



Industry Insights Session (formerly known as Promotional Symposia)

Definition

Industry Insights are programs planned and conducted by industry or the industry's assigned third-party partner. These events are not considered part of the Society of Critical Care Medicine's (SCCM) 48th Critical Care Congress. The sessions provide attendees with additional educational and/or informational learning experiences. Program content and product information are the sole responsibility of the industry sponsors and/or industry's assigned partners.

Days and Times

Sessions will be held Saturday through Tuesday, February 16 through 19, 2019. The following limited time slots are available:

Day	Date	Hours
Saturday	February 16	6:00 p.m. – 7:30 p.m.
Sunday	February 17	6:00 p.m. – 7:30 p.m.
Monday	February 18	6:00 p.m. – 7:30 p.m.
Tuesday	February 19	6:15 a.m. – 7:45 a.m.

Venue

Industry Insights will be held at the Omni San Diego Hotel, 675 L Street, San Diego, California. The hotel is across the street from the San Diego Convention Center and within walking distance of the Hilton San Diego Bayfront, the Congress headquarters hotel. SCCM will reserve a block of 400 rooms.

The availability of the meeting room for setup will be determined by the SCCM events scheduled prior to your event. Regardless of the time the room is released to you for setup, your program (including registration, dinner, etc.) must not begin before its designated start time.

Fees

The Industry Insights sponsorship fee structure is based on exhibit space and time slot, as follows:

Day	Non-Exhibitor	10' x 10'	10' x 20' or Larger	20' x 20' or Larger
Saturday evening	\$35,000	\$30,000	\$25,000	\$20,000
Sunday evening	\$40,000	\$35,000	\$30,000	\$25,000
Monday evening	\$35,000	\$30,000	\$25,000	\$20,000
Tuesday morning	\$30,000	\$25,000	\$20,000	\$15,000

The fee includes the meeting space, a one-time complimentary SCCM Congress preregistration list, a one-time eBlast, listing in the *Congress Special Events and Sessions* brochure, listing on the industry education Web page, article in *Critical Connections* (News or Select version) eNewsletter, and listing in the Congress app. The industry sponsor or sponsor's designated vendor is responsible for content development, advertising, on-site logistics, audiovisual equipment, signage, etc.

Application

Companies interested in conducting an Industry Insights Session must complete the [application](#) and include a complete program description and agenda for review and approval. The submission deadline for all applications is **Friday, October 12, 2018**. To be considered, the application must be completed in its entirety. Applications will be reviewed for acceptance on a first-come, first-served basis. Email notification of application receipt will be sent within 48 hours. Applicants will be notified within five business days regarding acceptance and the date and time slot assigned.

Times or availability subject to change pending educational programming schedule.

Guidelines

Once approved, all revisions to a session's content, faculty, or format must be communicated to the Society of Critical Care Medicine (SCCM) in writing. SCCM reserves the right to accept, reject, or accept conditionally, based on SCCM's sole discretion, for any reason, which need not be disclosed to the applicant. All outstanding obligations to SCCM or to SCCM Exhibit Management by the potential exhibitor, including payment of debts, must be fulfilled prior to the session.

Below are some guidelines associated with your Industry Insights session planning:

Faculty

SCCM will not limit Congress faculty members from participating in Industry Insights. However, the Congress Planning Committee members are prohibited from participating as Industry Insights faculty members.

Continuing Medical Education/Continuing Education Credit

SCCM does not provide and does not allow any continuing medical education/continuing education for industry- or foundation-sponsored sessions.

Registration

All registration will be handled by the sponsoring organization. These sessions are held off site from the main Congress venue and are not associated with SCCM, so please provide specific details and contact information on how attendees should register for the session. Please note that attendees of a Industry Insights session are not required to be registered Congress attendees.

Use of SCCM Name, Logo, or Seal

SCCM wishes to avoid any implication that Industry Insights are planned, implemented, or sponsored by SCCM. For that reason, promotional materials may in no way mention SCCM or Congress. Promotional materials of any kind, as well as program materials, may not use the SCCM logo or name or mention SCCM's Congress or Exhibition. Phrases such as "presented during," "presented in conjunction with," "presented preceding," or "presented prior to" may not be used. This rule applies to materials developed for use before, during, and after Congress.

Invitation/Promotion Content

ALL promotional materials for a session must be reviewed and approved by SCCM no later than **Friday, January 18, 2019**, including:

- Advertisements
- Announcements
- Brochures
- Envelopes
- Flyers
- Invitations
- Press releases/media communications
- Signage
- Solicitations
- Websites

Please allow five business days for approval after SCCM's receipt of materials for review. Once approved, any proposed revisions must be submitted for approval as well. SCCM suggests that session sponsors factor this requirement into their production timelines for promotional materials. In addition, SCCM recommends that sponsors do not print materials or go live with websites before SCCM approval has been received. SCCM is not liable for any expenses that may be incurred if changes must be made to pieces that have already been produced.

Required Information for Promotional Materials

When submitting promotional materials to SCCM for approval, please be sure that you include the following:

- Name of Industry Insights sponsor (must be on front cover)
- Title of event (must be on front cover)
- Instructions for event registration



Catering and Hotel Logistics

All logistical arrangements are the responsibility of the session supporter and must be made directly with the assigned hotel. SCCM will provide the hotel contact information in the session acceptance letter. SCCM assumes no responsibility for the loss or reduction of meeting space after assignments have been confirmed with the supporter and hotel or for any and all charges associated with these planned events, including, but not limited to: setup, additional room rental, audiovisual equipment, food and beverage, hotel reservations, speaker arrangements, electricity, etc. SCCM reserves the right to ask companies to switch their assigned room due to lower-than-expected attendance figures. If this occurs, SCCM and the hotel will not provide compensation.

The Industry Insights space reserved by SCCM will accommodate at least 200 people (unless larger space is requested). SCCM will assign rooms that have been secured for Industry Insights sessions. All space assignments are final. Companies who contact hotels on their own or otherwise attempt to circumvent SCCM's assignment process are subject to denial of their application. The room rental for the Industry Insights session is complimentary.

Arrangements for room setup, food and beverage selections, and billing must be made directly with representatives of the venue. They can provide menus and floor plans on request. Session sponsors are responsible for all expenses incurred related to the program. SCCM bears no financial obligation for expenses incurred for Industry Insights sessions. Once the program has been accepted and the event venue has been determined, the session sponsor will receive a description of services available at an additional cost.

Equipment

The application and administrative fee do not include audiovisual equipment rental or labor costs. These arrangements must be made directly with the session venue. When designing the event staging and production, please remember that, in most cases, setup will be limited to one hour.

SCCM reserves the right to restrict and/or dismiss at any time any event it deems undesirable, in poor taste, or offensive to attendees.

Any sponsor found to be noncompliant with the guidelines may have its program cancelled and/or additional action taken.

All matters and questions not covered here are subject to the discretion of SCCM. These guidelines may be amended by SCCM at any time, and all amendments shall be equally binding on all parties. In the event of any amendment or addition to these guidelines, written notice will be given by SCCM to all parties.

These guidelines are part of the contract between the sponsor and SCCM. All corporate supporters and/or industry vendors must observe all the guidelines. All points not covered are subject to the decision of SCCM. This application for an Industry Insights session, the formal notice for space assignment by SCCM and all deposits together constitute a contract for the right to hold an Industry Insights Session.

SCCM has the full authority to interpret or amend these rules, and its decision is final. Industry agrees to abide by any guidelines that may hereafter be adopted. Any issues not addressed in these guidelines are subject to the decision of SCCM. The industry partner waives any rights or claims of damages arising out of enforcement of any guidelines contained herein.



Promotional Opportunities

Take advantage of the following opportunities offered by the Society of Critical Care Medicine (SCCM) to promote your session and reach your attendance goals.

View the full listing of advertising and marketing opportunities.

Mailing List Rental: After approval of the first promotional piece, SCCM will provide a complimentary spreadsheet containing preregistrant addresses through Thursday, January 10, 2019. This list is approved for a **ONE-TIME USE ONLY**. For subsequent approved mailings, additional copies of the preregistrant mailing labels will be available for purchase. The request form will be available in July 2018.

January eBlast: SCCM will provide a one-time eBlast listing the overview of all industry-sponsored education and events, which includes registration information and overview of your event. Distribution will include all Congress preregistrants plus a select group of nonregistrants.

eNewsletters:

Critical Connections, News or Select Editions: Limited issues are available. Issues are released the first and third Thursdays of every month. The issue dates leading up to the 2019 Congress are: November 15, 2018; December 6, 2018; December 20, 2018; January 3, 2019; January 17, 2019; and February 7, 2019.

Critical Connections, Congress Edition: The circulation is comparable to the regular edition. There are two versions: one for attendees and one for nonattendees. A Congress edition is released each day of Congress: Saturday, Sunday, Monday, Tuesday, and/or Wednesday.

Industry-Sponsored Education and Events Web Page: SCCM will provide a one-time listing on the SCCM Congress industry-sponsored events Web page. This page will list other industry insights sessions, industry education workshops, in-booth educational listings, and invitations for focus groups and advisory panels.

Hotel Door Drops: SCCM will distribute your product literature, sales brochures, or other promotional materials to attendees' hotel rooms so that your materials are at their doors when they awaken in the morning. Materials will be distributed at the hotels with the largest room blocks (approximately 2,000 rooms). Materials must be approved by SCCM. The door drop application can be downloaded from the [exhibitor service manual](#).

Exhibits: Exhibit booth representatives may distribute materials, such as invitations and tickets, from within the exhibit space assigned to the session sponsor. Please note, however, that the distribution of materials promoting a session is strictly prohibited in all public spaces of the event venue, convention center, and other hotels.

Signage:

Hotel: A total of three (3) promotional signs are permitted in the venue where the session is held. Two (2) signs may be placed in public spaces of the event venue, and one (1) sign may be placed at the door of the session room. No other signs are permitted. Sign dimensions may not exceed 24" x 36". Signs may not be posted more than 16 hours before the start of the event and must be removed no later than two hours after the event.

Convention Center (new): Designated areas in the convention center will permit industry-sponsored events in a high-traffic area. These areas will be nonexclusive and designated to allow for industry-sponsored events, activities, and commercial advertising through SCCM vertical LEDs. There is an incremental charge to the session fee.

Program Materials: Program materials, such as handouts, syllabi, and promotional materials, may in no way indicate that the program is connected with the SCCM or the 48th Critical Care Congress. Program materials may not use SCCM's name or logo. Phrases such as "presented during," "presented in conjunction with," "presented preceding," or "presented prior to" are prohibited.

Enduring Option (new): Extend the life of industry-sponsored education by having your session included in Congress OnDemand. Both attendees and nonattendees can access them from the comfort and convenience of their home, office, or mobile device throughout the year. This is an excellent way to extend the reach of your live event.

Please contact Desiree Ng at dng@sccm.org or +1 847 827-7188 to discuss the opportunities available to promote your session or to request additional information.