



SUPPLEMENTAL APPLICATION FOR JOINT PROVIDERSHIP OF CME ACTIVITIES WITH COMMERCIAL SUPPORT OR ADVERTISEMENTS-EXHIBITS-SPONSORSHIPS

MSV can provide joint accreditation only to **select** activities that will receive commercial support* from ineligible companies*, or that have exhibits, advertising, or ancillary activities*. You must contact the MSV CME office to discuss your activity prior to submitting your application, as we may or may not be able to accredit your activity. If your activity with commercial support is approved, you will need to work closely with MSV CME staff throughout the planning and execution processes. **The compliance rules around commercial support and advertisements/exhibits are detailed and somewhat complicated. Plan to be in regular contact with the MSV CME office as you work through this aspect of your activity, and we will partner with you to ensure compliance.**

STANDARD 4: MANAGEMENT OF COMMERCIAL SUPPORT

Will you receive Commercial Support* for this activity, either money or in-kind support, from an ineligible company*?

- ☐ Yes
☐ No

If you checked Yes, complete the table below. List the name(s) of the ineligible companies* that will be commercial supporter(s) of this activity and the dollar value of any monetary commercial support and/or non-monetary (in-kind) support. In-kind support should be given a dollar amount based on an estimated fair-market value. If there are more than eight ineligible commercial supporters, please contact MSV's CME office.

Name of Commercial Supporter	Type of Commercial Support	Amount of Monetary Support (in US dollars)
	☐ Monetary ☐ Non-monetary (In-Kind)	
	☐ Monetary ☐ Non-monetary (In-Kind)	
	☐ Monetary ☐ Non-monetary (In-Kind)	

	☐ Monetary ☐ Non-monetary (In-Kind)	
	☐ Monetary ☐ Non-monetary (In-Kind)	
	☐ Monetary ☐ Non-monetary (In-Kind)	
	☐ Monetary ☐ Non-monetary (In-Kind)	
	☐ Monetary ☐ Non-monetary (In-Kind)	

- All commercial supporters **must** have an agreement that is signed and dated by both parties in advance of the activity, you (the joint provider) and a representative of the commercial supporter.
- The agreement should clearly indicate the amount of monetary support, a description of any in-kind support along with a fair-market value estimate, and wording that makes it clear that you (the joint provider) have complete control over how the funds will be spent.
- These agreements and their signatures may be a hard copy or in digital form. If you need a template to use for a commercial support agreement, the MSV CME office can supply one.
- These are all due to MSV at least 10 working days prior to the activity, no exceptions.

STANDARD 5: MANAGEMENT OF EXHIBITS, ADVERTISEMENTS, AND ANCILLARY ACTIVITIES

Will your activity include any of the following:

- Opportunities for ineligible companies to market or exhibit to learners, such as banners, posters, exhibit booths, sponsored refreshment breaks, sponsored charging stations, advertisements in a brochure or flyer, branded lanyards or name badges or keychains or pens, etc.
- Nonaccredited sessions (such as product demonstrations, panel discussions, or other presentations) that are developed by or with influence from an ineligible company* or with planners or faculty with unmitigated financial relationships?

☐ **Yes**

☐ **No**

If you checked Yes, make note of the following restrictions to ensure that the accredited education is separate from marketing by ineligible companies—including advertising, sales, exhibits, and promotion—and from nonaccredited education offered in conjunction with this activity.:

- No advertising or marketing can be allowed in the area where the CME sessions are held, at least 30 minutes before or after.
- No advertising or marketing can be allowed to be with or part of any educational materials, including handouts, slides, abstracts, learner evaluations, and disclosure information

regarding planner/speaker financial relationships. Note: Materials that include only logistical information such as save-the-date messaging, program agendas, schedules, speaker lists, and room locations are NOT considered to be “educational material”, therefore advertisements are allowed in brochures that contain this information.

- Within 10 business days after your activity, you will be required to submit documentation of your activity separated from marketing. You may be required to submit all materials associated with the activity in which advertising or marketing for or on behalf of ineligible companies was permitted and/or evidence to demonstrate that the accredited education was separated in space and/or time from nonaccredited ancillary activities.

Please work with the MSV CME office in advance and throughout your process so that we can ensure full compliance with ACCME standards.

* GLOSSARY

Commercial Support: any financial or in-kind support from ineligible companies intended to defray the cost of producing an accredited activity. **Commercial support is money that is given as a grant, without any return value other than recognition.** This includes money with any label such as “educational grant” or “financial support” or “sponsorship”. It also includes in-kind support, such as the loaning of equipment for a demonstration or the time/effort of a medical device trainer. In-kind support should be assessed at a fair market value. Commercial support does not include fees for advertising, exhibits, or for ancillary activities sponsored by ineligible companies. There are strict but straightforward rules governing the management of Commercial Support, found in the ACCME’s Standard 4.

Exhibits, Advertising, and Ancillary Activities: any arrangement that allows an ineligible company to market or exhibit as part of an accredited CME activity. **This category includes all financial support from ineligible companies where they receive something for their contribution.** Examples include such things as a booth in an exhibit hall, a conference program with advertisements, banners or signs with corporate branding, sponsored events, lanyards or meeting badges with logos or branding, marketing materials distributed to participants, presentations organized by an ineligible company such as product demonstrations or “scientific symposia”, and branded meeting features like registration desks or charging stations. We are required to clearly separate accredited education from marketing. The rules for exhibits and advertising are found in the ACCME’s Standard 5.

Ineligible Company: any company that makes, markets, sells, re-sells, or distributes products used on or by patients. For-profit or non-profit status is immaterial. Direct providers of healthcare services (e.g., hospitals, health systems, physician practices) are not ineligible companies. For a full list of examples and exclusions to the definition, see page 4 of the ACCME’s Standards for Integrity and Independence.