MEDICAL EDUCATION GRANT PACKET
- CME AGREEMENT MUST BE SIGNED -
February 19 - 22, 2020
To Whom It May Concern,

The Macula Society is pleased to announce that the 43rd Annual Meeting will be held at Rancho Bernardo, San Diego, California on February 19-22, 2020. The purpose of the Society is to provide a forum for the presentation and dissemination of the most current and most advanced scientific information and research available in retinal vascular and macular diseases.

Unlike the meetings of most other societies, there are no exhibitor booths. However, corporate representatives have the opportunity to attend all Scientific Sessions as well as participate in all extracurricular activities (including breaks, breakfasts, dinners, tour options, and social activities) with our members and attendees. The meeting is open only to Macula Society members, co-authors and supporter’s representatives.

The meeting begins Wednesday afternoon with a Case Study conference and scientific session followed by a Welcome dinner. Scientific sessions will be held Thursday, Friday, and Saturday from approximately 7:30 a.m. to 1:00 p.m. Annual Macula Society Awards and lectureships will be presented during the scientific sessions. A Gala dinner will be held Friday evening for all attendees and guests.

Your company would be acknowledged as a supporter in the Scientific Program, which is distributed to all meeting attendees. Recognition will also be given on our website, on the meeting APP, and an acknowledgement would be included on the thumb drive of the scientific session which is distributed to all members at the meeting. If your company chooses to support at the Ruby level or above, your corporate logo and a link to your company’s website could be posted on our website, www.maculasociety.org. We welcome the opportunity to discuss special funding opportunities that can be customized to your specific corporate needs. We appreciate you taking the time to review the 2020 medical education support and promotional support levels and agreement forms enclosed in this mailing, which secures your commitment for the 43rd Annual Macula Society meeting.

This meeting is jointly sponsored for continuing medical education credit with the Medical College of Wisconsin. The Office of Continuing and Professional Education strictly enforces all corporate policies and procedures and standards of the Medical College of Wisconsin and the Accreditation Council for Continuing Medical Education (ACCME). Please call the Office at (414) 955-4900 for more information or questions concerning the ACCME Standards for Commercial support. Below is a link to ACCME standards for commercial support: http://www.accme.org/requirements/accreditation-requirements-cme-providers/standards-for-commercial-support.

Thank you for considering your support of the Macula Society 43rd Annual Meeting. Please contact me or Stacy Singerman, the coordinator, at Maculasociety@aol.com to answer any questions you may have and facilitate this process for you.

Sincerely,

Lawrence J. Singerman M.D., Executive Secretary
The Macula Society
MEDICAL EDUCATION GRANT
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LEVELS OF COMPANY SUPPORT
The various levels of medical education grant support allows for the allocated number of representatives.

MAJOR MEETING SPONSOR(S)
$100,000
• 14 Representatives
• 2 full pages of recognition in the Membership Directory & Scientific Journal
• Recognition on Macula Society website and link to corporate website
• Additional recognition opportunities can be agreed upon, contact Stacy Singerman at maculasociety@aol.com.

DIAMOND PATRON
$90,000
• 12 Representatives
• 1 full page of recognition in the Membership Directory & Scientific Journal
• Recognition on Macula Society website and link to corporate website
• Additional recognition opportunities can be agreed upon, contact Stacy Singerman at maculasociety@aol.com.

EMERALD PATRON
$75,000
• 10 Representatives
• 1 full page of recognition in the Membership Directory & Scientific Journal
• Recognition on Macula Society website and link to corporate website
• Additional recognition opportunities can be agreed upon, contact Stacy Singerman at maculasociety@aol.com.
**MEDICAL EDUCATION GRANT**
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**LEVELS OF COMPANY SUPPORT**

**RUBY PATRON**
$60,000
- 8 Representatives
- 1 full page of recognition in the Membership Directory & Scientific Journal
- Recognition on Macula Society website and link to corporate website
- Additional recognition opportunities can be agreed upon, contact Stacy Singerman at maculasociety@aol.com.

**PEARL PATRON**
$45,000
- 6 Representatives
- 3/4 full page of recognition in the Membership Directory & Scientific Journal
- Recognition on Macula Society website and link to corporate website

**SAPPHIRE PATRON**
$25,000
- 4 Representatives
- 1/2 page of recognition in the Membership Directory & Scientific Journal
- Recognition on Macula Society website and link to corporate website

**TOPAZ PATRON**
$15,000
- 3 Representatives
- 1/4 page of recognition in the Membership Directory & Scientific Journal
- Recognition on Macula Society website and link to corporate website
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LEVELS OF COMPANY SUPPORT

GARNET PATRON
$8,000
- 2 Representatives
- 1/8 page of recognition in the Membership Directory & Scientific Journal
- Recognition on Macula Society website and link to corporate website

AMETHYST PATRON
$4,000
- 1 Representative
- Listing in the Membership Directory & Scientific Journal
- Recognition on Macula Society website and link to corporate website

CITRON PATRON
$2,500
- Listing in the Membership Directory & Scientific Journal
- Recognition on Macula Society website and link to corporate website
MEDICAL EDUCATION GRANT COMMITMENT FORM
Deadline: December 18, 2019

Company Name: ______________________________  Contact Person: _______________________________
Address: ____________________________________________________________________________________
Telephone: ______________________________________________ Fax: _______________________________
Email: ______________________________________________ Website: _______________________________

SUPPORT LEVEL (PLEASE INDICATE)

___ Major Meeting $100,000  2 Full Pages, 14 Reps
___ Diamond Patron $90,000  1 Full Page, 12 Reps
___ Emerald $75,000  1 Full Page, 10 Reps
___ Ruby $60,000  1 Full Page, 8 Reps
___ Pearl $45,000  3/4 Page, 6 Reps
___ Sapphire $25,000  1/2 Page, 4 Reps
___ Topaz $15,000  1/4 Page, 3 Reps
___ Garnet $8,000  1/8 Page, 2 Reps
___ Amethyst $4,000  1 Rep
___ Citron $2,500

Full payment for advertising must accompany request. Print specifications will be sent on receipt of request. Please submit artwork to maculasociety@aol.com by December 18, 2019.

PAYMENT
Enclosed is a check payable to The Macula Society for:
___ The full amount of support level (see above).
___ This agreement confirms payment of $ ____________ will be sent to the Macula Society by February 19, 2020.

If you wish to pay by credit card, please contact maculasociety@aol.com by email and we will arrange credit card payments on-line.

ADDITIONAL REGISTRATION
Additional representative badges available for purchase for promotional supporters starting at $3,000. Please contact maculasociety@aol.com.

CANCELLATION POLICY
Commitments are binding upon signature.

PLEASE SEND THIS COMPLETED FORM AND CHECK TO THE MACULA SOCIETY:
3401 Enterprise Parkway Suite 310, Cleveland, OH 44122
maculasociety@aol.com  ●  www.maculasociety.org
WRITTEN AGREEMENT FOR COMMERCIAL SUPPORT

The Medical College of Wisconsin (MCW) is an ACCME accredited provider committed to presenting CME activities that promote improvements or quality in health care and are independent of the control of commercial interests. As part of this commitment, MCW has outlined in this written agreement the terms, conditions, and purposes of commercial support for its CME activities. Commercial Support is defined as financial, or in-kind, contributions given by a commercial interest* which are used to pay all or part of the costs of a CME activity.

<table>
<thead>
<tr>
<th>Title of CME activity</th>
<th>43rd Annual Macula Society Meeting</th>
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<tbody>
<tr>
<td>Activity Location</td>
<td>Rancho Bernardo Inn, San Diego, California</td>
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<td>Activity Date</td>
<td>February 19 - 22, 2020</td>
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<tr>
<td>Name of Commercial Interest</td>
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<td>Amount of Unrestricted Educational Grant</td>
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TERMS, CONDITIONS, AND PURPOSES

INDEPENDENCE
1. This activity is for scientific and educational purposes only and will not promote any specific proprietary business interest of the Commercial Interest.
2. MCW is responsible for all decisions regarding the identification of educational needs, determination of educational objectives, selection and presentation of content, selection of all persons and organizations that will be in a position to control the content of the CME, selection of education methods, and the evaluation of the activity.
3. The commercial supporter is expressly prohibited from specifying the manner in which MCW will fulfill the requirements of the ACCME’s Elements, Policies and Standards.

APPROPRIATE USE OF COMMERCIAL SUPPORT
4. MCW and its delegates will make all decisions regarding the disposition and disbursement of the funds from the Commercial Interest.
5. The Commercial Interest will not require MCW or its joint sponsors to accept advice or services concerning teachers, authors, or participants or other education matters, including content, as conditions of receiving this grant.
6. All commercial support associated with this activity will be given with the full knowledge and approval of the MCW. Nor other payments shall be given to the director of the activity, planning committee members, teachers or authors, joint sponsor, or any others involved with the supported activity.
7. MCW and its delegates will upon request, furnish the Commercial Interest documentation detailing the receipt and expenditure of the commercial support.
COMMERCIAL PROMOTION

8. Product-promotion material or product-specific advertisement of any type is prohibited in or during the CME activity. The juxtaposition of editorial and advertising material on the same products or subjects is not allowed. Live or enduring promotional activities must be kept separate from the CME activity. Promotional materials cannot be displayed or distributed in the education space immediately before, during or after a CME activity. Commercial Interests may not engage in sales or promotional activities while in the same room as the CME activity.

9. The Commercial Interest may not be the agent providing the CME activity to the learners.

DISCLOSURE

10. MCW and its delegates will ensure that the source of support from the Commercial Interest, either direct or “in-kind”, is disclosed to the participants, in program brochures, syllabi, and other program materials, and at the time of the activity. This disclosure will not include the use of a trade name or a product-group message. The acknowledgment of commercial support may state the name, mission, and clinical involvement of the company or institution and may include corporate logos and slogans, if they are not product promotional in nature.

11. MCW and its delegates will ensure disclosure to the audience of any relevant financial relationship between itself and the Commercial Interest or between individual speakers or moderators and the Commercial Interest.

COMPLIANCE:


13. MCW agrees that this CME activity meets that accreditation requirements of the ACCME. For all Continuing Medical Education (CME) activities where commercial support and/or advertising revenue is received, the commercial supporter may require extra detail in reporting of final budget dollars per attendee. It is the policy of MCW that no funds from a commercial supporter be used to cover the costs of meals within a CME activity.

14. No funds shall be used to provide meals to Healthcare Professionals (HCPs) under this request.
The Commercial Supporter and MCW agree to abide by all requirements of the Accreditation Council for Continuing Medical Education (ACCME) Standards for Commercial Support of Continuing Medical Education® and the prevailing standard of the AMA PRA Category 1 Credit™ program.

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<th>The Medical College of Wisconsin, Inc.</th>
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<td>E-mail Address</td>
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<tr>
<th>Educational Partner</th>
<th>The Macula Society</th>
<th>Tax ID</th>
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<tr>
<td>Contact Person</td>
<td>Stacy Singerman, Coordinator</td>
<td>E-mail Address</td>
<td><a href="mailto:Maculasociety@aol.com">Maculasociety@aol.com</a></td>
</tr>
<tr>
<td>Phone Number</td>
<td>216-246-0535</td>
<td>Fax Number</td>
<td>216-831-8221</td>
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**AGREED BY AUTHORIZED REPRESENTATIVES**

**COMMERCIAL INTEREST**

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**MCW, THE ACCREDITED PROVIDER**

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**EDUCATIONAL PARTNER/Joint SPONSOR (IF APPLICABLE)**

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*The Medical College of Wisconsin (MCW) defines a Commercial Interest (Supporter) as any proprietary entity producing, marketing, re-selling or distributing health care goods or services consumed by, or used on, patients. MCW does not consider providers of clinical service directly to patients to be commercial interests. Units of the federal, state or local government are not considered to be commercial interests for CME purposes.*