Please return this entire signed document to Linda Sobieski at linda.sobieski@aah.org.

The AdvocateAuroraHealth Tax ID is 36-2169147.



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Terms and Conditions of Agreement

Arrangement for commercial exhibit may not influence planning or interfere with the presentation of the CME activity. The arrangement for commercial exhibit must be a separate business transaction and may not be a condition of the provision of commercial support for the CME activity.

Display of products and services does NOT constitute or imply an endorsement by AdvocateAurora Health.

Exhibitor may not claim or suggest that AdvocateAurora Health endorses their product or services without a specific written agreement.

Compliance with these terms and conditions is mandatory for all exhibitors and is the sole responsibility of Exhibitor.

1. Payment

- 1.1. Full payment of the exhibitor fee must be submitted to AdvocateAurora Health with the signed Agreement for Exhibits prior to meeting to qualify for exhibition. Exhibit is not reserved until payment is received.

2. Cancellations by Exhibitor

- 2.1. To receive a refund for the exhibit fee, cancellation must be made in writing and sent by mail or e-mail to nicole.heilman@aah.org. An administrative charge of **\$500** is assessed for any cancellation.

3. Cancellations by AdvocateAurora Health

- 3.1. In the event that AdvocateAurora Health must cancel due to disasters, governmental regulations, other reasons beyond AdvocateAurora Health's reasonable control or other causes that would prevent its scheduled opening or continuation, then this agreement will be terminated. AdvocateAurora Health will determine an equitable basis for the refund of a portion of the exhibit fee and/or additional representative fees, after consideration of expenditures and commitments made.

4. Assignment of Virtual Space

- 4.1. AdvocateAurora Health will assign virtual exhibit space to Exhibitor upon receipt of the signed Agreement for Exhibits.

5. Use of Virtual Space

- 5.1. All exhibits and exhibit materials will be reviewed. AdvocateAurora Health may require removal of an exhibit unrelated to the medical field, unprofessional in nature, or inappropriate in any way as determined by AdvocateAurora Health and/or its agents and its sole discretion.
- 5.2. AdvocateAurora Health may evict Exhibitor for noise, conduct of personnel, methods of operation, or any other reason that detracts from the general educational character of the meeting.
- 5.3. In the event of eviction, AdvocateAurora Health will not issue a refund to Exhibitor.



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6. Standard Exhibit Virtual Space

6.1. Standard exhibit will consist of one virtual exhibit webpage.

7. Exhibitor Behaviors

- 7.1. Exhibitor must follow FDA regulations concerning the promotion of investigational and/or pre-approved medications and surgical devices.
- 7.2. Direct payment may not be given by Exhibitor to any individual involved in a CME activity. Per American Medical Association Opinion 8.061 – Gifts to Physicians from Industry: Individual gifts of a nominal value given to physicians visiting the exhibit must be related to the physician’s work (e.g. pens or notepads).
- 7.3. Exhibitor agrees to abide by ACCME Standards for Commercial Support as stated at www.accme.org: SCS 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.” “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.

8. Amendments

8.1. These terms and conditions of this agreement have been formulated for the best interest of Exhibitor and AdvocateAurora Health. AdvocateAurora Health may amend this agreement to address any matters not covered by these terms and conditions at any time by reasonable notice. Any such amendments shall be binding upon all parties to this agreement. This signed agreement constitutes a contract between AdvocateAurora Health and Exhibitor. Any point not addressed in these terms and conditions is subject to the sole discretion of AdvocateAurora Health, whose decision shall be final.



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