



Exhibitor Agreement

This agreement effective as of April 6, 2023, between the UNIVERSITY OF KENTUCKY (hereinafter referred to as “UK HealthCare CECentral” or “UKHCCEC” and [redacted], hereinafter referred to as “[redacted]” for the following continuing education activity, hereinafter referred to as “CE Activity”:

Title	2023 Kentucky Statewide Trauma and Emergency Medicine Symposium
Location	Hyatt Regency, Lexington KY
Date	October 17-19, 2023

Exhibitor Contact: **UKHCCEC/Trauma Program Office Contact:**

Name	Vickie Stechschulte
Address	800 Rose Street H213
City, State, Zip	Lexington, KY 40536-0239
Telephone	(859) 323-5022
Fax	(859) 257-5544
E-mail	Vickie.stechschulte@uky.edu
Tax ID	61-6001218

UKHCCEC agrees to:

1. provide exhibit space outside the room in which the educational activity will be conducted;
2. provide one table and 2 chairs;
3. comply with the attached Accreditation Standards for Commercial Support;
4. comply with the attached UK HealthCare Policy A01-015 Code of Conduct Addendum - Gifts and Benefits.

[redacted] agrees to:

1. remit an exhibitor’s fee in the amount of \$ [redacted] (See Method of Payment);
2. comply with terms of exhibiting; exhibitor area will be open for set up at Noon, Tuesday October 17th, 2023 and removing all exhibits by 4:30pm on Thursday, October 19th, 2023;
3. comply with the attached Accreditation Standards for Commercial Support.
4. comply with the attached UK HealthCare Policy A01-015 Code of Conduct Addendum - Gifts and Benefits. Vendors cannot provide gifts or benefits to activity faculty and participants including gifts of nominal value such as pens, notepads, or similar promotional or advertising items with or without company logo.

METHOD OF PAYMENT

Online Payment: <https://www.cecentral.com/live/24005>. Click the Register Online icon and select the silver, gold, or platinum exhibitor fee.

Check made payable to the **UNIVERSITY OF KENTUCKY** and sent to:

**Attn: Amie Peel or Vickie Stechschulte
UK Healthcare Trauma Program Office
800 Rose Street H213
Lexington, KY 40536-0239**

Failure to remit payment by September, 15th, 2023 may result in loss of exhibit space.

CANCELLATION OR TERMINATION OF AGREEMENT

This Agreement may be cancelled or terminated by the UNIVERSITY OF KENTUCKY (UKHCCEC) or the exhibitor upon written notice to the other party. Upon receipt of the notice of cancellation or termination, UKHCCEC and the exhibitor shall discontinue all services with respect to the applicable Agreement in accordance with the notice of cancellation or termination. The cost of any agreed upon services provided will be calculated on a pro-rated basis at the agreed upon rate prior to the notice of cancellation or termination.

GOVERNING LAW

The laws of the Commonwealth of Kentucky shall govern this Agreement. Any claim related to this Agreement shall be brought in Franklin County Circuit Court.

This Agreement is not binding and enforceable until fully executed by all parties. IN WITNESS WHEREOF, the parties hereto have executed this Agreement by their duly authorized officers or representatives.

UNIVERSITY OF KENTUCKY

EXHIBITOR:

Signed: _____

Signed: _____

Name: _____

Name: _____

Date: _____

Date: _____

APPENDIX A

Standards for Integrity and Independence in Accredited Continuing Education

(Updated December 2020)

Standard 1: Ensure Content is Valid

Applies to all accredited continuing education.

Accredited providers are responsible for ensuring that their education is fair and balanced and that any clinical content presented supports safe, effective patient care.

1. *All recommendations for patient care in accredited continuing education must be based on current science, evidence, and clinical reasoning, while giving a fair and balanced view of diagnostic and therapeutic options.*
2. *All scientific research referred to, reported, or used in accredited education in support or justification of a patient care recommendation must conform to the generally accepted standards of experimental design, data collection, analysis, and interpretation.*
3. *Although accredited continuing education is an appropriate place to discuss, debate, and explore new and evolving topics, these areas need to be clearly identified as such within the program and individual presentations. It is the responsibility of accredited providers to facilitate engagement with these topics without advocating for, or promoting, practices that are not, or not yet, adequately based on current science, evidence, and clinical reasoning.*
4. *Organizations cannot be accredited if they advocate for unscientific approaches to diagnosis or therapy, or if their education promotes recommendations, treatment, or manners of practicing healthcare that are determined to have risks or dangers that outweigh the benefits or are known to be ineffective in the treatment of patients.*

Standard 2: Prevent Commercial Bias and Marketing in Accredited Continuing Education

Applies to all accredited continuing education.

Accredited continuing education must protect learners from commercial bias and marketing.

1. *The accredited provider must ensure that all decisions related to the planning, faculty selection, delivery, and evaluation of accredited education are made without any influence or involvement from the owners and employees of an ineligible company.*
2. *Accredited education must be free of marketing or sales of products or services. Faculty must not actively promote or sell products or services that serve their professional or financial interests during accredited education.*
3. *The accredited provider must not share the names or contact information of learners with any ineligible company or its agents without the explicit consent of the individual learner.*

Standard 3: Identify, Mitigate, and Disclose Relevant Financial Relationships

Applies to all accredited continuing education.

Many healthcare professionals have financial relationships with ineligible companies. These relationships must not be allowed to influence accredited continuing education. The accredited provider is responsible for identifying relevant financial relationships between individuals in control of educational content and ineligible companies and managing these to ensure they do not introduce commercial bias into the education. Financial relationships of any dollar amount are defined as relevant if the educational content is related to the business lines or products of the ineligible company.

Accredited providers must take the following steps when developing accredited continuing education. Exceptions are listed at the end of Standard 3.

1. **Collect information:** *Collect information from all planners, faculty, and others in control of educational content about **all** their financial relationships with ineligible companies within the prior 24 months. There is no minimum financial threshold; individuals must disclose all financial relationships, regardless of the amount, with ineligible companies. Individuals must disclose regardless of their view of the relevance of the relationship to the education. Disclosure information must include:*
 - a. *The name of the ineligible company with which the person has a financial relationship.*
 - b. *The nature of the financial relationship. Examples of financial relationships include employee, researcher, consultant, advisor, speaker, independent contractor (including contracted research), royalties or patent beneficiary, executive role, and ownership interest. Individual stocks and stock options should be disclosed; diversified mutual funds do not need to be disclosed. Research funding from ineligible companies should be disclosed by the principal or named investigator even if that individual's institution receives the research grant and manages the funds.*
2. **Exclude owners or employees of ineligible companies:** *Review the information about financial relationships to identify individuals who are owners or employees of ineligible companies. These individuals must be excluded from controlling content or participating as planners or faculty in accredited education. There are three exceptions to this exclusion—employees of ineligible companies can participate as planners or faculty in these specific situations:*
 - a. *When the content of the activity is not related to the business lines or products of their employer/company.*
 - b. *When the content of the accredited activity is limited to basic science research, such as preclinical research and drug discovery, or the methodologies of research, and they do not make care recommendations.*
 - c. *When they are participating as technicians to teach the safe and proper use of medical devices, and do not recommend whether or when a device is used.*
3. **Identify relevant financial relationships:** *Review the information about financial relationships to determine which relationships are relevant. Financial relationships are relevant if the educational content an individual can control is related to the business lines or products of the ineligible company.*
4. **Mitigate relevant financial relationships:** *Take steps to prevent all those with relevant financial relationships from inserting commercial bias into content.*
 - a. *Mitigate relationships prior to the individuals assuming their roles. Take steps appropriate to the role of the individual. For example, steps for planners will likely be different than for faculty and would occur before planning begins.*
 - b. *Document the steps taken to mitigate relevant financial relationships.*
5. **Disclose all relevant financial relationships to learners:** *Disclosure to learners must include each of the following:*
 - a. *The names of the individuals with relevant financial relationships.*
 - b. *The names of the ineligible companies with which they have relationships.*
 - c. *The nature of the relationships.*
 - d. *A statement that all relevant financial relationships have been mitigated.*
6. **Identify ineligible companies by their name only.** *Disclosure to learners must not include ineligible companies' corporate or product logos, trade names, or product group messages.*
7. **Disclose absence of relevant financial relationships.** *Inform learners about planners, faculty, and others in control of content (either individually or as a group) with no relevant*

*financial relationships with ineligible companies. **Learners must receive disclosure information, in a format that can be verified at the time of accreditation, before engaging with the accredited education.***

Exceptions: *Accredited providers do not need to identify, mitigate, or disclose relevant financial relationships for any of the following activities:*

- 1. Accredited education that is non-clinical, such as leadership or communication skills training.*
- 2. Accredited education where the learner group is in control of content, such as a spontaneous case conversation among peers.*
- 3. Accredited self-directed education where the learner controls their educational goals and reports on changes that resulted, such as learning from teaching, remediation, or a personal development plan. When accredited providers serve as a source of information for the self-directed learner, they should direct learners only to resources and methods for learning that are not controlled by ineligible companies.*

Standard 4: Manage Commercial Support Appropriately

Applies only to accredited continuing education that receives financial or in-kind support from ineligible companies.

Accredited providers that choose to accept commercial support (defined as financial or in-kind support from ineligible companies) are responsible for ensuring that the education remains independent of the ineligible company and that the support does not result in commercial bias or commercial influence in the education. The support does not establish a financial relationship between the ineligible company and planners, faculty, and others in control of content of the education.

- 1. Decision-making and disbursement:** *The accredited provider must make all decisions regarding the receipt and disbursement of the commercial support.*
 - a. Ineligible companies must not pay directly for any of the expenses related to the education or the learners.*
 - b. The accredited provider may use commercial support to fund honoraria or travel expenses of planners, faculty, and others in control of content for those roles only.*
 - c. The accredited provider must not use commercial support to pay for travel, lodging, honoraria, or personal expenses for individual learners or groups of learners in accredited education.*
 - d. The accredited provider may use commercial support to defray or eliminate the cost of the education for all learners.*
- 2. Agreement:** *The terms, conditions, and purposes of the commercial support must be documented in an agreement between the ineligible company and the accredited provider. The agreement must be executed prior to the start of the accredited education. An accredited provider can sign onto an existing agreement between an accredited provider and a commercial supporter by indicating its acceptance of the terms, conditions, and amount of commercial support it will receive.*
- 3. Accountability:** *The accredited provider must keep a record of the amount or kind of commercial support received and how it was used, and must produce that accounting, upon request, by the accrediting body or by the ineligible company that provided the commercial support.*
- 4. Disclosure to learners:** *The accredited provider must disclose to the learners the name(s) of the Ineligible company(ies) that gave the commercial support, and the nature of the support if it was in-kind, prior to the learners engaging in the education. Disclosure must not include the ineligible companies' corporate or product logos, trade names, or product group messages.*

Standard 5: Manage Ancillary Activities Offered in Conjunction with Accredited Continuing Education

Applies only when there is marketing by ineligible companies or nonaccredited education associated with the accredited continuing education.

Accredited providers are responsible for ensuring that education is separate from marketing by ineligible companies—including advertising, sales, exhibits, and promotion—and from nonaccredited education offered in conjunction with accredited continuing education.

1. *Arrangements to allow ineligible companies to market or exhibit in association with accredited education must not:*
 - a. *Influence any decisions related to the planning, delivery, and evaluation of the education.*
 - b. *Interfere with the presentation of the education.*
 - c. *Be a condition of the provision of financial or in-kind support from ineligible companies for the education.*
2. *The accredited provider must ensure that learners can easily distinguish between accredited education and other activities.*
 - a. *Live continuing education activities: Marketing, exhibits, and nonaccredited education developed by or with influence from an ineligible company or with planners or faculty with unmitigated financial relationships must not occur in the educational space within 30 minutes before or after an accredited education activity. Activities that are part of the event but are not accredited for continuing education must be clearly labeled and communicated as such.*
 - b. *Print, online, or digital continuing education activities: Learners must not be presented with marketing while engaged in the accredited education activity. Learners must be able to engage with the accredited education without having to click through, watch, listen to, or be presented with product promotion or product-specific advertisement.*
 - c. *Educational materials that are part of accredited education (such as slides, abstracts, handouts, evaluation mechanisms, or disclosure information) must not contain any marketing produced by or for an ineligible company, including corporate or product logos, trade names, or product group messages.*
 - d. *Information distributed about accredited education that does not include educational content, such as schedules and logistical information, may include marketing by or for an ineligible company.*
3. *Ineligible companies may not provide access to, or distribute, accredited education to learners.*

UK HealthCare

University of Kentucky / UK HealthCare Policy and Procedure	Policy A01-015
Title/Description: Code of Conduct Addendum	
Purpose: To provide guidelines for conduct of faculty, staff, students and house officers to comply with applicable law and to avoid conflicts of interest.	

Policy

Gifts and Benefits

Promotion of Products and Site Access by Vendor Representatives

Membership on Drug, Device and Equipment Evaluation and Selection Committees

Sponsorship of Continuing Education Meetings, Professional Meetings, and other Scientific and Education Conferences

Participation in Vendor Sponsored Research

Publication of Research Initiated, Supported, or Sponsored by Vendors

Ghostwriting

Conference Faculty; Speakers Bureaus

Consulting Arrangements

Scholarships

Training and Site Visits

Procedure

Annual Reporting

Clarifications and Reporting Violations

Persons and Sites Affected

Policies Replaced

Effective Date

Review/Revision Dates

Policy

Those acting on behalf of the University of Kentucky must endeavor to conduct business in a manner that facilitates the delivery of quality and efficient health care and to act in accordance with recognized legal and ethical standards aimed at preventing conduct that may inappropriately influence their judgment. This Code of Conduct Addendum reflects the law, regulations, and official published guidelines that are in effect at the time of its adoption. In the event of a conflict between this Code of Conduct Addendum and subsequent more restrictive regulations or law, the more restrictive regulation or law will control.

This Code of Conduct Addendum applies to all University members acting on behalf of the University of Kentucky with respect to any of its Healthcare-Related activities; such members are referred to in this Code of Conduct Addendum as “University Healthcare-Related members.”

“University members” is defined in Part I.D.2 of the Governing Regulations, to include “trustees, executive officers, faculty, staff, and other individuals employed by the University, those using

University resources or facilities, and volunteers and representatives acting as agents of the University.”

The Healthcare-Related activities of the University of Kentucky include the healthcare delivery, clinical and academic programs of the University of Kentucky Colleges of Medicine, Dentistry, Nursing, Pharmacy, Health Sciences, and Public Health, their affiliated faculty practice plans, University of Kentucky Hospital, UK HealthCare Good Samaritan Hospital, UK HealthCare Ambulatory Services and related support organizations and programs. The University of Kentucky academic Healthcare-Related activities are pursued through these six colleges. The University of Kentucky healthcare delivery and clinical activities are commonly known as “UK HealthCare.”

In order to avoid even the appearance of impropriety or conflict of interest, this Code of Conduct Addendum applies to all faculty, staff, house officers and students involved in the University of Kentucky Healthcare-Related activities, without regard to an individual’s specific job duties or function. Students within the six colleges and house officers are subject to this Code of Conduct Addendum, because of their involvement, or potential involvement, in clinical or healthcare activities and because of the training value for such students and house officers of compliance with regulations pertaining to the healthcare industry.

This Code of Conduct Addendum supplements the University of Kentucky Ethical Principles and Code of Conduct by providing guidelines that will assist University Healthcare-Related members in the review and determination of appropriate gifts and benefits from and relationships with vendors. Unless specifically addressed by this Code of Conduct Addendum, the University of Kentucky Ethical Principles and Code of Conduct is applicable. University Healthcare-Related members are strongly urged to consult with their supervisors to review and evaluate specific situations. While this Code of Conduct Addendum provides guidance, and in some instances interpretation, additional guidance is found in other official University and UK HealthCare policies and documents, such as Governing Regulations, Administrative Regulations, Human Resources Policy and Procedure Manual, Hospital and Clinic Policies, Medical Staff Bylaws, College of Dentistry Policy Manual, Corporate Compliance Policies and Procedures, Behavioral Standards in Patient Care, and state and federal law. Neither this Code of Conduct Addendum nor the University of Kentucky Ethical Principles and Code of Conduct apply to any benefit or other value provided to UK faculty or staff from funds collected by Kentucky Medical Services Foundation, Inc.

University Healthcare-Related members who fail to comply with this Code of Conduct Addendum can be subject to disciplinary action in accordance with University policy and procedure. University Healthcare-Related members failing to act in compliance with this Code of Conduct Addendum will be considered to be acting outside the scope of their employment and assigned educational duties and could be personally liable should government intervention result.

As used in this Code of Conduct Addendum, “vendor” refers to any person or entity that supplies a commodity or a service to the University. Vendors also include persons or entities that wish to supply a commodity or service to the University.

Gifts and Benefits

“Gifts and Benefits” include, but are not limited to anything of value provided at no charge or at discount such as: drug samples for personal use, snacks and meals, printed and electronic

medical books, supplies and equipment, payment for travel to and/or attendance at meetings, and participation in online vendor sponsored continuing medical or other professional education, loans, cash, gift certificates, services, prizes, art objects, transportation, use of a vehicle or vacation facility, stocks or other securities, participation in stock offerings, home improvements, and tickets to sporting and cultural events. The potential list is endless – these are only intended as examples. Gifts do not include reimbursement for reasonable business expenses paid by faculty practice plans or other University of Kentucky related organizations.

In accepting any gift or benefit, the following guidelines must be observed:

1. University Healthcare-Related members may not accept gifts or other benefits that take into account the volume or value of referrals, purchases, or other business generated.
2. University Healthcare-Related members may not accept gifts or other benefits in exchange for prescribing certain products or services, or to induce referrals.
3. University Healthcare-Related members may not accept gifts or other benefits that could be perceived as an attempt by a vendor to interfere with their independent judgment.
4. Discounted goods and services, or those that eliminate or reduce an expense that would have otherwise been incurred, are also considered gifts under this Code of Conduct Addendum.
5. University Healthcare-Related members may not accept gifts or benefits of little, nominal or no measurable value (for example, pens, notepads, or similar promotional or advertising items with or without company logo) offered or provided by any vendor representative.
6. University Healthcare-Related members may not accept from a vendor items intended for the personal benefit of the recipient (for example, golf bags, tickets to sporting or entertainment events, sponsorship of departmental parties or social events).
7. University Healthcare-Related members may not accept perishable or consumable gifts from a vendor, including without limitation holiday gift baskets or floral arrangements.
8. University Healthcare-Related members may not accept cash or cash equivalents (for example, checks, gift certificates, and stocks) from any vendor.
9. University Healthcare-Related members may not accept gifts intended to be passed on to patients for their use. Federal law prohibits offering or transferring to a Medicare or Medicaid beneficiary anything of value that is likely to influence the patient's selection of a particular provider or supplier.
10. Gifts that are not prohibited may be accepted by the University in accordance with Office of Development policies and procedures.
11. University Healthcare-Related members may not accept snacks or meals provided or supported by any vendor on any occasion either onsite or off-site and whether on or off duty except meals provided in connection with an accredited continuing education program. In addition to any other accreditation requirement, the following guidelines must be followed:
 - (a) The presentation must be educational and unbiased in content.

- (b) The presentation must have independent value by an authoritative speaker.
 - (c) The meals must occur only occasionally.
 - (d) The meal must be modest by local standards.
 - (e) The meal must occur in a venue and manner conducive to learning and discussion.
 - (f) Spouse or other guest attendance is not appropriate.
 - (g) Meals in connection with presentations that are strictly for sales or marketing purposes may not be accepted.
 - (h) Take out meals or meals provided outside the presentation may not be accepted.
 - (i) Entertainment or recreational events associated with the presentation may not be accepted.
12. University Healthcare-Related members may not accept gifts of entertainment. This includes items such as tickets to performances and sporting events, or use of a vacation house. The only exception is participation by a University Healthcare-Related member in an event that takes place solely to benefit a bona fide charitable organization (for example, Kentucky Children's Hospital, American Heart Association, American Cancer Society) such as a golf scramble or dinner dance. The entertainment must be limited to the activity that is the subject of the event and invitations to such events should be accepted infrequently.