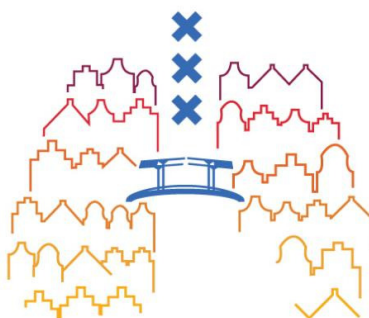




14th World Conference on Lung Cancer

2011 Amsterdam, The Netherlands



14th World Conference
on Lung Cancer
IASLC

INDUSTRY SUPPORTED SYMPOSIUM (ISS) Guidelines and Application

Date:	July 3-7, 2011
Location:	Amsterdam, The Netherlands
Website:	www.2011worldlungcancer.org
Expected No. of Delegates:	7,500+

For ISS Opportunities, contact:

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International Association for the Study of Lung Cancer

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Telephone: +1 303 724 3155

CONFERENCE SECRETARIAT

International Conference Services Ltd.

Suite 2101 – 1177 West Hastings Street Vancouver, BC Canada V6E 2K3

Tel: +1 604 681 2153 Fax: +1 604 681 1049 Email: wclc2011@icsevents.com Web: www.2011worldlungcancer.org



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INDUSTRY SUPPORTED SYMPOSIUM (ISS) GUIDELINES AND APPLICATION PROCESS

Purpose

Industry Supported Symposia (ISS) are autonomous, CME-accredited educational activities held in conjunction with IASLC meetings. An ISS may be supported by a company or a not-for-profit organization.

These guidelines are designed to assist you in working with IASLC if you would like to apply to present an Industry Supported Symposium in conjunction with the 14th World Conference on Lung Cancer (**14th WCLC**).

The **14th WCLC** is scheduled for July 3-7, 2011, at the RAI Convention Center, in Amsterdam, The Netherlands.

Definition of Term

Industry Supported Symposium (ISS) refers to any activity, educational in nature, which is independently organized and offered by another organization and held in conjunction with the **14th WCLC**. This includes, but is not limited to, any educational activity that carries Continuing Medical Education (CME) credit not sponsored by the IASLC.

The information presented in the ISS must be balanced and provide the attendee with an objective viewpoint. Proposals for ISS will also be evaluated for the ability to provide educational content distinct from that in the official education and scientific programs.

Proposals must be for live programs only; no Supported or simultaneous broadcasts or otherwise non-live programming will be considered.

CME

The IASLC promotes the study of etiology, epidemiology, prevention, diagnosis, treatment and all other aspects of thoracic oncology and provides education about thoracic oncology to physicians and other professionals in the care of patients with lung cancer and related thoracic disorders. The **14th WCLC** is accredited by the ACCME to provide continuing medical education for physicians.

The nature and scope of the **14th WCLC** is to provide educational content in thoracic oncology to meet identified learning needs of its members and program attendees; the target audience is U.S. and international physicians – practitioners, academicians, and clinical researchers – involved in the care of patients with lung cancer; the **14th WCLC** is designed to allow attendees to advance their competence and performance in caring for patients with lung cancer; and, the expected results of the **14th WCLC** is an increase in competence and performance in relation to the participating physician learner's needs or education gaps.



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Application Process/Deadlines

The organization interested in holding an Industry Supported Symposium shall submit a written application (see attached), along with a completed IASLC Letter of Agreement to IASLC Executive Office. **Applications for symposia must be submitted by March 1, 2011.**

A peer review process of the submitted proposals for ISS is conducted by the meeting Steering Committee. Final proposals will be approved, or disallowed, only after the selection of the education and scientific program for the symposium to ensure that selected ISS are distinct in content and adhere to this policy. Reviewer's scores and comments are confidential and the decision of the Steering Committee is final.

By signing the letter of agreement, the supporter agrees to:

- Permit an IASLC representative to audit the Symposium;
- Not change any material aspect of the Symposium from that conveyed in the proposal;
- Not make use of the name or logo of IASLC or any co-sponsoring organization of the Symposium on any Symposium-related materials or in any way that implies that IASLC is a sponsor of the function. Materials must not identify IASLC or any of the co-sponsoring organizations symposia as a sponsor, co-sponsor or CME provider of the Symposium;
- Not change or alter any presentation in any way for re-purposed products unless otherwise approved. Any re-purposed materials must carry the required promotion/marketing statement (marketing statement on page 6). Materials must not identify IASLC as a sponsor, co-sponsor or CME provider of the ISS;
- Not include commercial displays in or around the room where the ISS is held or anywhere in the IASLC Meeting site at any time; and
- Not sell or promote a product to ISS attendees before, during, or after the ISS.

Upon approval and acceptance of any proposal, the symposium provider will be invoiced by IASLC (or appointed Secretariat) for the unrestricted educational grant (see fee schedule on page 6). The supporter will be invited to participate with an expectation that the educational activity is held in accordance with the standards established by the Accreditation Council for Continuing Medical Education (ACCME), the American Medical Association's Ethical Opinion on Continuing Medical Education and Gifts to Physicians, the Food and Drug Administration regulations regarding Industry Supported Scientific and Educational Activities, the PhRMA code on Interactions with Healthcare Professionals, and the Office of Inspector General Compliance Program Guidance for Pharmaceutical Manufacturers. It is strongly recommended that appropriate source and reference citations accompany all data presented in slides and program materials.



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Once the application has been approved, the symposium provider must submit to IASLC (and/or appointed Secretariat) the following for review and approval before distribution in print or electronically:

- Faculty and Planning Committee Disclosure Information;
- Description of how faculty and planning committee disclosure information will be communicated to attendees;
- Summary of how conflicts of interest are to be managed among Symposium planning committee members and presentation faculty;
- Promotional and Marketing Materials;
- Invitations;
- Signage;
- Faculty presentations;
- Evaluation Tool;
- Full evaluation report of the Evaluation Data (due October 30, 2011); and
- Session evaluations must include assessment items that probe participants' perceptions on 1) whether the program was commercially biased; 2) whether the program was educationally balanced and objective; and 3) their overall rating on the quality of the program.

A timeline for the above items is included on page 8.

IASLC reserves the right to:

- Refuse any proposal that does not meet the criteria set forth in these guidelines;
- Reject any proposal for reasons that it solely determines and applies and limit the number of industry organized activities; and
- Consult with the organization to assure appropriateness of activity outcome.

Program Content

- The proposed program must be unique and not have been previously presented during other forums or meeting involving the co-sponsoring organizations;
- The proposed program title must be indicative of the symposia;
- The proposed objectives should clearly meet the educational needs of the target audience;
- Program must be presented in an objective, balanced and scientifically rigorous manner, and the program cannot promote a specific drug product or service, and must meet the policies and guidelines of ACCME; and
- The content and format of a CME activity or its related materials must promote improvements or quality in healthcare and not a specific proprietary business interest of a commercial interest.



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Regulations Regarding Speaker Participation

The IASLC has a rule of one that an individual can speak at only one ISS. This is handled on a first application basis. An individual listed on more than one ISS application will be considered only as the first received.

Scheduling

Upon finalization of the Scientific Programme outline, available ISS sessions will be made available. Allocation of ISS sessions will be offered based on:

1. Annual contribution of the company to IASLC
2. First come first paid

and will be coordinated through the official Secretariat for the 14th World Conference on Lung Cancer.



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FEE SCHEDULE

Application Fee

There is an 800 € nonrefundable application fee that must accompany your application. This fee is meant to help cover administrative costs associated with processing the application.

Direct Costs

All organizations will be responsible for the management of their own event's logistics and for payment of direct costs associated with event promotion, presenters, catering and audiovisual equipment. All logistics are to be coordinated in conjunction with the official Secretariat for the 14th WCLC. The Secretariat will liaise on your behalf with the official suppliers and venue of the 14th WCLC.

All ISS speaker costs (flight, accommodation and incidentals) are the responsibility of the ISS sponsor. This also applies to all Invited Speakers of the IASLC Conference.

Unrestricted Educational Grant

Upon IASLC approval of the symposium, the ISS provider will be invoiced by the Secretariat of the 14th WCLC for an unrestricted education grant for the ISS session type selected (Unopposed or Opposed).

Unopposed ISS	120,000 €
Opposed ISS	60,000 €

Payment is due within 30 business days of invoice issuance to proceed with the program.

Cancellation

The cancellation policy is as follows:

Within 30 days of payment for Unrestricted Educational Grant ...	Full Refund
Prior to February 1, 2011.....	50% Refund
After February 1, 2011.....	No Refund

Promotion/Marketing

We encourage independent promotion of approved symposia. IASLC must approve the content of all invitational/promotional and subsequent material prior to printing, distribution, or posting on the internet. Invitations and announcements addressed to IASLC registrants should clearly indicate the name(s) of the organization(s) funding the program and possible CME Provider and must adhere to the following IASLC logo use:

Promotional and marketing materials for the symposium **must** contain the following statement:

“This presentation was selected by the 14th World Conference on Lung Cancer Programme Committee as an independent educational activity held in conjunction with the 14th World Conference on Lung Cancer. This presentation is not sponsored or endorsed by the IASLC.”



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The following additional requirements must be observed prior to, during and following the event:

- For CME providers, no commercial displays will be allowed in the meeting room at any time;
- For CME providers, no sales or product promotion to attendees is allowed before, during or after the symposium as an adjunct to the meeting program;
- Supported activities are not acceptable substitutes for activities that are designed to occur during the exhibit program; and
- Flyers and promotional materials are only permitted to be distributed at corporate booth within the exhibition hall.

Promotional Benefits for each ISS purchased

- One time direct mailing of ISS invitation to registered Conference attendees (through Conference Mailing House);
- One delegate bag insert of ISS invitation (invitation must be printed through Conference printer for delegate bag insertion);
- ISS invitation (PDF format) posted on dedicated ISS webpage on Conference Website; and
- Listing of ISS included in the On-site Programme Book.

CME Evaluation Summary

All Industry-Supported Symposia programs must provide IASLC with a summary report of attendees' evaluations of the program that is collected in conformance with ACCME requirements. Attendees must be asked to evaluate the program for objectivity and the presence of commercial bias.

Results of these questions are to be included in a summary evaluation report that must be provided to IASLC by October 30, 2011.



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INDUSTRY SUPPORTED SYMPOSIUM IMPORTANT DATES

March 1, 2011

ISS Proposal Deadline

Within 30 days of ISS application submission and payment

IASLC Evaluation Process and Approval

Within 30 days of invoice for ISS

ISS Payment Deadline

May 15, 2011

Final Invitation and Marketing Materials due for Approval

June 19, 2011

Final On-site and Presentation Materials & Signage due for Approval

October 30, 2011

ISS Evaluation Report Deadline



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ISS PROPOSAL APPLICATION FORM

DEADLINE FOR SUBMISSION: MARCH 1, 2011

In addition to this form, applicants must include the following information to be considered:

- Copy of the program in both printed and electronic format (Microsoft Word, either by CD-ROM or as an email attachment) containing title of program, title of presentation and confirmed speaker names;
- Learning objectives; and
- 800 € nonrefundable application fee payable to IASLC.

Name of Requestor:		
Name of Event:		
Date (First Choice):	Start Time:	End Time:
Date (Second Choice):		
Anticipated Attendance:	Anticipated CME Credits:	
Supporting Company:		
Contact Person:	Title:	
Mailing Address:		
City:	State/ Province:	Zip/Postal Code:
Email:	Phone:	Fax:
Corporate Website:		
Third Party Company:		
Contact Person:	Title:	
Mailing Address:		
City:	State/ Province:	Zip/Postal Code:
Email	Phone	Fax
Corporate Website		

Send your completed application to:

IASLC Executive Office
P.O. Box 6508, MS F 434
Aurora, CO 80045
Phone: +1 303 724 3155
Email: pia.hirsch@ucdenver.edu