

# Instructions for Drawing & Giveaway Items

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The College's rules and regulations are designed to create a fair and equitable business environment for all participating companies and meeting attendees. Giveaways may be distributed from an exhibitor's booth with prior approval. Such giveaways must meet American Medical Association (AMA), Advanced Medical Technology Association (AdvaMed) and Pharmaceutical Research and Manufacturers of America (PhRMA) guidelines regarding gifts to physicians from industry.

You must email your request for Drawings and/or Giveaways to **the College NO LATER THAN APRIL 7, 2017**, for approval. Please include a picture or PDF of the item you plan to giveaway. Drawings and/or giveaway items will not be allowed after this date. The College strongly recommends obtaining approval before ordering giveaways in large quantities. Please email your request for Drawings and/or Giveaways to [Steve Marshall](mailto:smarshall@acog.org) please indicate your company name and booth number in your email as well. Once ACOG has reviewed your request ACOG will email you indicating if your items are approved or denied.

*Note:* Do not list brochures/flyers/literature that pertain to your business. No giveaway item, nor its' packaging, can bear the College, Congress, or ACM logo, name, or acronym. **All food and beverage giveaway items** must be approved by the College, and must be ordered through Centerplate the San Diego Convention Center's official caterer.

Below are some guidelines exhibitors must follow when holding a drawing from their exhibit space.

1. All meeting registrants must be eligible to participate in the drawing.
2. No purchase is required to receive a prize.
3. Raffles and drawings may only occur before or after the official show hours.
4. The winner need not be present to win. The winner's name should be posted in your exhibit space. All drawings should be completed by 3:00 pm on the last day of the show.
5. Names, addresses and telephone numbers of those entering your drawing are for the exclusive use of the exhibitor. No sale or transfer of contact information is allowed.
6. Exhibitors shall undertake the responsibility for mailing, shipping, or delivering prizes to the winners.
7. Cash for completing surveys/questionnaires is prohibited (this also includes travelers checks, credit cards, and gift cards).

Return by April 7, 2017 to:

Steve Marshall  
Senior Manager, Exhibits  
[smarshall@acog.org](mailto:smarshall@acog.org)

## Giveaways/Entertainment, Booth Activity, and Raffles/Drawings Guidelines

### **Food/Catering Activities at Booth**

All giveaways must be approved in writing by the College's Meetings and Exhibits Department. If giveaway of food/beverage items is desired, please submit your request in writing outlining your suggested food/beverage giveaway and how it will be distributed. Requests must be submitted no later than April 7, 2017. Also note that no giveaway or its packaging can bear the College or Annual Meeting logo, name or acronym.

### **Raffles and Drawings**

Raffles and drawings may only occur before or after the official show hours. The winner need not be present to win. The winner's name should be posted in your exhibit space. Cash for completing surveys/questionnaires is prohibited (this also includes travelers checks, Visa, MasterCard, and American Express credit cards). Please submit your raffle activity request in writing to the Meetings and Exhibits Department by April 17, 2017, in order to receive approval. Approval from the College is required before raffles/drawings may occur.

### **Booth Activities (Celebrity or Theater Presentations)**

If you are planning to have a celebrity appear in your exhibit space or setup audience seating, please be sure that enough exhibit space has been purchased to comfortably seat your celebrity, exhibit staff, and meeting participants. No lines will be allowed to form in the aisles or overflow into another company's exhibit space. All booth activities, entertainers/celebrities, and magicians, etc. must be within the confines of the booth and approved by the College's Meetings & Exhibits Department in writing by April 7, 2017 to [acogexhibit@acog.org](mailto:acogexhibit@acog.org).

### **Giveaways**

Exhibiting companies are permitted to distribute giveaways in accordance with the AMA Ethical Guidelines, which can be found at [www.ama-assn.org](http://www.ama-assn.org). In addition, exhibitors are encouraged to review and adhere to other applicable guidelines and codes of ethics, such as the Pharmaceutical Research and Manufacturers of America (PhRMA) Code on Interactions with Healthcare Professionals, Advanced Medical Technology Association (AdvaMed) Code of Ethics on Interactions with Health Care Professionals and the Office of Inspector General's (OIG) Compliance Program Guidance for Pharmaceutical Manufacturers. Pharmaceutical and device companies are reminded to pay special attention to the recently revised PhRMA and AdvaMed Codes, respectively which prohibit their members from distributing many traditional giveaway items.

When possible, giveaways should be associated with products or services of the exhibiting company, and/or related to the physician's work. A giveaway should not exceed a retail value of \$100. Within this limit, the College encourages all exhibitors to check with their companies' own medical affairs/compliance staff for guidelines adhered to by their own companies. All giveaways must be registered by April 7, 2017, using the enclosed Application for Drawing and Giveaway Items Form. Bottled water is permitted as a giveaway, but must be approved by the College and purchased through the convention center. A corkage fee will be assessed by the Convention Center for anyone wishing to bring their own bottled water into the convention center. Food and refreshment booth catering services must be ordered through the official caterer of the McCormick Place Convention Center.

### **Application for Drawing & Giveaway Items**

The College's rules and regulations are designed to create a fair and equitable business environment for all participating companies and meeting attendees. Giveaways may be distributed from an exhibitor's booth with prior approval. Such giveaways must meet American Medical Association (AMA), Advanced Medical Technology Association (AdvaMed) and Pharmaceutical Research and Manufacturers of America (PhRMA) guidelines regarding gifts to physicians from industry.

This form MUST be completed and returned to the College NO LATER THAN April 7, 2017, for approval. Drawings and/or giveaway items will not be allowed after this date. The College strongly recommends obtaining approval before ordering giveaways in large quantities. This document will be returned to you identifying which items have been approved or denied. Please provide artwork sample of giveaways.