



WRITTEN AGREEMENT FOR COMMERCIAL SUPPORT

The Medical College of Wisconsin (MCW) is committed to presenting CME activities that promote improvements or quality in healthcare and are independent of the control of commercial interests. As part of this commitment, MCW has outlined in this written agreement the terms, conditions, and purposes of commercial support for its CME activities. Commercial Support is defined as financial, or in-kind, contributions given by a commercial interest¹, which is used to pay all or part of the costs of a CME activity.

Title of CME Activity		8th Annual International Cord Blood Transplantation Symposium	
Activity Location	Hyatt Regency San Francisco	Activity Date	June 3-5, 2010
Name of Commercial Interest			COMPLETE
Amount of Educational Grant (direct or in-kind)			
Grant will be used for the following: Exhibit Fees only			
Speaker Honoraria	Speaker Expenses (itemize)	Meeting Expenses (itemize) Hotel Space & Food/Bev Fees	Other (list)

Terms, Conditions, and Purposes

Independence

1. This activity is for scientific and educational purposes only and will not promote any specific proprietary business interest of the Commercial Interest.
2. The Accredited Provider is responsible for all decisions regarding the identification of educational needs, determination of educational objectives, selection and presentation of content, selection of all persons and organizations that will be in a position to control the content of the CME, selection of education methods, and the evaluation of the activity.
3. The commercial supporter is expressly prohibited from specifying the manner in which the CME Provider will fulfill the requirements of the ACCME's Elements, Policies, and Standards.

Appropriate Use of Commercial Support

4. The Accredited Provider will make all decisions regarding the disposition and disbursement of the funds from the Commercial Interest.
5. The Commercial Interest will not require the Accredited Provider to accept advice or services concerning teachers, authors, or participants or other education matters, including content, as conditions of receiving this grant.
6. All commercial support associated with this activity will be given with the full knowledge and approval of the Accredited Provider. No other payments shall be given to the director of the activity, planning committee members, teachers or authors, joint sponsor, or any others involved with the supported activity.
7. The Accredited Provider will upon request, furnish the Commercial Interest documentation detailing the receipt and expenditure of the commercial support.

Commercial Promotion

8. Product-promotion material or product-specific advertisement of any type is prohibited in or during the CME activity. The juxtaposition of editorial and advertising material on the same products or subjects is not allowed. Live or enduring promotional activities must be kept separate from the CME activity. Promotional materials cannot be displayed or distributed in the education space immediately before, during or after a CME activity. Commercial Interests may not engage in sales or promotional activities while in the same room as the CME activity.
9. The Commercial Interest may not be the agent providing the CME activity to the learners.

Disclosure

- 10. The Accredited Provider will ensure that the source of support from the Commercial Interest, either direct or “in-kind,” is disclosed to the participants, in program brochures, syllabi, and other program materials, and at the time of the activity. This disclosure will not include the use of a trade name or a product-group message. The acknowledgment of commercial support may state the name, mission, and clinical involvement of the company or institution and may include corporate logos and slogans, if they are not product promotional in nature.
- 11. The Accredited Provider will ensure disclosure to the audience of any relevant financial relationship between itself and the Commercial Interest or between individual speakers or moderators and the Commercial Interest.

The Commercial Supporter and MCW agree to abide by all requirements of the Accreditation Council for Continuing Medical Education (ACCME) *Standards for Commercial Support of Continuing Medical Education* and the prevailing standards of the *AMA PRA Category 1 Credit™* program.

Name of Accredited Provider Medical College of Wisconsin

Tax ID Number:	39-0806261		
Contact Person	Mary Eapen, MD, MS	Email Address	meapen@mcw.edu
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Educational Partner Cord Blood Forum

Contact Person	Eileen Selogie	Email Address	editor@cordbloodforum.org
Phone Number	1.310.684.3938 x1	Fax Number	1.310.878.0139
Tax ID Number	20-4039506		

Name of Commercial Interest **COMPLETE**

Address	
City, State, Zip	
Contact Person	Email Address
Phone Number	Fax Number

Agreed by Authorized Representatives

Commercial Interest

Accredited Provider

	SIGN HERE	
_____ Signature and Date	_____ Signature and Date	
_____ Print Name	COMPLETE	_____ Print Name
_____ Title		_____ Title

Educational Partner/Joint Sponsor (if applicable)

Signature and Date

Eileen Selogie
Print Name

Event Coordinator
Title

¹ The Medical College of Wisconsin (MCW) defines a Commercial Interest as any proprietary entity producing, marketing, re-selling or distributing health care goods or services consumed by, or used on, patients. MCW does not consider providers of clinical service directly to patients to be commercial interests. Units of the federal, state or local government are not considered to be commercial interests for CME purposes.