



# AAD Global Education Day of Dermatology Policies & Guidelines

Global Educational Day of Dermatology at the 2021 AAD Annual Meeting is an opportunity for international societies who are member organizations of the International League of Dermatological Societies (ILDS) to hold an independent educational session the day before the official start of the AAD Annual Meeting on Thursday, March 18, 2021. These unique sessions provide international societies the opportunity to highlight their members' work and network with fellow dermatologist from around the world.

These sessions may or may not be eligible for continuing medical education credit; offering such is at the sole discretion of the sponsoring organization.

## **GENERAL GUIDELINES**

The AAD Global Education Day of Dermatology provides an opportunity for international societies of the ILDS to hold an independent educational session to dermatologists attending the Annual Meeting. Each society will be responsible for developing all programming, promotion, advance and on-site registration, and for all program-related expenses not included in the participation fee. Including, but not limited to, speakers, additional audio visual, meeting room re-sets, and catering.

## **ELIGIBILITY**

Confirmed ILDS members are eligible to hold a two (2) or four (4) hour session.

## **APPLICATION PROCESS**

Applications must be received by **October 15, 2020**, to allow time for approval and ensure inclusion in the Annual Meeting program materials. Due to the extensive planning and logistics required, applications cannot be considered after this date.

- Global Education Day sessions may only be conducted upon approval of the Academy.
- Applications are processed on a first-come, first-served basis. The request requires a 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> choice of date. Space is limited for this activity
- Applications will not be accepted from meeting planning or other third-party companies.
- The Academy will notify the society of acceptance of the application and will provide an assigned time for their program by October 30, 2020.
- ***IMPORTANT! Full payment of the fee must be received within thirty (30) days of receipt of the AAD invoice or the Global Education Day Session will be considered to be cancelled and space will be released to another society. Invoices will be sent via email in November 2020.***



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## **PARTICIPATION FEE & INCLUSIONS**

The fee to conduct a Global Education Day (2-Hour or 4-Hour) Session is **\$2,500 USD**.

### ***New in 2021:***

*If you would like to have your session recorded for historical and/or future use by your society, please indicate so below:*

\_\_\_\_\_ *Yes, please record this presentation for historical and/or future use by our society. We agree to pay an additional \$500 USD for this service.*

**Note:** *the recorded session will be provided in raw data format containing PowerPoints and audio only. If you want to capture video that will be at an additional cost at the societies' expense.*

The above fee includes the following for each Global Education Day session at The Moscone Convention Center (San Francisco, CA):

- Seating will be determined based on current social distancing guidelines of the Moscone Convention Center— each room will be approximately 3,000 square feet.

- Head table for 4 ppl (on a riser, if applicable)

*\*Room set can be changed at presenting societies' expense*

One (1) sign - Placed outside the session room

- One (1) six-foot table and 2 chairs - Placed outside the session room

- A/V Equipment:

- Podium and microphone
- One (1) tabletop microphone on head table
- One (1) 5500 lumen LCD projector
- One (1) 16:9 wide format screen
- One (1) Digital Signal Distribution Kit
- One (1) speaker timer
- One (1) Lenovo T520 15" laptop at AV technicians table
- One (1) Presentation Assistance Kit (includes a mouse and keyboard at the podium for the presenters)
- One (1) Audio box for video / sound presentations
- One (1) confidence monitor at the podium
- One (1) audio visual technician to assist with session logistics

*\*Additional A/V may be ordered at presenting societies' expense*



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## **PARTICIPATION FEE & INCLUSIONS (continued)**

- Global Education Day Session promotion on the 2021 AAD Annual Meeting website that includes:
  - Date
  - Time
  - Title
  - Link to each society's website or a PDF, including program & registration information.

**NOTE: Attendees must register through the respective society's website, not through the AAD.**

- The AAD will cross-promote Global Education Day on promotions for the 2021 AAD Annual Meeting sent to AAD Members and meeting attendees, December 2020 through March 2021.
- As part of the agreement to hold a session, each international society will receive the complimentary use of **one AAD membership mailing list**. [Click here](#) for Membership Mailing List Terms and Conditions and Mailing List Order Form.

**NOTE: All mailings must first be approved by the AAD prior to mailing.**

- As part of the agreement to hold a session, each international society will receive the complimentary use of **one AAD Annual Meeting advance registrant mailing list** (available approximately 3 weeks prior to the Meeting). [Click here](#) for Attendee/Member Mailing Lists information.

**NOTE: All mailings must first be approved by the AAD prior to mailing.**

**NOTE:** The retail value of the Global Education Day package is over \$6,500.

## **CANCELLATION POLICIES**

Cancellations are accepted **in writing only** and should be directed to Hallie St. Marie, Meetings Coordinator, at [hstmarie@aad.org](mailto:hstmarie@aad.org).

- For cancellations received and acknowledged on or before 5:00pm Central Time, January 4, 2021, **no fees will be incurred.**
- For cancellations received and acknowledged between January 4, 2021 and 5:01pm Central Time and 5:00pm Central Time, February 4, 2021, there will be a **25% (\$625 USD) cancellation fee.**
- For cancellations received and acknowledged on or after 5:01pm Central Time, March 4, 2021, **the \$2,500 fee will be forfeited, and any additional fees paid for recording or videotaping.**
- AAD leaders have been actively monitoring the developments related COVID-19 and any potential impact on the upcoming 2021 AAD Annual Meeting, March 19-23, in San Francisco, CA. Your AAD staff continues to work towards holding the 2021 AAD Annual Meeting as planned. Should any changes need to be made related to the 2021 AAD Annual Meeting, we will promptly notify you.



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## **SCHEDULE**

All Global Education Day sessions will take place in the Moscone Convention Center (San Francisco, CA) the day before the 2021 AAD Annual Meeting, on Thursday, March 18, 2021. Sessions will be available for either 2 hours or 4 hours in length. Set-up time will be 45 minutes prior to the start time of the session.

## **\*AVAILABLE TIMES:**

### **Thursday, March 18**

8:00 am to 10:00 am (2 hours)

10:00 am to 12:00 pm (2 hours)

8:00 am to 12:00 pm (4 hours)

1:00 pm to 3:00 pm (2 hours)

2:00 pm to 6:00 pm (4 hours)

4:00 pm to 6:00 pm (2 hours)

***\*NOTE: Times will be assigned to societies on a first-come, first-serve basis.***

## **AAD PROMOTION OF GLOBAL EDUCATION DAY:**

In an effort to assist societies with promoting & building attendance for their session, a link from the 2021 AAD Annual Meeting website to each society's webpage detailing the program information will be provided. In addition, societies are encouraged to consider other additional advertising and marketing opportunities through the AAD. They can be found at: <https://www.aad.org/about/advertise-with-aad/other-opportunities/aad-mailing-lists>. These promotional activities are in addition to the COMPLIMENTARY mailing lists available to you by the AAD as noted in the PARTICIPATION FEE AND INCLUSIONS section. Societies are also highly encouraged to promoting and marketing on their own.

## **SOCIETY PROMOTION**

International societies may promote their sessions by any of the aforementioned means, as well as, display and/or distribute flyers, meeting agenda & materials, from their designated table located immediately outside of the meeting room where their session is being conducted. Flyers, promotional items, etc. may not be distributed from any other part of the meeting facility.

## **REQUIRED DISCLAIMERS**

The following statement should appear on any promotional material:

*"The content of this session and opinions expressed by presenters are those of the respective presenting society or presenters and do not represent an endorsement by, nor imply that the session content has been evaluated or approved by the American Academy of Dermatology."*



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### **REQUIRED DISCLAIMERS (continued)**

Promotional materials of any kind may **not** use the Academy's logo, meeting graphics, or name/mention the American Academy of Dermatology (AAD) or the Annual Meeting. Wording such as "*presented in conjunction with*," "*preceding*" or "*prior to the Academy Meeting*" is prohibited. The only exception is that presenting Society may reference "[*Society Name*] Global Education Day Session, [*Date, Time*] in the Moscone Convention Center (San Francisco, CA) at the Annual Meeting." These rules apply to materials developed for use before, during, and after the Annual Meeting.

### **MEETING PROGRAM:**

The creation of each society's session program and content is the responsibility of the society directly. The AAD will include information/link regarding society meetings in the Annual Meeting Advance Announcement. The AAD will include detailed information on the AAD Annual Meeting website and on the Annual Meeting Mobile App. This listing will include the society name, session title, location, and time for each session. Also included will be a link to the Society's website or a PDF of their program including information on how to register. This information will be needed by November 4, 2020.

### **PRODUCT DEMONSTRATIONS:**

Live subject demonstrations for the purpose of demonstrating techniques that involve equipment, devices, or prescription pharmaceuticals is prohibited. Over The Counter (OTC) cosmetics and non-prescription skin care products may be demonstrated.

### **OWNERSHIP OF COPYRIGHT FOR CONTENT OF GLOBAL EDUCATIONAL DAY EDUCATIONAL SESSION**

#### **PRESENTATIONS:**

Copyright of the content presented at the Global Education Day of Dermatology shall be owned by the individual society's Presenter(s) with all rights intact. The Global Education Day of Dermatology session presenter is responsible for obtaining copyright permissions and licenses for materials previously copyrighted that will be used as part of the Global Education Day of Dermatology program.

### **REGISTRATION AND HOUSING FOR THE 2021 AAD ANNUAL MEETING:**

Attendees, speakers and guests of your society's session are NOT REQUIRED to be registered for the AAD Annual Meeting; however, the AAD highly-encourages everyone to register and stay for the Annual Meeting. AAD Annual Meeting registration information can be found at [www.aad.org/meetings](http://www.aad.org/meetings). In order to receive discounted housing rates, individuals must be registered for the 2021 AAD Annual Meeting.



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### **RESPONSIBILITIES:**

The following are the responsibilities of the Society and the AAD in preparation and execution of the Global Education Day of Dermatology at the 2021 AAD Annual Meeting.

ACTIVITY/ACTION	SOCIETY RESPONSIBILITY	AAD RESPONSIBILITY
Session Pre-Registration and Onsite Registration (if required)	X	
Session program Contents and print materials	X	
Payment for program-related expenses not included in the participation fee (including but not limited to additional audio visual, Food and beverage, room set/turns) Funds are payable in USD Only.	X	
Onsite session staffing and coordination	X	
Coordination of meeting event order with detailed requirements	X	X
Venue & Room Assignment		X
Session signage (1 per meeting, outside room)		X
Submission of Meeting Event order & guarantee to venue		X
Society to provide AAD a link to website or PDF outlining program and registration information	X	
Society listing on AAD's Annual Meeting Website		X

### **TERMS AND CONDITIONS**

Presenting Societies agree to abide by all terms, policies, and guidelines as outlined in the AAD Global Education Day of Dermatology Terms & Guidelines and the AAD Annual Meeting.

### **For More Information, Contact:**

Hallie St. Marie  
Meetings Coordinator, Meetings and Conventions  
American Academy of Dermatology  
Phone: 847/240-1494  
Fax: 847/330-1090  
Email: [hstmarie@aad.org](mailto:hstmarie@aad.org)