

## American Thyroid Association (ATA) 2014 Ancillary and Satellite Events Rules and Guidelines

The ATA recognizes the importance and supports the development of appropriate relationships with corporate and non-profit groups. Collaborations with industry and non-profit partners enable the Society to foster scientific, clinical and research-based initiatives that benefit the field of endocrinology. We are pleased to provide this guidance to our exhibitors, sponsors and supporters planning ancillary or satellite events. We recognize the convenience of access to our attendees at one site, but want to ensure there are no conflicts with our meeting schedule or space.

This information is provided to assist organizations when submitting requests for ATA ancillary or satellite events. All inquiries for ancillary or satellite events must be submitted to ATA's Director of Meetings and Program Services, Adonia Calhoun Coates, CMP, [acoates@thyroid.org](mailto:acoates@thyroid.org). All requests for meeting space will need to be approved by ATA before space can be confirmed by the hotel.

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### Ancillary Events

Ancillary events are non-ATA sponsored, non-CME special group events such as industry meetings, symposia, business or advisory meetings of other organizations, social gatherings, receptions or committee meetings that are held during the official dates of the ATA Meeting. Requests will be considered on a space available basis. All requests are scheduled at ATA's discretion.

Ancillary meetings **must not** overlap with ATA scientific sessions, concurrent sessions, poster sessions, award presentations, membership meetings or special events as outlined under our meeting program unless special permission is granted. Ancillary events may be scheduled **ONLY** during the hours approved by the ATA. (NOTE: Times are subject to change by the Program Committee). Special consideration will be given to meetings that do not impact ATA attendees or exhibitor personnel.

*NOTE: ATA is not responsible for subsequent schedule changes made by the Program Committee or by the chairs of ATA Committees. Ancillary organizers will be notified if their requested time must be changed.*

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### Satellite Events

Satellite events are non-ATA sponsored special group events or educational programs held before or after the official dates of the ATA Annual Meeting or during the meeting when no ATA CME-educational programming is scheduled. Organizations that wish to schedule a **Satellite** event must alert the ATA of its intentions, receive approval to proceed and then coordinate logistical details directly with the hotel or facility. Requests will be considered on a space available basis and approved by the hotel or facility at ATA's discretion. Once an organizer has secured an ATA approved satellite event, we are able to list the information in our official meeting program book with appropriate notice (see Program Listing section). Pricing for satellite events is based on the scope and length of the activity.

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### Exhibitors, Sponsors and Supporters

One of the benefits for commercial companies that exhibit, support or sponsor the ATA meeting is the opportunity to hold ancillary or satellite events during the meeting. The cost per ancillary event for confirmed exhibitors, sponsors and supporters is \$2000 US Dollars per day/event/meeting room for groups of fewer than 50 people (additional fees may apply for events longer than one day in length and for groups larger than 50 people). Please note that all pricing is subject to change based on the scope of the activity. Satellite events are priced by request only depending on the scope and length of activity.

Exhibitors must secure a contract for exhibit space at the meeting before an ancillary event is accepted and programmed. Non-exhibiting commercial companies are prohibited from advertising, soliciting or otherwise contacting ATA meeting registrants on official ATA meeting space or at ATA meeting hotels. Special permission for non-exhibiting companies to hold ancillary or satellite meetings is given only with agreed upon (by the requesting organization and the ATA) sponsorship or donation to the ATA. Sponsors and supporters must award funding or discuss donation/support amounts with the ATA before an event is accepted and programmed. **Requests for meeting**

space will be rejected if a company has not secured an exhibitor contract or met the sponsor or supporter requirement.

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### Assignment of Space

All requested ancillary or satellite events must be cleared through the ATA Office. Space will be available at the headquarters hotel or meeting facility (if not the headquarters hotel) only. Once an event is approved, organizers will be sent notification of acceptance, meeting room confirmation and contact information for the hotel representative. Organizers are responsible for making **all** further arrangements for the event and are responsible for all costs (e.g., AV, F&B requirements, billing arrangements) directly with the hotel/facility. The hotel will be sent the same information. It is up to the organizers to follow-up with the hotel to reconfirm and make final arrangements.

**Important:** ATA does not assist with the planning, funding, or management of ancillary or satellite events. Each function will be handled individually and issued a separate contract. ATA will, however, receive credit against our contract minimums for any relevant services by organizers (e.g., food and beverage, sleeping rooms). Both ATA and the hotel have the right to move an event if ATA or the hotel determines the space assigned is subsequently needed for an official ATA function or if the space is not best suited in the assigned room. Organizers should study all function contracts made with the meeting facility carefully before signing, **paying special attention to cancellation clauses. In the event of a canceled function, each individual organization is responsible to the hotel or facility for lost revenue. ATA does not accept any liability for cancelled events.**

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### Signs/Advertising

Ancillary and satellite event organizers must have authorization from the ATA to display signs or distribute brochures or promotional materials in any of the public or registration areas of the meeting facility or hotel. The ATA will display or permit signage outside the meeting room on the day of the event. All signage and displays must be reviewed and pre-approved by the ATA. Brochures/fliers may only be distributed from the exhibitor booth during exhibitor hours. Any costs associated with the distribution of authorized promotional materials are the responsibility of the organizers.

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### Use of the ATA Logo

Use of the ATA logo, trademark, or name in conjunction with publicity is prohibited unless it is pre-approved by ATA. ATA must not be represented as co-sponsoring an event unless it has been pre-approved by the Director of Meetings. Please e-mail the ATA Meeting Management Office at [acoates@thyroid.org](mailto:acoates@thyroid.org).

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### Program Listing

To support and help promote ancillary and satellite events, the ATA will include the following information in the meeting program: (1) Title; (2) Date/time; (3) Location and (4) Room. No other promotion of ancillary and satellite events is available through the Society. To be listed in the ATA program book, the appropriate title, date and time of your event must be provided at least 45 days prior to the start date of the ATA meeting.

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### Breach of Policy

Organizers of ancillary or satellite events must adhere to these **rules and guidelines**. In order to complete the ancillary application, organizers must check the box that they have read and agree to the rules and guidelines. Failure to adhere to the policy may result in any or all of the following actions: (1) Cancellation of event; (2) Refusal to allow the company or group to list the information on the ATA Schedule of Events; (3) Refusal to allow organizers the opportunity to hold an event in the future.

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### Disclaimer

Ancillary and satellite events (approved by ATA) shall in no way state or imply endorsement of, or support by, ATA for the event, organizer, products or services discussed in announcements, advertising, on any signage or during the presentations.