



2022 NMA365: Virtual Presentation Theater Guidelines

January 1, 2022 – December 31, 2022

The National Medical Association (NMA) is pleased to offer an opportunity to host an accredited or non-accredited Virtual Presentation Theater from the NMA website through **2022 NMA365: Year-Round Opportunities Program**. This is an opportunity for companies to showcase new products, services, and treatment options to current NMA members and other healthcare professionals.

The offering is defined as:

- **Virtual Presentation Theater:** A 30-minute or one-hour time slot for the supporter and its representatives to conduct a pre-recorded or live, speaker-led accredited or non-accredited presentation that meets the requirements of FDA/OIG guidelines and the PhRMA and/or AdvaMED marketing code. It is the responsibility of the supporter to design and develop all presentation content as well as select, recruit, and train the speaker(s) for the program. As a matter of policy, NMA is not involved in any aspect of the content development or the client's strategy, or tactics related to the peer-to-peer program area. The supporter is responsible for providing the pre-recorded presentation or agrees to work with NMA official Audio-Visual Contractor to record and upload or conduct the live Virtual Presentation Theater.

NMA Responsibilities:

Pre-Meeting Promotion:

- NMA will provide audio-visual assistance in recording or presenting a live presentation utilizing NMA official Audio-Visual Contractor.
- Registration list of all attending participants of the Virtual Presentation Theater.
- NMA announcement reminder to NMA members of your Virtual Presentation the day prior to your scheduled presentation.
- NMA announcement reminder to NMA members of your Virtual Presentation Theater three (3) hours prior to your designated date and timeslot.

Client Responsibilities:

- Company provided preferred nomenclature, logo, presentation title, name of speaker(s) and bio(s), and presentation description for NMA approval used in your marketing materials.
- Recruitment and provision of presentation speaker(s).
- Develop and manage accredited content for presentation.

All promotional materials **must** include one of the following disclaimers that pertain to your presentation:

Non-Accredited Disclaimer:

"The Virtual Presentation Theater's content and the views expressed therein are those of the sponsor and not of NMA. Virtual Presentation Theaters are not a part of NMA's Educational Programming. This program is not intended or eligible for continuing medical education (CME) credits and does not meet guidelines governing CME."

Accredited Disclaimer:

"The Virtual Presentation Theater's content and the views expressed therein are those of the sponsor and not of NMA. Virtual Presentation Theaters are not a part of NMA's Educational Programming. This program is intended and eligible for continuing medical education (CME) credits and meets guidelines governing CME that have been approved by non-NMA accredited educational provider, [name of educational provider]. This activity is [sponsored by (company name)] or [supported by an educational grant from (sponsor's company name)."

Additional Terms/Client Responsibilities:

Adhere to FDA/OIG guidelines and PhRMA and/or AdvaMED marketing code for the Virtual Presentation Theater. Respect, acknowledge and support the obligations of the accredited provider by adhering to the ACCME Standards for Integrity and Independence, including the need to ensure separation of education from promotion. NMA recognizes that the Virtual Presentation Theater(s) may be educational in nature. If accredited, [educational provider's company name] acknowledges that it is providing this presentation as an approved CME accredited activity under FDA/OIG, PhRMA, AdvaMED marketing codes and ACCME Standards for Integrity and Independence for a virtual presentation theater. NMA does not guarantee any attendance numbers or accept responsibility for the content strategy, or tactics related to the presentations used by the industry supporter.

Cancellation Policy

Please note, NMA does not guarantee attendance for Virtual Presentation Theaters and will not refund fees based on attendance. Fees allocated for the 2022NMA365: Year-Round Opportunities Program Virtual Presentation Theaters will not be refunded.

NMA reserves the right to terminate the applicant's Virtual Presentation Theater for cause or causes not reasonably within NMA's control. NMA, A. Fassano & Company, and all contracted providers are not responsible for any major cyber-attacks including distributed denial-of-service attacks, attacks using undocumented backdoors and such extraneous and irresistible attacks. NMA, A. Fassano & Company, and all contracted providers are not responsible for a sponsoring company's inability to access to virtual components due to their company's firewall policies. No refunds will be provided for the Virtual Presentation Theater. It is mutually agreed that in the event of cancellation of the 2022NMA365: Year-Round Opportunities Program Virtual Presentation Theater due to circumstances beyond NMA, A. Fassano & Company and all contracted providers, this agreement will be terminated immediately, and the National Medical Association shall determine an equitable bases for the refund of such portion of the fees as is possible, after due consideration of expenditures and commitments already made.

Additional Fees

- Sponsoring company is responsible for all costs related to production of company designed eBlasts, eNewsletter article, and mailers including production design, printing, shipping, and mailing, etc. No mailing lists will be provided, but the sponsor can work directly with NMA official mail house for mailer distribution.
- For further information regarding Virtual Presentation Theaters, Sponsorship or Advertising available, please contact [Heidi O'Hara](#) 856-637-3301.

Content Control & Compliance:

- The NMA does not maintain control of the content of the virtual presentation theater. It is the responsibility of the sponsoring entity (virtual presentation theater organizer) to develop and implement the program content and related logistics. All virtual presentation theaters should fully comply with all applicable laws and guidelines on industry supported scientific and educational activities, PhRMA Code on Interactions with Healthcare Professionals, AdvaMed Code of Ethics on Interactions with Health Care Professionals, AMA Ethical Opinion on Gifts to Physicians, and the Office of the Inspector General (OIG) Compliance Program Guidance for Pharmaceutical Manufactures.

Rules and Regulations

1. Staffing & Logistics - The sponsoring company of the Virtual Presentation Theater shall be solely responsible for the management of the logistics for their Virtual Presentation Theater, and for payment of additional costs related to the Virtual Presentation Theater. NMA limits logistical support for Virtual Presentation Theaters.
2. Distribution of Materials - All products and services discussed through the 2022NMA365: Year-Round Opportunities Program Virtual Presentation Theater shall be directly related to the NMA mission and must be of professional or educational benefit or interest to conference participants. NMA reserves the right to determine the eligibility of prospective companies for inclusion in these opportunities.
3. Promotional & Marketing Materials - All promotional and marketing materials must be submitted and approved by NMA prior to distribution. The use of NMA's Corporate Logo is not permitted on any Promotional and Marketing Materials. All material must contain one of the disclaimer statements as mentioned previously on page 1 of this document.

NMA's name, seal, corporate logo, and acronym are proprietary marks and may not be used in advertising or promotions in any media or on product literature without the express written consent of NMA. This rule applies before, after and during the meeting. Submit artwork in PDF format to [Megan Haynes](#). For assistance call 856.344.3668.

4. Promotion - Applicants hosting a 2022NMA365: Year-Round Opportunities Program Virtual Presentation Theater are permitted to supplement promotion of their Virtual Presentation Theater with NMA approved marketing materials.

Please note: Proposed copy for advertising must be approved by NMA prior to printing or digital display. Applicants may promote their Virtual Presentation Theater through their own marketing efforts with NMA approved marketing materials. Production of any additional promotional efforts other than stated in this agreement provided by NMA are the responsibility of the participant.

5. Limitation of Liability - The sponsoring company and affiliates shall indemnify NMA and all associates of NMA against all claims, demands, actions, expenses, damages, penalties, attorneys' fees, or proceedings incurred by NMA as a result of the publications distributed, statements made during or any other conduct arising out of or in any way connected with the Virtual Presentation Theater.
6. Changes to Materials - No changes shall be made to any aspect of the virtual presentation after acceptance has been granted without express written consent of NMA.
7. Agreement to Conditions - Each company's employees agrees to abide by these conditions.
8. Amendments - NMA shall have sole authority to interpret and enforce all rules and regulations contained herein, and to make any amendments thereto and to make such further rules and regulations as shall be necessary for the orderly conduct of the 2022NMA365: Year-Round Opportunities Program Virtual Presentation Theaters.