

INDUSTRY-SUPPORTED VIRTUAL FORUM

The Society for Maternal-Fetal Medicine's (SMFM) industry-supported webinars are commercially supported education and product information-based activities that allow industry to share exciting news and developments in the maternal-fetal medicine space with SMFM members. This document will guide you and your organization in preparing your proposed submission. Please review it thoroughly before submitting your application.

What's Included

- 30-minute or 60-minute webinar disseminated by SMFM through its learning management system
- Pre-registration on the SMFM learning management system
- Promotion on the SMFM website, including:
 - Event placement on smfm.org/events
 - Email announcement to members and prospects
 - Social media promotion (one post, including logo inclusion as space allows)
 - Announcement in all-member newsletter, Special Delivery
- Event pre-registration list (provided approximately 2 weeks prior to the event)
- Event final registration list (provided approximately 1 week after the event)
- Webinar recording

Note: No CME (Continuing Medical Education) credits will be offered for industry-supported webinars.

Fees

30 minute session - \$15,000

60 minute session - \$20,000

Fees must be paid upon submission of the contract.

Eligibility

SMFM requires that pharmaceutical and device manufacturers comply with Sunshine Act provisions and that pharmaceutical companies adhere to US Food and Drug Administration guidelines.

Scheduling

Industry-supported webinars will be scheduled individually with the industry sponsor. Sponsors should be aware that certain timeframes are unavailable due to already scheduled educational activities. Sponsors should submit applications at least 6 weeks in advance of the desired webinar date.

Speakers

The industry sponsor is responsible for inviting and compensating speakers and presenters. All speakers and presenters are subject to SMFM approval.

Approval Process

SMFM's Clinical Education Committee and SMFM staff will review and approve all proposals. The following information is REQUIRED:

- Title of Presentation
- Proposed speakers and topics
- Brief description of the presentation and/or educational objectives

SMFM reserves the right to decline any application for any reason.

The industry sponsor must submit their slides and other educational materials 2 weeks before the webinar date. SMFM staff and the Clinical Education Committee will review the materials for approval. SMFM reserves the right to decline approval for any reason. Once approved and posted to the SMFM learning management system, no refund will be offered.

Cancellation Policy

No refunds will be given after registration begins.

Enduring Activity Timeframe

The recording will be available on the SMFM learning management system for 3 years from the date of the webinar.

Onsite Disclosures

Speakers must begin the session verbally and include a slide that states, *“The content of this independent presentation is neither endorsed nor supported by SMFM and does not represent official SMFM guidelines. It is offered to SMFM members for information purposes only.”*

Promotional Content Approval and Requirements

All announcements, invitations, and/or solicitations, including envelopes, advertising, websites, etc., must receive SMFM approval prior to distribution or posting. These materials and any syllabus must also include the following disclaimer statement regarding sponsored presentation status: *“The content of this independent presentation is neither endorsed nor supported by SMFM and does not represent official SMFM guidelines. It is offered to SMFM members for information purposes only.”*

SMFM has no responsibility to cover any costs associated with promotional or educational materials. Be certain to factor this requirement into your timeline for preparing copies, reviewing proofs, and printing materials. Implied SMFM Endorsement and use of the SMFM Name and Logo are prohibited. There can be no implication in any promotional materials, the onsite materials, or the follow-up materials that the Industry-supported Webinar content is presented in cooperation with SMFM or endorsed by SMFM. In describing these events, you may not use phrases such as “presented by SMFM” or “presented in conjunction with SMFM.”

Liability

The industry sponsor will take responsibility for the virtual activity and hold harmless the Society for Maternal-Fetal Medicine, its officers, agents, and employees from all liability. By the industry supporter or their designee completing and submitting the application form, SMFM is released from any and all liability.

APPLICATION FOR INDUSTRY-SUPPORTED WEBINAR

In accordance with SMFM's guidelines governing industry-supported webinars, the undersigned hereby agree to the terms and conditions listed above and hereby makes the application for an Industry-Supported Webinar, which, when accepted by SMFM, becomes a contract. Application must be completed in full for consideration.

COMPANY NAME:

Address:

Contact Person:

Telephone:

E-Mail:

Signature:

Date:

Printed name/title:

REQUIRED INFORMATION

Title of Presentation:

Speaker(s) Name/Title and Affiliation:

Educational Objectives or Brief Description of Presentation:

****SMFM guarantees capacity, not attendance, for industry-supported webinars.***

This signed form is required for your event to be scheduled in SMFM's learning management system. Please email this form to Kathleen Scogna, Associate VP, Online Education at kscogna@smfm.org.