

ACE Symposia Information (for potential joint provider partners or medical education companies)

Definition

Accredited continuing education (ACE) symposia are programs supported jointly by the Society of Critical Care Medicine (SCCM) and joint providers through unrestricted educational grants. These activities are considered part of SCCM’s Annual Critical Care Congress and are complimentary to all registered Congress attendees. Four goals have been developed to help further this mission and guide SCCM programming:

- Learn It (Education): Enhance and expand offerings and distribution of SCCM educational programs.
- Deliver It (Integrated Team of Dedicated Experts): Promote access to compassionate, patient-centered care delivered by an integrated team of dedicated experts who provide service both to individual patients and to the institution.
- Measure It (Outcome Measurements and Reporting): Develop ICU outcome measurements and reporting systems that will lessen variability in the delivery of care, thereby reducing errors.
- Improve It (Continuous Improvement): Develop information to create high-reliability organizations through a continuous improvement process.

SCCM is committed to working with its partners to offer the highest-quality programming to all clinicians in critical care. Proposals submitted to SCCM are reviewed and approved by the Congress Program Planning Committee to ensure that they meet one or more of the goals listed above and that session content and speakers are unbiased and will present all sides of any issue using evidence-based medicine. Commercial supporters may not influence the content of the session or the selection of faculty.

Accredited Continuing Education

Early morning and midday symposia are considered ACE activities for which attendees can receive ACE credit. SCCM is an accredited provider of ACE for physicians, nurses, and pharmacists. SCCM follows the guidelines of the Accreditation Council for Continuing Medical Education (ACCME), the Accreditation Council of Pharmacy Education (ACPE), and the California Board of Nursing. All presentation topics, faculty, and learning objectives must be approved by SCCM. A potential joint provider may submit a proposal to develop the activity jointly with SCCM, or SCCM may solely develop the activity.

View SCCM’s [policies on education and training](#).

ACE Symposia Dates and Times

Session	Monday, February 24, 2025	Tuesday, February 25, 2025
Early morning session	6:15 a.m. – 6:45 a.m. continental breakfast 6:45 a.m. – 7:45 a.m. symposium (60 minutes)	N/A unless there is demand
Midday session	11:50 a.m. – 12:10 p.m. boxed lunch 12:10 p.m. – 1:25 p.m. symposium (60 minutes)	11:50 a.m. – 12:10 p.m. boxed lunch 12:15 p.m. – 1:25 p.m. symposium (60 minutes)

There will be a maximum of two symposia per session. SCCM reserves the right to update this number, pending demand and available space.

Venue

Orange County Convention Center, 9800 International Drive, Orlando, FL 32819

Rooms assigned for symposia will be designated for Congress education sessions. Final room assignments will be made once funding has been secured and SCCM has finalized its roster of educational sessions.

SCCM Marketing of Congress

SCCM will be marketing Congress as in-person event. Congress Digital will be available for purchase before the event and for one year after the event. All content in Congress Digital will offer ACE credit on completion. Congress Digital will be free to all Congress attendees and will contain the recordings of Congress sessions as well as bonus ACE opportunities.

Fees

SCCM's symposium fee is \$102,005, which includes:

1. Project management
2. Faculty management
3. Honoraria for a maximum of three faculty
4. Faculty travel reimbursement (coach airfare and one night's accommodation)
5. On-site logistics and meeting space management
6. One-time complimentary SCCM Congress preregistration attendee mailing list
7. Food and beverage costs for a continental breakfast for morning session or boxed lunch and beverage for midday session

The following promotional opportunities may be added for an incremental grant fee:

1. Print advertising opportunities (*Critical Connections* fall 2024 print/online quarterly, and hotel door drop)
2. Digital advertising opportunities (*Critical Connections*, News, Select, or Congress editions; *Congress Special Events and Sessions Brochure*, and Congress Pocket Pal)
3. SCCM is marketing Congress as an in-person event. Attendees will be able to access Congress Digital content via its learning management system.
4. Enduring material production and distribution. This includes recording of the live symposium, ACE credit for the enduring activity for one year, and SCCM marketing extending the reach beyond the live symposium. This will be launched 60 to 90 days after the live event. The intent of this opportunity is to broaden the program's reach beyond Congress registrants.

Please note:

- A single or multiple commercial supporters may fund each symposium or a single commercial supporter may fund multiple symposia.
- If a commercial supporter would like to work directly with SCCM (without a joint provider), the budget and package would be shared on request because the process is slightly different.
- All symposia are scheduled on a first-come, first-served basis at SCCM's discretion.

Preliminary Topic Proposal Review

1. Please submit the following components:
 - a. Symposium title/topic

- b. Needs assessment summary
- c. Learning objectives
- d. Potential grantor(s)
- e. Potential faculty/moderator

Once submitted, SCCM will distribute internally for Congress Planning Committee cochair approval. The Congress Program Planning Committee will review and respond within 14 business days of receipt.

2. Once the topic is approved, the medical education company (MEC) will submit a detailed proposal and budget. SCCM will review and edit, include a marketing plan, and gather internal approvals. Once final drafts are completed, SCCM will submit grants with assistance from the MEC as needed.
3. Please use the budget template (provided on request) to estimate the grant request amount. The budget must include the grant portion payable to SCCM and must list the required items. SCCM provides the registration, general marketing, evaluations, and on-site assistance for each panel. Add additional lines under the appropriate sections for your charges (highlighted in orange).

Please note:

- Estimated attendance for each symposium is 200 to 400 people.
 - Meals (continental breakfast for morning or boxed lunches for midday) for attendees are included in the SCCM fee; no changes or additions to the menu or room setup can be made.
4. The ACE activity should meet the needs of all practitioners who care for critically ill patients, including:
 - Advanced practice nurses
 - Anesthesiologists
 - Clinical nurse specialists
 - Critical care educators
 - Dietitians
 - In-training professionals
 - Medical directors
 - Nurses
 - Nurse managers
 - Pharmacists
 - Physical therapists
 - Physicians
 - Physician assistants
 - Research scientists
 - Respiratory care practitioners
 - Surgeons
 - Other critical care practitioners
 5. SCCM's membership is broken down by profession as follows:
 - Physicians: 67%
 - Nurses: 11%

- Pharmacists: 11%
- Physician assistants: 3%
- Other healthcare professionals: 8%

Deadline: Applications will be accepted until September 30, 2024, after which applications will be taken as space allows. SCCM cannot guarantee that the symposia will appear in print promotional materials because of production timelines.

Letter of Agreement Process

On confirmation of funding notification, SCCM will initiate two agreements: one between the commercial supporter and the education providers and the second between SCCM and the MEC. Review and include all items in SCCM's joint letter of agreement (LOA). SCCM will accept a grantor's LOA if it includes all the language in SCCM's original agreement. Please be sure to include SCCM's required ACE language for your legal department before finalizing any agreement. The LOA will then be sent to all parties for signatures. No speaker contact will be made by SCCM until the LOA is completed and signed.

SCCM must receive the full grant amount by January 23, 2025.

ACE Symposia Guidelines

SCCM adheres to the Guidelines for Commercial Support of Continuing Medical Education as approved by the ACCME. Formal faculty invitations, communications, and reimbursements must be handled directly by SCCM. All products must be referenced in generic terms only and not by trade names.

ACE symposia are educational programs. Product advertising, company advertising, third-party advertising, and outside product literature are not allowed in any handouts or invitation materials, meeting rooms, Congress hotels, or the convention center. Product information may be disseminated only from a company's exhibit booth. Refer to the complete list of [guidelines](#) for more information.

Managing Conflicts of Interest

The Congress Program Planning Committee will address and manage conflicts of interest (COI) in the development of the symposia. COI can be managed by replacing a speaker, having the speaker divest themselves of the conflict, or eliciting peer review of the symposium to determine that there is no commercial bias or influence in the educational materials. All faculty must complete the SCCM COI disclosure form at the time of faculty invitation. SCCM will work with speaker to resolve any conflicts. SCCM does not allow employees and/or owners of a commercial interest to serve as moderators or faculty.

Any speaker who does not submit a COI disclosure will be disqualified from presenting. If a speaker is replaced during the planning of the symposium, the replacement speaker must submit a COI disclosure, which will be reviewed by the associate director of accredited continuing education to ensure that it maintains the balance of the presentation before the speaker will be allowed to present. In addition, all relevant COI for moderators and faculty must be included in the slides presented at Congress.

Proprietary Materials and Property



Morning and midday symposia are a part of SCCM's educational programming. Therefore, symposia and any accompanying materials become the sole property of SCCM. Materials generated after the event must be produced in accordance with SCCM policy.

Faculty Reimbursement Details (expenses for up to three speakers covered by the SCCM fee)

- Travel expenses, including round-trip coach airfare (up to \$750) purchased at least 30 days before the symposium
- One night's single standard hotel accommodation (excluding incidentals) booked through SCCM
- Honorarium of \$1,000
- Complimentary registration for the 2025 Critical Care Congress
- All honoraria, reimbursement, and speaker arrangements must be made through SCCM. Additional funding or honoraria funding must be from the MEC portion of budget and paid through the MEC.
- Additional speakers are not covered by SCCM's fee and are subject to approval.

Additional Promotional Opportunities

Please review the [Industry Prospectus](#) for additional advertising opportunities.

Enduring Material

Critical Connections

Investment: \$16,500

Critical Connections' editorial material will align with the symposium topic, giving added focus to the topic and highlighting the enduring material. [Critical Connections](#) is a 9" x 11" print newsmagazine that highlights clinical editorials and news related to SCCM. It is a quarterly publication mailed to 17,000 recipients (including members and approximately 1000 nonmembers) and emailed to 70,000 (members and nonmembers via *SCCM News* eNewsletter).

Printed Monograph

Investment: \$25,000

The preprinted monograph will be polybagged in an upcoming issue of *Critical Connections* that will be distributed to a wide audience of critical care professionals for ACE credit. The monograph is a maximum of 12 pages (six leaves) and contains a summary of the symposium content. It is printed in four colors. Learners will be directed to an online platform to access the monograph. The posttest will also be available. Periodic reminders via SCCM marketing vehicles will drive learners to this activity. Each monograph offers ACE credit for physicians, physician assistants, nurses, and pharmacists.* The printed monograph polybagged with *Critical Connections* is a well-received vehicle for SCCM members and nonmembers to obtain ACE credit.

Online Enduring Activity

Investment: \$46,000



Reach a targeted audience online through SCCM's online enduring package. This opportunity includes an interactive version of the live content, which includes audio and synced slides in HTML web design. This activity will be highlighted on SCCM's website and included in an email to SCCM's membership, reaching more than 16,000 critical care professionals in addition to nonmember clinicians. This enduring activity will be accredited by SCCM for physicians, physician assistants, nurses, and pharmacists* to receive ACE credit.

ACE Live Webcast

Investment: \$50,000

SCCM can provide another touchpoint on the symposium topic. SCCM develops the content** (eg, a case study), markets the activity, and allows attendees to interact with the faculty after the activity. This webcast will also provide participants with ACE credit and the opportunity to further expand the discussion and outcomes of the topic from the live symposium (or the online enduring activity).

*SCCM will apply for appropriate credit if the content lends itself to respiratory therapists and/or dietitians, when applicable.

**Content can be provided by joint provider pending SCCM approval.