



Society for Simulation in Healthcare

Conference Policy

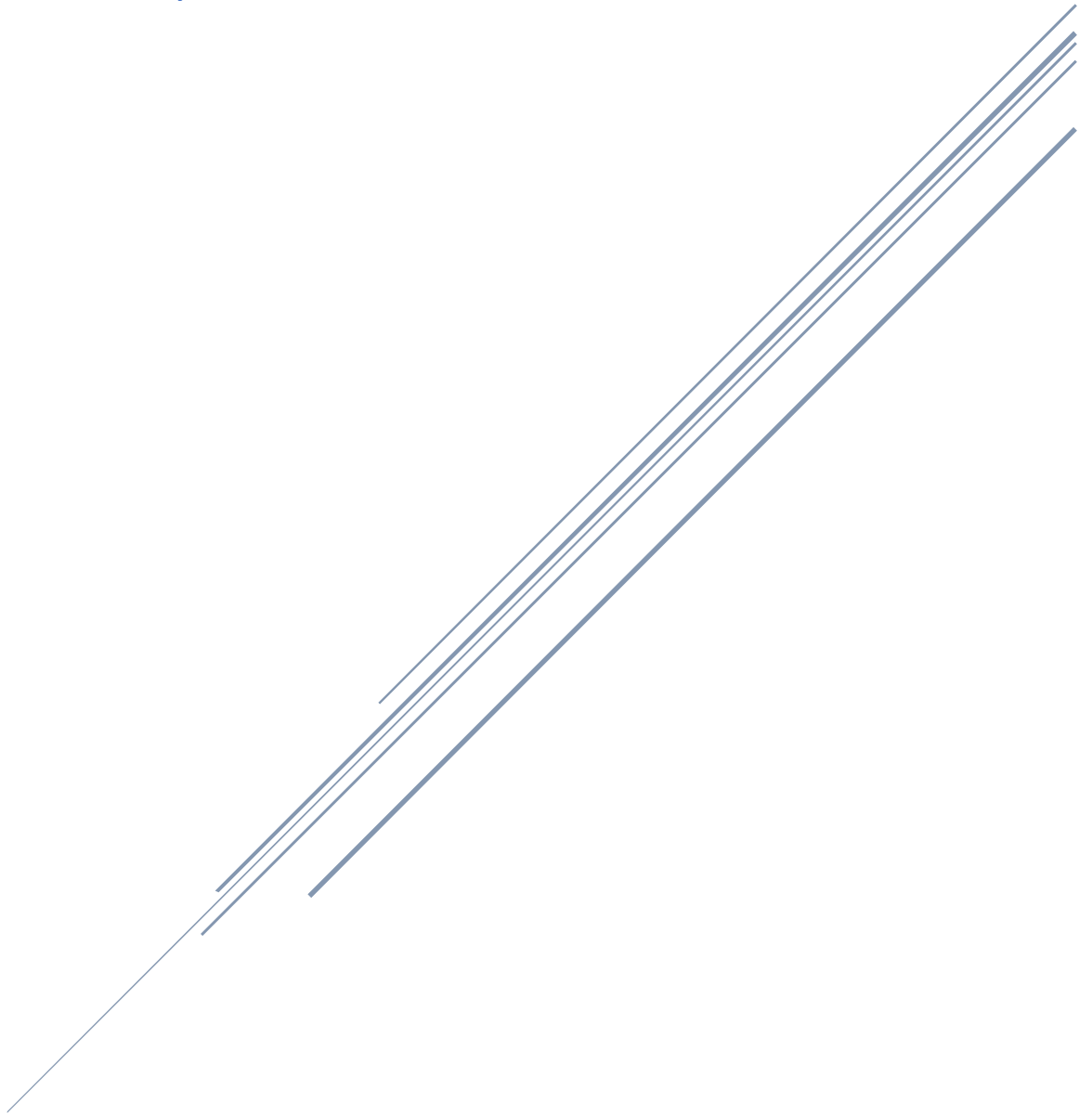




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	CREATION DATE 1/13	DATE REVISED 4/17
	POLICY AREA / CATEGORY Meetings	DATE APPROVED / EFFECTIVE DATE
POLICY TITLE Exhibitor Payment, Refund, Cancellation Policy	VERSION 2.0	DATE REVIEWED 4/17

1. Summary of Purpose
 - 1.1. Provides details on SSH Exhibitor payment, refund and cancellation options.
2. Scope
 - 2.1. All vendors who exhibit at all SSH meetings and events.
 - 2.2. Finance and Audit Committee is responsible for oversight of this policy.
 - 2.3. The Board of Directors is responsible for providing approval of this policy.
3. Definitions
 - 3.1. None
4. Policy Details
 - 4.1. SSH will provide a policy for any organization which exhibits at an SSH meeting or event. This policy outlines all booth fees, payment expectations, refunds, and issued badges.
5. Procedures for Ensuring Compliance
 - 5.1. Exhibit Fees
 - 5.1.1. Premium Plus * \$45.00 per square foot.
 - 5.1.2. Premium * \$40.00 per square foot
 - 5.1.3. Choice * \$39.00 per square foot
 - 5.1.4. Standard * \$37.00 per square foot
 - 5.1.5. Educational * 800 each – limit one (1) booth at this reduced rate. To qualify for educational rate, applicant must provide a copy of organization's 501(c3) status or contain .org ,.edu or .gov in website URL address.
 - 5.2. Applications and Payments Deadlines
 - 5.2.1. October 1, 2012 – 50% Deposit due
 - 5.2.2. All Funds Due: November 5, 2012
 - 5.3. Cancellations/Refunds
 - 5.3.1. All cancellations and/or reduction in space must be submitted in writing to the Director of Meetings & Exhibits. The following dates and refunds apply. Cancellations submitted after January 12 will not

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receive a refund and money may not be applied to future annual meetings. Reduction in booth size is considered a cancellation and below fees will apply as value of the space returned to IMSH. IMSH reserves the right to relocate any exhibitor's booth that requests a space reduction.


- 5.3.1.1. Before November 5: \$100 administrative fee
- 5.3.1.2. November 6 – December 13: 10% of booth fee
- 5.3.1.3. December 14 – January 11: 25% of booth fee
- 5.3.1.4. January 12 – January 25: 100% of booth fee

5.4. Exhibitor Badges

- 5.4.1. Five (5) Exhibitor Hall Badges for each 10x10 booth unit up to a maximum of 30 badges.
- 5.4.2. Additional hall badges are \$395.00. There is no limit to number of additional hall badges at the rate of \$395.00.
- 5.4.3. Educational Booths are limited to two (2) Exhibitor Hall Badges.

6. Appendices / Attachments

- 6.1. None

	CREATION DATE 4/17	DATE REVISED
	POLICY AREA / CATEGORY Meetings	DATE APPROVED / EFFECTIVE DATE
POLICY TITLE Exhibitor Priority Points	VERSION 1.0	DATE REVIEWED 4/17

1. Summary of Purpose
 - 1.1. Priority point system is used to assign booths for both International Meeting on Simulation in Healthcare (IMSH) and Asia Pacific Meeting on Simulation in Healthcare (APMSH).
2. Scope
 - 2.1. Covers the point system used to prioritize exhibitors at IMSH and APMSH
 - 2.2. Finance and Audit Committee is responsible for oversight of this policy.
 - 2.3. The Board of Directors is responsible for providing approval of this policy.
3. Definitions
 - 3.1. None
4. Policy Details
 - 4.1. Beginning in 2011, a priority point system was implemented to create a more equitable method of assigning booth space. Priority point system is used to assign booths for both International Meeting on Simulation in Healthcare (IMSH) and Asia Pacific Meeting on Simulation in Healthcare (APMSH).
5. Procedures for Ensuring Compliance
 - 5.1. One point for each 10x10 space purchased. These points accumulate and exhibitor always retains these point acquired from space occupied.
 - 5.2. Five points for each consecutive year exhibiting at IMSH. If exhibitor does not exhibit any given year, exhibitor forfeits all consecutive years' points. This is intended to reward loyalty.
 - 5.3. One point for each \$5,000 in meeting support (whether for IMSH or APMSH).
 - 5.4. Two points for each year exhibiting at APMSH.
 - 5.5. Five points to Corporate Roundtable members. Dues must be paid for points to post.
6. Appendices / Attachments
 - 6.1. None

 <p>SSH Society for Simulation in Healthcare</p>	CREATION DATE 8/28/2018	DATE REVISED
	POLICY AREA / CATEGORY Marketing and Communications	DATE APPROVED /EFFECTIVE DATE
POLICY TITLE Journalists at SSH Events	VERSION 1.0	DATE REVIEWED

1. Summary of Purpose

- 1.1. To establish an overall media relations policy and guidelines for journalists at SSH events.

2. Scope

- 2.1. The Executive Director, Associate Executive Director, and Marketing Director provide oversight of this policy and will determine final media approval.
- 2.2. The Board of Directors is responsible for providing approval of this policy.

3. Definitions

- 3.1. Journalists are generally defined as reporters whose primary occupation is to work for or produce publications that are issued regularly and primarily for the dissemination of news, and who will be attending the event for news reporting purposes.
 - 3.1.1. SSH retains the right to determine who is a journalist at their discretion.
- 3.2. 'Earned media' refers to publicity gained through promotional efforts other than paid media advertising, which refers to publicity gained through advertising, or owned media, which refers to branding. *Earned media* cannot be bought or owned; it is when content receives recognition and a following through communication channels such as social media and word of mouth. Earned media often refers specifically to publicity gained through editorial influence of various kinds. The media may include any mass media outlets, such as newspaper, television, radio, and the Internet, and may include a variety of formats, such as news articles or shows, letters to the editor, editorials, and polls on television and the Internet.

4. Policy Details

- 4.1. All journalists will be required to submit an application to be credentialed for that event which they are attending. SSH reserves the right to review each journalist's credential application on a case-by-case basis. The credential application requires the following:
 - 4.1.1. Photocopy of official press credentials.
 - 4.1.2. Letter of assignment from the media organization being represented.
 - 4.1.3. An industry related article from the applicant's publication created by the applicant and published within the last twelve months, or link to the applicant's online publication with the applicant's name and title appearing in an editorial capacity.

- 4.2. Online publications which are communications outreach, personal blogs, or advocacy publications of non-governmental or non-profit organizations do not qualify for media accreditation.
- 4.3. Journalists are encouraged and invited to attend major SSH events such as SimOps and IMSH.
- 4.4. Conference registration fees may be waived for members who become credentialed journalists and wish to attend to cover an SSH event.
- 4.5. Dual registration is prohibited. Attendees covering the event for any media outlet must register as either a regular attendee or member of an approved media outlet; they can not register as both.
- 4.6. If approved, journalists will be given a press pass and a complimentary registration to the event.
- 4.7. Journalists with press passes may attend all educational sessions if capacity allows.
 - 4.7.1. For copyright reasons, recordings of any kind are prohibited without prior written consent of the presenter. Attendees may not capture nor use the materials presented in any meeting room without written permission. Consent forms are available at the Speaker Check-In Desk. Individuals not complying with this policy will be asked to leave the event and to surrender their recorded media.
- 4.8. Any journalists with press passes may visit exhibitors in the exhibit hall
 - 4.8.1. Journalists with press passes may visit the exhibit floor prior to interviewing exhibitors.
 - 4.8.2. Explicit permission must be received from any exhibitor for which the journalist plans to interview, film, photograph or record.
 - 4.8.3. All journalists must clearly state their purpose and that the interview is intended for potential publication.
- 4.9. As a general policy, SSH supports and encourages the use of earned media as a strategy to expand awareness of simulation in healthcare and the organization. SSH encourages earned media and coverage in blogs and on podcasts as a means to enhance the visibility and communicate the value of simulation in healthcare both prior to and after the event.
 - 4.9.1. The SSH Marketing Director and Media and Communications Committee, in coordination with the public relations agency, will seek opportunities to have SSH experts interviewed.
 - 4.9.2. The SSH Marketing Director and Media and Communications Committee, in coordination with the public relations agency, will vet each opportunity, prep the interviewee and coordinate the interview.

5. Procedures for Ensuring Compliance

- 5.1. Determination of whether members of the press qualify for credentials and complimentary registration will be made solely by SSH staff (the Executive Director, Associate Executive Director, or Marketing Director), and at their discretion, reserve the right to offer or restrict press passes on a case-by-case basis.
- 5.2. The SSH Marketing Director and Media and Communications Committee Chair (or appointed designee), in coordination with the public relations agency, will manage journalists onsite at all events, and vet requests for credentials.

6. Appendices / Attachments

- 6.1. Journalist Application for Credentials



Application for Journalist Credentials

All journalists who wish to be credentialed for the _____ event are required to submit this application. In compliance with the SSH Journalists at SSH Events Policy, SSH reserves the right to review each journalist's credential application on a case-by-case basis.

Please provide the following information and submit to jmanos@ssih.org for review and approval.

1. Full Name
2. Publication for which you are representing; include link to web site or other representation of the publication.
3. Description of purpose for attending this event with specific goals.
4. Photocopy of official press credentials.
5. Letter of assignment from the media organization being represented.
6. An industry related article from the applicant's publication created by the applicant and published within the last twelve months, or link to the applicant's online publication with the applicant's name and title appearing in an editorial capacity.

	CREATION DATE Nov 2012	DATE REVISED May 2017
	POLICY AREA / CATEGORY Conferences	DATE APPROVED / EFFECTIVE DATE June 2013
<small>POLICY TITLE</small> Promotion by Non-exhibitors at SSH Educational Activities	<small>VERSION</small> 2	<small>DATE REVIEWED</small> June 2017

1. Summary of Purpose:
 - 1.1. To establish guidelines for the promotion of products and services at SSH conferences, educational activities, and meetings.
2. Scope
 - 2.1. All SSH conferences, educational activities, and meetings.
 - 2.2. This policy applies whether the promotional activity is representing a non-profit, for profit, or government entity.
 - 2.3. Meetings Oversight Commission is responsible for oversight of this policy.
 - 2.4. The Board of Directors is responsible for providing approval of this policy.
3. Definitions
 - 3.1. None
4. Policy Details
 - 4.1. Promotional activities may not be conducted outside of the exhibition area for any meeting of the Society for Simulation in Healthcare (SSH).
 - 4.2. Individuals or entities are not allowed to promote organizations, products or services at SSH-sponsored meetings and events outside of designated exhibition areas.
 - 4.3. All promotional activity conducted during an SSH-sponsored educational activity must occur in paid promotional exhibition space within the designated exhibition area,
 - 4.4. Those individuals or entities promoting a service, collaboration, network, healthcare product, or educational program must abide by vendor restrictions.
 - 4.5. The distribution of brochures, flyers, buttons, or other promotional materials outside of designated promotional areas is not allowed.
 - 4.6. Promotional attire (containing an entity logo, for example) may be worn by an individual, however, solicitation or promotional activity engaged in on the part of that individual must occur in designated promotional areas.
 - 4.7. Non-SSH business conducted during SSH-sponsored events must utilize independently contracted meeting space.
 - 4.8. There are provisions for outside groups to rent/lease space from SSH for a fee.

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4.9. When approved, the SSH Board of Directors can waive this fee and allow complimentary use of SSH-contracted space.

5. Procedures for Ensuring Compliance

5.1. Procedures for securing independently contracted meeting space are in the Exhibitor prospectus for each event.

5.2. The Society shall monitor compliance of this policy through the onsite oversight of SSH staff and leadership volunteers during SSH-sponsored meetings and events.

5.3. Individuals and/or entities engaging in promotional activities outside of designated exhibition areas will be asked to cease the promotional activities immediately.

5.4. Violations will be managed by the SSH Executive Committee. Attendance may be suspended, continuing education credit earned withdrawn, or dismissal from the meeting mandated, if the individual and/or entity is unwilling to comply with this policy.

6. Appendices / Attachments

6.1. None