



## Satellite Event Promotion

The AAFP will assist in supporting a satellite CME symposium. Satellite symposia are held in hotels surrounding McCormick Place West, Chicago, during times that do not compete with AAFP CME sessions.

### Provider benefits include:

- *FMX On-Site Program and Expo Guide*
- Satellite Event Locator Map
- Convention center signage
- FMX mobile App
- FMX website schedule of events & dedicated Satellite CME page

Access the [online media kit](#) to help you maximize your investment, increase visibility and drive attendees to your event with these high-yield sponsorship and advertising opportunities.

- Satellite Event Locator Map advertising
- Custom on-site advertisement displayed in the convention center lobby
- Pre-registration attendee mailing lists (available July 2020)
- *On-site Program & Expo Guide* advertisement
- Doctor's Bag Insert
- Mobile App Alert

### Promotional Guidelines

The following information should be considered as promotional materials are being designed.

#### Use of AAFP Name, Seal, or FMX

The Satellite CME symposia are labeled "satellite" to indicate that they are not planned or sponsored by the AAFP. Promotional materials, on-site materials, or after-products cannot say "the AAFP FMX," "presented in cooperation with the AAFP," or "endorsed by the AAFP."

In describing these events, you may not use phrases such as "presented during," "presented in conjunction

with, "preceding," or "prior to" the AAFP FMX. Neither the FMX nor AAFP logo or seal may be used. However, the AAFP CME credit seal may be used once the AAFP prescribed credit is awarded to the satellite.

All announcements, invitations, or solicitations including envelopes, web sites, etc., **must receive AAFP approval** prior to distribution or posting.

Be certain to factor this requirement into your timeline for preparing copy, reviewing proofs, and printing materials.

Send materials directly to the AAFP for approval. If the CME provider or organizer is working with INFOCUS, send mailing pieces directly to INFOCUS for AAFP approval. CME providers or organizers will be notified when changes are needed and/or pieces are approved.

Prior to submitting final proofs of promotional materials to the AAFP or INFOCUS for approval, make sure you have the following items:

- All materials show the following disclaimer statement on the cover/front page: **"This event is not a part of the official AAFP FMX."**
- Name of CME provider must be on front cover.
- Acknowledgment of supporter(s) on front cover.
- Instructions to potential attendees about the registration procedure for your event.
- AAFP CME credit statement exactly as printed in credit determination letter (after approval has been received).
- If purchasing advertising space, the statement "Approved for (insert number of credits) AAFP (Prescribed) credits."