



## What is a Vendor Fair?

A vendor fair is an opportunity to not only to raise money for the activities and operating expenses of your chapter, but also a great place for your members to network and learn about the latest advances in oncology care!

Typically, a vendor fair consists of a half or full-day event, with both educational content and time for vendors to get face-to-face time with nurses. Attendees can earn CNE through educational speakers and programming, if the chapter chooses to offer it. Chapters earn a profit through vendors paying for table space at the event, and through registration costs (if they choose to charge attendees).

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# Suggested Timeline

## **12 Months Prior:**

- Establish the date for your event.
- Delegate event responsibilities.
- Compile estimated budget.

## **11 Months Prior:**

- Discuss potential topics, speakers, and venues.
- Reach out to venues.

## **10 Months Prior:**

- Select venue and sign contract (if applicable).
- Compile a list of potential vendors.

## **9 Months Prior:**

- Send vendor requests.

## **8 Months Prior:**

- Compile a list of potential topics and speakers/presenters (if applicable).

## **7 Months Prior:**

- Reach out to potential speakers/presenters (if applicable).

## **6 Months Prior:**

- Reach out to CNE approver or provider (if applicable).

## **5 Months Prior:**

- Secure caterer and plan menu (if applicable).
- Finalize speakers/presenters and schedule.
- Compile information for CNE approver/provider (if applicable).

**4 Months Prior:**

- Distribute a Save the Date to membership.
- Determine admission price and compile registration form/website.

**3 Months Prior:**

- Open registration to membership. Promote via e-mail or mailing.
- Distribute flyers to local hospitals, schools of nursing, etc.

**2 Months Prior:**

- Send registration reminder to membership.
- Finalize vendors.
- Finalize layout and logistics with venue (tables, tablecloths, etc.)
- Publicize event on social media.

**1 Month Prior:**

- Plan vendor layout.
- Send vendor confirmations.
- Send registration reminder to membership.
- Reconfirm with speakers (if applicable).

**1 Week Prior:**

- Send attendee information.
- Print name tags (if applicable).
- Create a volunteer schedule for board members.

**Day of Event:**

- General setup.
- Direct and instruct volunteers.
- Collect registrations.
- Clean up (post-event)
- Deposit checks or cash (post-event).

**1 Week After:**

- Send vendor thank you notes.
- Financial report to board on overall event.

# Responsibilities

The chapter board is responsible for undertaking or delegating all the tasks that come along with the planning and execution of a vendor fair. If the chapter wishes, they can designate a specific Program Chair as one of their three mandatory elected board positions. If the chapter already has met the quota for elected positions, they can choose to appoint a Program Chair or form a Program Committee to oversee the event.

To establish accountability and ensure a successful program, it is important that all tasks necessary for the vendor fair are assessed early on and assigned to capable volunteers. Just because someone has been elected Program Chair does not mean they must be entirely responsible for the event – it takes a village! Try assigning duties in areas of strength; for example, have the Treasurer handle the financial components of registration, have your most creative board member draft up promotional flyers, etc.

Below, please find a list of some main responsibilities to aid in delegating specific tasks:

- **Registration** (setting up registration on website, mailing registration forms, etc.)
- **Marketing** (sending e-mail blasts, posting flyers, etc.)
- **Paperwork and Contracts** (applying for CNE, speaker contracts, etc.)
- **Finances** (handling finances, writing checks, distributing W-9 forms, etc.)
- **Event Layout** (deciding table layout, assigning rooms for specific activities, etc.)
- **Event Schedule** (determining the schedule of events, etc.)
- **Vendor Relations** (reaching out and securing vendors, keeping vendors updated on event information, etc.)
- **Venue and Catering** (securing the event venue, planning any catering, etc.)

## Cost and Budgeting

It's very important to compile an estimated budget before you delve into the planning of your vendor fair. Having a rough idea of your revenues and expenses can help you make decisions throughout the planning process.

The ONS National office conducted a survey in 2018 to get a better idea of the financials of chapter vendor fairs across the country. Here were the ranges and averages that resulted from that survey:

Measurement	Range (Low → High)	Average
Number of Attendees:	25 → 225	<b>67</b>
Number of Members:	15 → 120	<b>47</b>
Number of Non-Members:	0 → 100	<b>18</b>
Cost for Members:	Free → \$65	<b>\$9</b>
Cost for Non-Members:	Free → \$75	<b>\$12</b>
Cost for Students:	Free → \$55	<b>\$4</b>
Number of Vendors:	6 → 60	<b>\$20</b>
Price per Table:	\$200 → \$2,000	<b>\$737</b>
Cost for Venue:	Free → \$5,000	<b>\$1,134</b>
Estimated Revenue:	\$1,000 → \$54,000	<b>\$11,610</b>

The main factor to consider when planning for your vendor fair is the number of attendees you will have. While this can be difficult to predict for your first event, this information is crucial in deciding how much space you should book, how many vendors you should invite, and how much you should charge. The more attendees you anticipate, the more vendors are willing to pay for a table.

## SAMPLE EVENT BUDGET

Revenues	Number	Fee	Amount
Estimated Number of Vendors	20	\$750.00	\$15,000
Estimated Number of Members	48	\$10.00	\$480
Estimated Number of Nonmembers	18	\$15.00	\$270
<b>Total Revenues</b>			<b>\$15,750</b>

Expenses	Number	Price per Item	Amount
Honoraria	1	\$500.00	(\$500)
Venue Rental	1	\$1,100.00	(\$1,100)
Catering	1	\$900.00	(\$900)
Postcards	100	\$0.60	(\$60)
Postage	100	\$0.50	(\$50)
Flyers	50	\$0.30	(\$15)
Door Prizes	3	\$75.00	(\$225)
Misc. Supplies	1	\$50.00	(\$50)
<b>Total Expenses</b>			<b>(\$2,900)</b>

Profit	Amount
Revenues	\$15,750
Expenses	(\$2,900)
<b>Profit</b>	<b>\$12,850</b>

## Establishing Dates

It is important to establish the date for your vendor fair well in advance to allow enough time for planning. It is recommended to try to choose the date for your vendor fair **9-12 months in advance**.

Generally speaking, vendor fairs are held in the spring or the fall. This allows the chapter to avoid the summer holidays (when many members are on vacation), and the winter months (which have inclement weather in some parts of the country). Chapters tend to host their events on Saturdays, to accommodate their members' schedules.

It may be helpful to contact your neighboring chapters to ensure that your vendor fair is not competing with a similar event in the surrounding area. You can find a listing of chapters by state, along with their contact information, at <https://www.ons.org/member-center/chapters>.

## Venue

Once the date and estimated attendee count are established, you can begin scouting for event venues. It's important to consider things like traffic, parking, and proximity to your membership when deciding upon a venue. The first course of action is look within your membership – does anyone work at an institution with an appropriate event space? Many chapters are able to have their venue donated by a local hospital or institution.

If you're unable to secure a venue for free, there are several other options to pursue. The average chapter spends around \$1,100 on space rental from any of the following:

- **Hospitals**
- **Hotels**
- **Restaurants**
- **Country Clubs**
- **Meeting/Conference Centers**

The most important aspect of choosing a venue is ensuring that it has enough space for your needs, but also complies with pharmaceutical guidelines if you choose to offer CNE contact hours. See the sections on Vendor Requirements and Continuing Nursing Education for more information.

# Logistics

There are several important logistical issues to consider and discuss with the venue prior to the event. These include:

- **Space:** It is important to determine early on how much space is available for vendors. Determine the amount of tables that will fit in the room before opening vendor registration – this will prevent overselling spaces. If renting a professional venue, ask if they could provide you with a simple floor plan with a table layout, or create a basic version on your own.
- **Electricity:** Some venues will allow for electricity at vendor booths, and some may not. Ensure that you are aware of the venue’s capabilities before offering electricity to vendors. The venue may need to place vendors with electricity in specific areas of the space.
- **Traffic Flow:** Some booths will draw more of a crowd than others – if you anticipate a booth being popular, try to space it away from other popular booths to prevent pooling of attendees in certain walkways.
- **Registration:** Will registration take place outside of the space, or inside? Is the venue able to provide a designated registration table, or will your chapter need to rent or provide their own? Make sure to discuss these details with your venue, or make these decisions ahead of time with your chapter board.
- **Internet:** Determine whether wireless internet is necessary for your event, and discuss internet capabilities with the venue. If WiFi or hardline internet is a possibility, consider offering it as an option to your vendors (at an additional cost).

## Save the Date

After you've ironed out some of the major details of your vendor fair (location, time, CNE offerings, etc.), it is helpful to send a Save the Date to your membership. It is customary to send out a Save the Date notice around **4 months in advance**.

Save the Date announcements can be distributed via your chapter virtual community (using the "Email Community Members" feature), or can be mailed to members. If you would like the mailing addresses of your membership, please contact [chapters@ons.org](mailto:chapters@ons.org).

### SAMPLE SAVE THE DATE



## *Save the Date*

**Event:** Event Name

**Date:** Event Date and Time

**Location:** Event Venue

**Information:** Any CNE offerings, additional activities, etc.

**More details to follow.**

**Questions? Contact:** Contact Information

# Potential Vendors

A large portion of revenue from chapter vendor fairs comes from the vendor aspect – sponsors paying to attend your event and display their product or company information.

## PHARMACEUTICAL VENDORS

Pharma vendors are often the “bread and butter” of a chapter vendor fair. Many of you probably already have contacts in pharma, whether they’re members of your chapter, or you’ve worked with them on dinner programs in the past. Please note that pharmaceutical vendors need to be a room separate from any CNE presentations.

Below, you can find a list of oncology-related pharma companies to reach out to with vendor requests. Always make sure you ask about the individual guidelines of each company – they can vary between organizations.

- AbbVie
- Amgen
- Astellas
- AstraZeneca
- Bayer
- Biologics, Inc.
- Bristol-Meyers Squibb
- Celgene
- CVS
- Eisai
- Genentech
- Gilead Sciences
- Ipsen Pharmaceuticals
- Lilly Oncology
- Merck
- Novartis
- Pfizer Oncology
- Sanofi
- Taiho Oncology
- Takeda Oncology
- TESARO
- Walgreens

## ADDITIONAL VENDORS

Many chapters choose to open tables to local companies or nonprofits – sometimes at a reduced rate (depending on the organization). Some organizations also may be willing to “swap” tables – giving the chapter a free table at an upcoming event in exchange for a free table at your vendor fair. Often, these are organizations related to oncology, but it is also acceptable to have tables from other organizations that might interest your members. These can include, but are not limited to:

- Home Health Care Organizations
- Hospice Organizations
- Genomic Testing Companies
- American Cancer Society
- Specialty Pharmacies
- Schools of Nursing
- Hospitals
- Cancer Support Groups
- Leukemia & Lymphoma Society
- Cancer Equipment Companies
- Prosthetic Companies
- Acupuncture
- Massage Therapy
- Be the Match
- Personal Interest Organizations (cosmetics, jewelry, Tupperware, etc.)

## Vendor Requirements

When working with vendors, especially those in pharma, it is important to understand and do your best to accommodate the guidelines that they are bound to operate under. Always ask a vendor if they have any special requirements or restrictions. It is also helpful to keep yourself informed on pharma’s Code on Interactions with Healthcare Professionals, which can be found [here](#).

This document outlines the rules pharma reps must follow in regards to CNE, meals, etc. Please note that many vendor fairs offering meals or CNE need to have two rooms with independent entrances to provide the necessary separation for some pharmaceutical guidelines.

# Vendor Paperwork & Communications

Different vendors may have different requirements when it comes to required forms and paperwork. For example, many pharmaceutical companies may ask you to sign a contract and submit a W-9 form for their records. Always be sure to review any contracts diligently, preferably with more than one board member present.

On the following pages, please find:

- Sample vendor invitation
- Sample vendor RSVP Form
- Sample W-9 (which highlights how to fill out the form properly)

**Please note that text in red should be customized for your chapter and event.**

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## FREQUENTLY ASKED QUESTIONS:

### Is ONS a nonprofit organization?

Yes, ONS and all of its chapters are 501(c)6 nonprofit organizations, under the tax code of the IRS. For copies of ONS's Articles of Incorporation or Tax Status Determination Letter, contact us at [chapters@ons.org](mailto:chapters@ons.org).

### Are contributions to our chapter tax deductible?

Contributions to ONS and its chapters are **not** tax deductible.

### What is my chapter's EIN number?

If you are unsure of your chapter's Employer Identification Number, please contact us at [chapters@ons.org](mailto:chapters@ons.org). Your chapter's number is separate from that of ONS national.

## SAMPLE VENDOR INVITATION



Chapter Name  
Vendor Contact  
Address  
E-mail  
Phone Number

To Whom It May Concern:

On behalf of the **Chapter Name** chapter of the Oncology Nursing Society, I am pleased to announce our upcoming vendor fair, **Event Name**. This will be our chapter's **XX<sup>th</sup>** annual vendor fair, and we are looking forward to a successful event.

The vendor fair will take place on **Date**, from **Start Time** to **End Time**. This year's event will be held at the **Event Venue**.

The **Event Name** will be attended by oncology nurses from all areas of practice, so we are looking to have exhibitors from the entire cancer spectrum. We have limited vendor space available, so if you are interested in exhibiting, please return the attached RSVP form by **Due Date**. The cost for a table at this year's event is **Table Price**.

If you would like more information, please feel free to reach out - I would be happy to answer any questions you might have.

Thank you for your time, and I look forward to hearing from you soon.

Sincerely,

*Signature*  
Printed Name

**SAMPLE VENDOR RSVP FORM**



**NAME OF CHAPTER VENDOR FAIR**

Yes, we would like to participate in the **Name of Chapter Vendor Fair:**

- Participating Vendor** **\$ Fee**
- Power Strip for Table** **\$ Fee**
- Raffle Donation (include item and value)**

\_\_\_\_\_

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Enclosed is a check for \$\_\_\_\_\_ payable to **Chapter's Name.**

**Sponsor/Company:** \_\_\_\_\_

(Please print your listing as you would like it to appear in the program).

**Contact Name:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone:** \_\_\_\_\_

**E-mail:** \_\_\_\_\_

Please mail your company's contract and payment by **Due Date** to:

**Chapter Contact**  
**Address**  
**E-mail Address**  
**Telephone Number**

## Request for Taxpayer Identification Number and Certification

**Give Form to the  
requester. Do not  
send to the IRS.**

▶ Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Print or type. See Specific Instructions on page 3.	<p><b>1</b> Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. <b>Oncology Nursing Society</b></p> <p><b>2</b> Business name/disregarded entity name, if different from above <b>Chapter Name</b> ← <b>Your Chapter's Name</b></p> <p><b>3</b> Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only <b>one</b> of the following seven boxes.</p> <p><input type="checkbox"/> Individual/sole proprietor or single-member LLC    <input type="checkbox"/> C Corporation    <input type="checkbox"/> S Corporation    <input type="checkbox"/> Partnership    <input type="checkbox"/> Trust/estate</p> <p><input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____</p> <p><b>Note:</b> Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is <b>not</b> disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.</p> <p><input checked="" type="checkbox"/> Other (see instructions) ▶ <b>Nonprofit Association</b></p>	<p><b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):</p> <p>Exempt payee code (if any) <b>1</b></p> <p>Exemption from FATCA reporting code (if any) <b>A</b></p> <p><small>(Applies to accounts maintained outside the U.S.)</small></p>
	<p><b>5</b> Address (number, street, and apt. or suite no.) See instructions. <b>Treasurer's Address</b></p> <p><b>6</b> City, state, and ZIP code <b>Treasurer's Address</b></p> <p><b>7</b> List account number(s) here (optional)</p>	<p>Requester's name and address (optional)</p>

### Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Social security number									

**or**

Employer identification number									
1	2		3	4	5	6	7	8	9

**Note:** If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

**Your Chapter's EIN** →

### Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

<b>Sign Here</b>	Signature of U.S. person ▶	Date ▶
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### General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

### Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-DIV (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

*If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.*

# Vendor Passport

A great way to ensure that attendees are engaging with your vendors is to utilize a vendor passport. The passport is distributed at registration, and attendees must visit each vendor and receive a special stamp or signature at each booth.

Once an attendee completes their passport, they can return it to a designated drop off (usually the registration table) to receive a “prize” (could be an actual prize, extra tickets for a raffle, etc). Some chapters include all vendors in their passport, and some are more selective, and might charge vendors a small fee to be included.

Most vendors are very familiar with this concept, so it shouldn't be a surprise to them if it's brought up in your communications. Regardless, you should still check with vendors before including them in your passport. Logo and branding are especially important – it is preferable to get an approved logo directly from the vendor, as opposed to relying on Google (which can often have outdated or grainy images).

## SAMPLE VENDOR PASSPORT

<p style="text-align: center;"><b>VENDOR PASSPORT</b></p>  <p style="text-align: center;"><i>Vendor Fair Event Name</i> <i>Year</i></p> <hr/> <p>Please bring your completed vendor passport to <b>Drop-Off Location</b> to receive <b>Prize</b>.</p>				
				
				
				
				

## Continuing Nursing Education

Vendor fairs put on by chapters have the option to have a continuing education component to help draw traffic and generate funds. Current chapters offer anywhere from 1-8 contact hours, with the average chapter offering around four hours of CNE.

There are a number of organizations accredited by the American Nursing Credentialing Center to approve individual applications for continuing nursing education. Most approver units are part of state nursing organizations, many of which will approve programs held in other states. You can find a list on the American Nursing Credentialing Center (ANCC) website at <https://www.nursingworld.org/organizational-programs/accreditation/find-an-accredited-organization/>

You could also contact an accredited provider or approved provider in your area to see whether they would be interested in jointly providing your program. Joint providing is when two or more organizations work together to plan an educational activity. The provider of the activity is the organization that awards contact hours, and, in this case, the chapter would be the joint provider.

Common providers are hospitals/hospital systems and schools of nursing. The fee for providers and approvers varies, but is generally based on the number of contact hours that are being requested.

Be sure to check with the approver or provider for time frames, required information, and the format in which you will need to submit your application – this will ensure you have the information required by them when needed. Providers and approvers may require some or all of the information below (adapted from ANCC criteria):

- Event Information (title, location, format, date)
- Nurse Planner name and credentials
- Rationale for program
- Description of the target audience
- Desired learning outcomes
- Description of evidence-based content with supporting references or resources
- Learner engagement strategies
- Description of evaluation method
- Names and credentials of all individuals in a position to control content
- Conflict of Interest (COI) forms for all individuals in a position to control content

## APPROPRIATE USE OF COMMERCIAL SUPPORT FOR CONTINUING EDUCATION

1. All commercial support associated with a CE activity must be given with the full knowledge and approval of the chapter. No additional funds or in-kind support will be provided to the planning committee members, speakers, or authors beyond those defined in the budget.
2. All commercial support expenditures must be documented and, upon request, provided to the commercial supporter.
3. Expenditures Governing Planners, Speakers, Authors and Learners
  - a. Planners, speakers, and authors shall be paid reasonable and customary honoraria rates and out-of-pocket expenses for travel-related expenses (if applicable).
  - b. If speakers are listed on the agenda as faculty or conducting a presentation or session who participate in the remainder of an educational event as learners, their expenses can be reimbursed and honoraria can be paid for the presentation role only.
  - c. The authorization for a joint sponsor or other educational partner to pay honoraria or out-of-pocket expenses shall be documented between the chapter and the joint sponsor and/or educational partner.
  - d. All funds to be paid to the planners, speakers, authors, or joint sponsors shall be stipulated in a written agreement and paid directly by the chapter.
  - e. Commercial support may be used to pay for approved travel expenses and honoraria for volunteers of the provider or educational partner.
  - f. Scholarships to permit oncology nurses to attend educational conferences are permissible as long as participant selection is made by the chapter through an application process.
4. Social Events at Continuing Education Activities
  - a. Meals and receptions are appropriate social events at CE activities and shall not compete with or take precedence over the educational events. The budgets for these activities are based on local standard prices.
  - b. Social events must satisfy three criteria: a) The value of the event to the participant should be modest; b) The event should facilitate discussion among attendees and faculty members; and c) The educational part of the conference should account for a majority of the total time accounted for by the educational activities and social events together.

- c. Meals, receptions, or other social events must not be the focus or the primary inducement to attend the CE activity, nor should information about them in activity invitations give the impression that they are more important than the content of the CE activity.
- d. Guests may attend the CE activity or social events on a space-available basis and are required to pay for associated meal costs.

### **APPROPRIATE MANAGEMENT OF ASSOCIATED COMMERCIAL PROMOTION WITHIN CONTINUING EDUCATION ACTIVITIES**

1. Arrangements for commercial exhibits or advertisements cannot influence planning of or interfere with the presentation, nor can they be a condition of the provision of commercial support for CE activities.
2. Product-promotion materials or product-specific advertisements of any type are prohibited in or during CE activities. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CE.
3. For *live, face-to-face CE*, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CE activity. Representatives of commercial interests are not permitted to engage in sales or promotional activities while in the space or place of the CE activity.
4. Educational materials that are part of a CE activity, such as slides, abstracts, handouts and monographs, cannot contain any advertising or product-group messages, or use trade names exclusively or inappropriately.
5. Print or electronic information distributed about the non-CE elements of a CE activity that are not directly related to the transfer of education to the learner, such as schedules and content descriptions, may include product-promotion material or product-specific advertisement.
6. A provider cannot use a commercial interest as the agent providing a CE activity to learners (e.g., distribution of self-study CE activities, arranging electronic access to CE activities).

7. Representatives of commercial interests may attend CE activities based on space availability as determined by ONS. Expected behavior includes, but is not limited to, the following:
  - a. Cannot engage in detailing.
  - b. Cannot distribute product-promotional materials.
  - c. Cannot pay directly any speaker or author honoraria or reimbursement of out-of-pocket expenses.
  - d. Cannot provide any other payment to the planners of the activity, planning committee members, speakers, or authors, joint sponsor, or any others involved with the supported activity.
  - e. Must register with onsite activity planners and pay registration fee, if required.
  - f. Cannot participate by asking or answering questions or inducing participants to ask questions during the activity.
  - g. Cannot develop their own invitations.
  - h. Cannot pay registration and expenses for attendees.
  - i. Cannot transport faculty members to or from the activity.
  - j. Cannot have access to program rosters.
  
8. Enduring Materials
  - a. The following information will be communicated to participants on all CE Enduring Materials.
    - i. Principal faculty, their credentials, and their conflict of interest disclosure
    - ii. Medium or combination of media used
    - iii. Method of nurse participation in the learning process
    - iv. Estimated time to complete the educational activity
    - v. Dates of original release and the most recent review or update
    - vi. Expiration date (date after which enduring material is no longer certified for credit)
    - vii. Acknowledgment of commercial support (only at the beginning of the enduring material; no trade name or product-group message)
  - b. Commercial support representatives cannot distribute CE enduring materials or journal reprints under commercial support agreements. These business transactions must occur via separate agreements from the commercial support agreement.
  - c. Links from CE activity websites to pharmaceutical and device manufacturers' product websites are permitted at the beginning or end of

the educational content of a CE activity, but shall not be embedded in the educational content of the CE activity.

- d. Advertising of any type is prohibited within the educational content of CE activities on the Internet, including, but not limited to, banner ads, subliminal ads, and pop-up window ads.
9. Exhibits
- a) Exhibits must be placed in a space separate from the educational activity space.
  - b) Live CE activities are prohibited in the exhibit hall.
  - c) A separate contract will be used for exhibit arrangements. That contract will contain the terms, conditions, and prohibitions regarding exhibits associated with the education activity.
  - d) Exhibit income will be accounted for separately from commercial support income.

## Speakers and Presenters

Chapters may choose to bring in a range of speakers at vendor fairs – whether it is a nationally renowned speaker on a certain topic, a local doctor, or even a patient who would like to share their story. If you are planning on including a speaker or presenter for CNE, please make sure you review the Continuing Nursing Education rules and requirements (see pg. 18). Speakers can generally be secured through local institutions or a national speakers bureau.

## Conflict of Interest Form

Any presenter or speaker at a chapter vendor fair must fill out a Conflict of Interest form in order to declare any potential issues prior to the event. If CNE is being provided by a provider unit, this form should be provided by the accrediting body (ANCC, etc).

If your chapter is bringing in a speaker that is not affiliated with CNE, you may use the in-house Conflict of Interest form (please see the next page).



## CHAPTER CONFLICT OF INTEREST FORM

Chapter: \_\_\_\_\_

Event: \_\_\_\_\_

Date: \_\_\_\_\_ Location: \_\_\_\_\_

### 1. Employment or Leadership Position:

List each entity in which you or an immediate family member currently holds any full- or part-time employment or serves as an officer or board member for an entity having an investment, licensing, or other commercial interest in the science or practice of oncology.

- I do not have an employment or leadership position to disclose.
- I have an employment or leadership position to disclose:

\_\_\_\_\_

### 2. Consultant or Advisory Role:

List each entity in which you or an immediate family member currently holds or has held any consultant or advisory arrangements with an entity having an investment, licensing, or other commercial interest in the science or practice of oncology for which services were performed or payment was made during the past 12 months.

- I do not have a consultant or advisory role to disclose.
- I have a consultant or advisory role to disclose:

\_\_\_\_\_

### 3. Stock Ownership:

List each entity in which you or an immediate family member currently holds >5% ownership interest in any entity (publicly traded or privately held) that has an investment, licensing, or other commercial interest in the science or practice of oncology. You do not have to disclose ownership in diversified funds that are not controlled by you or an immediate family member.

- I do not have stock ownership to disclose.
- I have stock ownership to disclose:

\_\_\_\_\_

**4. Honoraria:**

List each entity in which you or an immediate family member has been paid directly any honoraria (reasonable payments for specific speeches, seminar presentations, or appearances) during the past 12 months by any entity having an investment, licensing, or other commercial interest in the science or practice of oncology.

- I do not have honoraria to disclose.
- I have honoraria to disclose:

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**5. Research Funding:**

List each entity in which you or an immediate family member currently conducts any clinical research project(s) funded in whole or in part by an entity having an investment, licensing, or other commercial interest in the science or practice of oncology.

- I do not have research funding to disclose.
- I have research funding to disclose:

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**6. Expert Testimony:**

List each entity in which you or an immediate family member has provided expert testimony during the past 12 months, where the testimony given relates to the science or practice of oncology.

- I do not have expert testimony to disclose.
- I have expert testimony to disclose:

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**7. Other Remuneration:**

List each entity in which you or an immediate family member has received any trips, travel, gifts, or other in-kind payments during the past 12 months from an entity having any investment, licensing, or commercial interest in the science or practice of oncology. You do not have to disclose payments that are directly related to research.

- I do not have other remuneration to disclose.
- I have other remuneration to disclose:

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**To the best of my knowledge and belief, the above information is true and accurate.**

**Signature:** \_\_\_\_\_

## Event Registration

With the introduction of the new chapter virtual communities at the end of 2018, event registrations are easier than ever. Chapter members (or non-members) can register and pay directly on your chapter website. Some best practices:

1. Ensure your chapter has a PayPal account to accept online payments. You can set up a chapter PayPal account [here](#), or by visiting the PayPal website.
2. You can find the instructions for linking your PayPal account and creating a chapter event on your site [here](#). For a vendor fair, the Event Type “Chapter Event (Advanced Registration)” is generally recommended. This allows for both Early, Regular, and Late registration categories, as well as Member and Non-Member Pricing. Additionally, member can opt to forgo payment during the online registration and bring a check to the event, if desired.
3. There is a separate “Vendor Only Registration” category in the chapter events section – if you would like to collect payment from vendors via the site, a separate event can be created with this registration type.

If you have any questions or need any assistance in formatting or setting up a chapter event registration on your virtual community, please contact us at [chapters@ons.org](mailto:chapters@ons.org).

## Event Communication

Keeping your vendors and attendees informed is key to putting on a successful event. In addition to the “Save the Date”, attendees and vendors should receive invitations several months in advance, and should receive reminders periodically during the registration window.

If event registration is run through your chapter site, attendees will automatically receive an invoice and confirmation e-mail upon registering – if registration is hosted externally, it is recommended that these are provided. A few weeks before the event, it is recommended to send vendors and attendees location information, phone numbers, parking, and security or access information.

## SAMPLE EVENT INFORMATION COMMUNICATION\*

\*Separate communications may need to be provided to vendors - generally, it is recommended that vendors should arrive at the venue 60 minutes prior to the start of the event.



Dear Vendor Fair Attendees,

The chapter vendor fair is only a week away! In preparation for the event, please review the following attendee information:

**WHEN:** Include the date, the time, and the time zone (EST, PST, etc.). Also include when registration starts, if you plan to have it open earlier.

**WHERE:** Be specific – include not only the street address, but any other pertinent information, like the room number, floor, or specific directions, if the event space isn't immediately obvious when entering through the front door.

**GETTING THERE:** Provide some basic directions or nearby landmarks – this is also a good place to include parking instructions.

**CONTACT INFO:** Provide the contact information, preferably phone numbers, for the venue and a board member who will be onsite.

We look forward to seeing you next week! If you have any questions in the meantime, please contact [Board Member] at [Contact Info].

## What to Bring

Below, please find a sample checklist of some items your board should bring the day of the vendor fair. Additional items may be required, make sure to check with your venue to ensure they have the appropriate tables, chairs, linens, etc. for your board members to use for registration.

- Name Tags
- Power Strips
- First Aid Kit
- Markers
- Laptop or Printed Attendee Sheet
- Lockbox (for Checks or Cash Payments)
- Tape (Duct Tape, Masking Tape, etc.)
- Table Runner
- Vendor Passports (if applicable)
- Raffle Tickets (if applicable)
- Door Prizes (if applicable)
- Directional Signs
- Tool Kit
- Paper Towels
- Pens and Pencils
- Extra Paper/Notepad
- Tissues
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## After the Vendor Fair

After the vendor fair, there are several things that require follow-up. These include:

- ❑ **Finances:** Ensure that all attendee and vendor payments were accounted for. Also confirm that all services have been paid (venue rental, catering, honoraria, etc.). Tabulate the final revenues and expenses to determine the net income for the event. Be sure to keep records to include on your annual Treasurer's Report.
- ❑ **Thank You Notes:** Make sure to send thank you notes to all of your vendors, and anyone else that may have donated services or played a part in putting on the event. It will help built a good rapport and make future events easier to plan.
- ❑ **Gather Feedback:** You may want to send a survey to vendors or attendees to gather information on how to improve future events. Identify any potential improvements that could be made.
- ❑ **Organize Documentation:** Gather together all of your contracts, contacts, and financial information from the event into one place, where all board members can access it (Chapter Workspace, Google Drive, etc.). These records will be helpful for future board members looking to host the event in the coming years.

Putting on a chapter event is never an easy undertaking – your commitment to your chapter and to oncology nursing as a profession does not go unnoticed! ONS and your members are grateful to have you as the face of oncology nursing in your community. If you need help with anything, never hesitate to reach out to us at [chapters@ons.org](mailto:chapters@ons.org).

Gratefully,

ONS Chapters Staff