



ATA Endorsement & Sponsorship Policies for Events, Publications and Educational Programs

The American Thyroid Association (ATA) has established Endorsement and Sponsorship Policies for situations where the ATA is asked to publicly express approval of (or support for) an event, activity, or educational program that is developed by an outside entity. The ATA Endorsement Committee is responsible for the review of all requests and has established the following procedures for submission and review of endorsement requests:

1. For consideration, all events, activities, or educational programs must meet the following criteria:
 - a. The program must be compatible with the ATA's mission and strategic plan and have a clear thyroid-related mission.
 - b. There must be a demonstrable benefit to the ATA and/or ATA members from the endorsement.
 - Events/Programs sponsored by for-profit entities are only eligible for endorsement with a negotiated benefit to the ATA which can be utilized to support the ATA's mission.
 - c. ATA members must be among the organizers, speakers, and/or participants
 - d. Commercial supporters of the event (if any) may not influence the content of the program, the speaker/participant selection, or the content of the report or other documents produced from the endorsed program.
2. All applications must be submitted no less than **60 days** before the scheduled event; submissions less than 60 days before a scheduled event will be considered late and may or may not be reviewed.
3. Applicants must provide all requested information; incomplete applications or those without supporting documentation will not be reviewed.

Endorsement of an event, activity, or educational program is offered under the following terms:

1. The American Thyroid Association reserves the right to decline any request.
2. No warranty or guarantee shall be conveyed by the ATA's endorsement. The ATA's endorsement shall not include the content of any presentation or materials provided at an endorsed event or, without review by the ATA and a separate agreement, any report or other materials published from the event. The outside entity must agree to indemnify the ATA against all claims and related costs arising from the event, activity, or product endorsed.
3. Approved programs may be advertised as "Endorsed by The American Thyroid Association" with approved use of the ATA's logo. The ATA will provide limited marketing support, including featured listing on ATA's upcoming events and inclusion in appropriate communications to members, as deemed relevant and appropriate. The ATA does not provide CME credit for endorsed programs.
4. The American Thyroid Association name, logo, acronym, and tag line are the exclusive property of the American Thyroid Association and may only be used with permission.



A. Basic Information

Complete the following fields regarding the event, activity, or educational program to be endorsed. Attach this form as a coversheet to other application materials, as described below.

If this activity is approved for CME by the ACCME, please name CME Provider and contact below.

Is this a non-profit organization? Yes No

Name of sponsoring (organizing) institution

Programs sponsored by for-profit organizations are only eligible for endorsement with a negotiated financial benefit to the ATA. If applicable, describe the proposed benefit to the ATA in the application documentation.

Location of event, activity, or educational program Date(s) Expected number of attendees

Name and Institution of program chairperson, chief organizer, or person otherwise responsible for content planning

Name and Institution of contact person regarding endorsement

Email address

Phone number

Yes No Will the endorsed program be supported by educational grants from commercial supporters? *If yes, attach a list of requested and confirmed supporters, including the amount of each request/grant.*

Yes No Will commercial supporters (if any) have influence on the content of the program, the speaker/participant selection, or the content of the report or other documents produced from the endorsed program? *If yes, please describe.*

B. Application Documentation

Please attach a letter or proposal (on letterhead) for endorsement detailing your request. Be sure to address the following points:

1. The program must be compatible with the ATA’s strategic plan and have a clear thyroid-related mission
2. There must be a demonstrable benefit to the ATA and/or ATA members from the endorsement

In addition to the letter, provide the following documents:

- A draft program agenda, including speaker names (either confirmed, invited, or suggested)
- A listing of program organizers, organizing committee members, or other persons involved in content planning
- An indication of the participation of ATA Members among the program speakers and planners (highlight ATA members, attach a separate list, etc.)

If applicable, include the following:

- If request is from a for-profit organization, a proposal of financial benefit to The American Thyroid Association
- If applicable, a listing of requested and confirmed commercial supporters, including the amount of each request
- A description of any influence commercial supporters may have on the program, and how that influence is managed
- If program was endorsed in the past, include an outcomes analysis from the past program(s): attendee evaluations, etc.