

## Ancillary Events - Frequently Asked Questions

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## What is an Ancillary Event?

An ancillary or “ICW” (in-conjunction-with) event is any function held adjunct to the American Diabetes Association’s Scientific Sessions by an organization other than ADA. If the attendees at your event are also attending our meeting, then you must complete and submit an Ancillary Event Request form. All ancillary events must be approved by ADA, whether hosted at an ADA hotel or elsewhere. Ancillary events include, but are not limited to:

**Advisory Board Meeting** – A small gathering or meeting of board members, which may also include some related experts in the field of discussion.

**Focus Group** – A small meeting designed to evaluate services or test new ideas.

**Hospitality Room/Suite** (in a sleeping room or meeting room) – A room/lounge for attendees to come and go as desired.

**Internal Corporate Business** – A meeting of corporate board members and/or staff.

**Investigator Meeting** – A closed (invitation only) meeting of participating and potential participating investigators concerning clinical trials, either in progress or proposed.

**Investor Meeting** - A small gathering for corporate investors.

**Office** – A room used by staff to conduct business during the meeting.

**Press Event** – Press briefings, news conferences, press receptions, satellite media tours, etc.

**Social Event** – A networking function that is non-educational in nature.

**Staff Meeting** – Any staff event held in a meeting room.

## Who must submit an Ancillary Event Request?

ADA requires ALL organizations (commercial and non-profit) that wish to hold functions of any size or nature in any location during ADA’s Scientific Sessions to complete an Ancillary Event Request form.

**Organizations may not contract meeting space directly with Official ADA Hotels or with the Convention Center.**

## Can I submit an Ancillary Event Request if I’m not an exhibitor?

Yes, however if an organization has products that are relevant to the attendee, then they are required to exhibit in order to obtain meeting space. Non-exhibiting companies may not use meeting rooms or any other venue to promote products. ADA reserves the right to deny meeting space requests to companies that violate these policies.

If you wish to secure a booth in our Exhibit Hall, please visit our [website](#) for more information on exhibiting at ADA’s Scientific Sessions.

## Do I have to submit an Ancillary Event Request if I’m not using function space at an Official ADA Hotel or the convention center?

Yes, ADA requires ALL organizations (commercial and non-profit) that wish to hold functions of any size or nature in any location (including restaurants, other non-hotel venues, or a non-official ADA Hotel) during ADA’s Scientific Sessions to complete an Ancillary Event Request form. However, you do not have to pay the application fee noted on the form if the event is approved to be held at a non-ADA hotel or

restaurant. You may contact the venue directly *after* you receive approval from ADA on the date, time and content of the proposed event.

### **What types of events are prohibited at Ancillary Events?**

**Poster Event** – No participant may present a paper scheduled for presentation during ADA’s Scientific Sessions and under embargo at the time of the meeting.

**Commercial Event** – A meeting that includes educational information that does not have the option for participants to earn CE credit but can be commercial/ informational in nature. A select number of opportunities to hold these events during ADA’s Scientific Sessions are available via our [website](#) for more information.

**Educational Event** – A meeting that includes educational content and can, but does not have to, include the option for participants to earn CE credit for attending. These types of events fall under our Corporate Symposia guidelines.

### **For which dates am I required to submit an Ancillary Event Request form?**

Any event held between Thursday, June 20, 2024 and Monday, June 24, 2024 must complete and submit an Ancillary Event Request form to ADA.

### **What are the deadlines for submitting an Ancillary Event Request?**

April 19, 2024 – for the Regular Fees

June 7, 2024 – for the Late Fees

### **When are the black-out times for ancillary events during ADA’s Scientific Sessions?**

Organizations may not hold functions during the defined black-out times. The only functions allowed during the black-out times are meetings that are internal/staff only.

Friday, June 21, 2024	10:30 a.m. – 8:30 p.m.
Saturday, June 22, 2024	8:00 a.m. – 6:00 p.m.
Sunday, June 23, 2024	8:00 a.m. – 6:00 p.m.
Monday, June 24, 2024	8:00 a.m. – 4:15 p.m.

### **Is there meeting space available at the Convention Center?**

There is no meeting space available this year for ancillary events at the Orange County Convention Center.

## **What are the fees for submitting an Ancillary Event Request?**

The application fees are noted on the Ancillary Event Request form and vary by the type of organization you represent, when you're submitting the form, and the size of your event. The fee will be charged once the room has been assigned. You will not be charged if meeting space is not available. This application fee to ADA is not a deposit toward hotel costs which may include food and beverage, rental, and/or audio-visual costs.

## **Is the application fee refundable?**

No, the application fee is non-refundable once you have received a confirmation letter confirming your meeting space.

## **What if I decide to move my event to another Hotel after I received the confirmation?**

If your company chooses to relocate meeting space that's already been confirmed to another facility you will be charged a second application fee.

## **Are there other fees other than the application fee?**

Any charges for services levied by the hotel are the sole responsibility of the organization. These may include, but not limited to: room rental, food and beverage minimums, audio visual pricing, internet charges, electric costs, etc.

## **How do I submit payment for the application fees?**

The confirmation email will include a link to a secure, online payment portal. The preferred payment method is credit card.

If you pay by check (drawn on a U.S. bank and in USD), please mail the signed application form and check to: American Diabetes Association, c/o Convention Operations, PO Box 7023, Merrifield, VA 22116-7023.

Additional payment instructions will be included in the confirmation email. Payment is required within three (3) days of receipt of the confirmation email. If payment is not made, the meeting space may be withdrawn and offered to another group.

If you are paying by credit card, please send the completed form to ADA at [conventionoperations@diabetes.org](mailto:conventionoperations@diabetes.org). Credit card payment requires a cardholder's signature on the form.

## How do I submit an Ancillary Event Request?

Complete the Ancillary Event Request form that is available on our website. Send the completed form to ADA at [conventionoperations@diabetes.org](mailto:conventionoperations@diabetes.org).

You may submit a single room request for either a 24-hour hold or multiple days on one form at one single fee. However, if your request is for multiple rooms, over several days, with different hours and room sizes, each room request must be submitted separately and will be charged a separate fee. Your organization will be charged a fee for every request submitted.

## What are the steps for submitting an Ancillary Event Request?

1. An Ancillary Event Request form must be completed and submitted to ADA.
2. Upon receipt, ADA will review the request to determine whether the proposed event meets ADA standards and requirements.
3. Once approved, ADA will then contact the hotel(s) to secure a meeting room for the requested event.
4. After the meeting space has been secured, ADA will then notify the organization that the request has been approved and which meeting room(s) has been assigned. Every effort will be made to notify the organization within 2-3 weeks after the event has been approved. Please note that the response time can vary depending on the hotel's response.
5. The organization will then work directly with the assigned hotel to plan the event.

## What are the guidelines for events held during ADA's Scientific Sessions?

Ancillary events should not compete with the meeting schedule. The nature of activity should be in accordance with the educational focus of the meeting. Venues, agendas, and media coverage for ancillary events should be conducive to scientific interchange; even for social functions, promotional trappings should be minimized and, scientific themes, not entertainment activities, should predominate. Promotional events should be tasteful, appropriate, and professional in nature.

## What are the guidelines for use of the ADA name, logo, or other trademarks?

All names, marks, brands, logos, designs, trade dress, slogans, and other designations of ADA are the sole and exclusive property of ADA. Use of any ADA name or logo without ADA's prior written permission is strictly prohibited, except for use of ADA's name as required in the disclaimer for signage and in other materials associated with ancillary events, as set forth below:

- No marketing pieces, invitations, communications of any kind, advertising, or other written or spoken descriptions of the event may use the ADA name or logo, or otherwise suggest or imply that ADA has endorsed or sponsored the event. ADA's Scientific Sessions may be mentioned one time in each communication for identification purposes, in a reasonably-sized, neutral font. ADA's Scientific Sessions may not be part of a title or heading of the ancillary event, be prominently featured, or listed first in print materials. ADA slide templates, color schemes, or other means of confusing the event with an ADA-sponsored event may not be used.

- The following statement must be prominently displayed and included on all advertisements, signs, marketing pieces, invitations, meeting materials, derivative products, etc. for the event: *“Not an official event of the American Diabetes Association’s Scientific Sessions and not sponsored or endorsed by the American Diabetes Association.”* Where applicable: *“Not CME-accredited.”*
- Repurposed or post-meeting/event materials developed as a result of content from the meeting or event must NOT include any reference to ADA. Materials must not in any capacity identify ADA as the sponsor or CME provider.

*Note: ADA Exhibitors and Corporate Symposia Meeting Planners please reference the Exhibitor Service Kit for use of the ADA logo in promoting your booth, and Corporate Symposia Acceptance Kit for use of the ADA logo in promoting your Corporate Symposium.*

## **What are the guidelines for signage and other written descriptions of ancillary events?**

Organizations can provide signage based on the following restrictions: Up to 4 signs maximum, (2) no larger than 22" x 28" and (2) of any size. Signage may only be placed in the hotel two hours prior to the event start time and must be removed within 30 minutes of the conclusion of the event. Placement is limited to the entrance of meeting room or as determined by the hotel. It is the applicant’s responsibility to comply with ADA’s policy as well as its selected hotel’s policy concerning placement of signage.

Signage for ancillary events is not permitted at the Convention Center during the Scientific Sessions or in public space immediately outside of session rooms at an official ADA event. Please reference the question on use of ADA’s name and logo for your signage.

## **Will Corporate Symposia, Product Theaters or Business Suites be offered at ADA’s Scientific Sessions?**

Yes, the opportunity to hold a Corporate Symposium or a Product Theater during ADA’s Scientific Sessions is available. A separate application form must be submitted to receive approval. A limited number of Business Suites will also be available in the convention center. Please see the individual applications available on our website for additional information.

## **Can I market products and services at ADA’s Scientific Sessions?**

Organizations may ONLY engage in marketing activities when arranged via the ADA Corporate Relations division, A. Fassano & Co or Tri-Star (ADA’s approved vendors). These activities may include, but are not limited to, the use of hotel television channels, distribution of marketing materials in hotels (e.g., giveaways, flyers or door drops), or the branding of beverage napkins, hotel keys, etc. At the convention center, marketing materials may not be offered, distributed, or displayed anywhere other than the Exhibit Hall unless specific permission has been granted by ADA.

### **What is ADA's policy for holding press events?**

Organizations planning media events during ADA's Scientific Sessions are required to coordinate with ADA's Communications Department. For more information, please contact ADA's Communications Department by email at [SciSessionsPress@diabetes.org](mailto:SciSessionsPress@diabetes.org).

### **Is fundraising allowed during ADA's Scientific Sessions?**

ADA does not permit organizations to engage in fundraising activities of any kind during ADA's Scientific Sessions. ADA may, on a case-by-case basis, make a limited exception to this policy for the fundraising activities of certain not-for-profit organizations. Any organization seeking such an exception, including making ADA a recipient of any fundraising activities, must obtain prior written approval from ADA. For approval, please submit your request to [conventionoperations@diabetes.org](mailto:conventionoperations@diabetes.org).

### **Additional questions?**

Contact ADA Staff via e-mail at [conventionoperations@diabetes.org](mailto:conventionoperations@diabetes.org).