



Dear Vendor,

I am writing to invite you to participate in **MSNO's Annual Fall Conference on Saturday October 23, 2010**. We are sincerely appreciative of your past participation and are looking forward to your support for our conference entitled "*Healing Hidden Hurts*." **This year's event will be held at the Doubletree Hotel Westboro, MA 01581. Vendor set up will begin at 7:00 am.** MSNO is applying for ANCC accreditation, and as such is requesting that you complete and return (by email) the following **Commercial Support Agreement** and **Vendor Confirmation** forms as indicated below:

Commercial support agreement**	Submission required to participate (non binding)	By August 15, 2010 **essential for our accreditation application
Vendor Confirmation form	Commitment to reserve space and confirm a donation	By October 2, 2010

Your contribution to the general fund that supports the MSNO Fall Conference will be greatly appreciated. The donation schedule is below; checks are payable to "MSNO" and mailed to me, Susan Glenny, Vendor Coordinator. Please include a copy of the Vendor Confirmation form with your check. Vendor floor assignments are determined by first-come first-served receipt of your check at each level of sponsorship. Your donations will be recognized in our conference program packet. Three levels of sponsorship are outlined below:

Gold Sponsor	<i>For Profit Vendor</i>	<i>\$600 -\$1000 donation</i>
Silver Sponsor	<i>For Profit Vendor</i>	<i>\$250 -\$500 donation</i>
Bronze Sponsor	<i>Non-Profit Vendors , Information Vendors</i>	<i>\$50 donation</i>

MSNO is looking forward to working with you at our Fall Conference; please do not hesitate to contact me if I can be of any further assistance.

Sincerely,

Susan Glenny RN
 MSNO Vendor Coordinator
 55 Valley Rd. Lunenburg, MA 01462
 Phone 978-582-6958(H) 978-833-1931(Cell) Fax 978-582-4109 (W)
schoolrnsue@gmail.com

PLEASE NOTE: The Doubletree will accept delivery of your shipped vendor materials the week of October 17, 2010. Please send them clearly marked "MSNO Fall Conference". Please include a contact name and phone number. Thank you.

Commercial Support Agreement

Date: _____ Parties involved in agreement:
Provider and representative's name: **MSNO Judy Aubin, RN, MS**
Entity providing commercial support: *(Insert Commercial Support entity name)*
Title of Continuing Nursing Education (CNE) activity: **MSNO Conference-Fall 2010**
Date of activity **October 23, 2010**

(Insert Commercial Support entity name) will provide **a monetary donation to the continuing education fund of MSNO.**

The (entity) will be recognized as providing commercial support in any advertising or promotional materials.

The commercial support and/or entity will in no way influence or bias the content of the CNE presentation. According to ANCC Commercial Support Standards (included in the MARN Provider and Activity applications), the following must be met:

Appropriate Use of Commercial Support

- ❖ A provider of a CE activity cannot be required by an entity with a commercial interest to accept advice or services concerning teachers, authors, or other educational matters, including content, from the entity as conditions of contributing funds or services.
- ❖ All commercial support associated with a CNE activity must be given with the full knowledge and approval of the provider.
- ❖ The provider, the co-provider, or designated educational partner must pay directly any faculty or author honoraria or reimbursement of out of pocket expenses in compliance with the provider's written policies and procedures.
- ❖ No other payment shall be given to the director of the activity, planning committee members, teachers or authors, co-provider, or any others involved with the supported activity.

Appropriate Management of Associated Commercial Promotion

Commercial exhibits and advertisements are promotional activities and not continuing nursing education. Therefore, monies paid by commercial interests to providers for these promotional activities are not considered to be "commercial Support". However, CNE providers are expected to fulfill the requirements of Standard 4 and to use sound fiscal and business practices with respect to promotional activities.

- ❖ Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CNE activities.
- ❖ Product-specific promotion material or product-specific advertisement of any type is prohibited in or during CNE 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 CNE.
- ❖ **Print** advertisements and promotional materials shall not be interleaved within the pages of the CNE content. Advertisements and promotional materials may face the first of last pages of printed CNE content as long as these materials are not related to the CNE content they face and are not paid by the entities with commercial interests in the CNE activity.
- ❖ **Computer-based** advertisements and promotional materials shall not be visible on the screen at the same time as the CNE content and not interleaved between computer "windows" or screens of the CNE content.
- ❖ **Audio and video recording**, advertisements and promotional materials shall not be included with the CNE. There will not be "commercial breaks"
- ❖ **Live, face- to- face** CNE advertisements and promotional materials shall not be displayed or distributed in the educational space immediately before, during, or after a CNE activity. Providers shall not allow representatives of an entity with commercial interests to engage in sales or promotional activities while in the space or place of a CNE activity.
- ❖ Educational materials that are apart of a CNE activity, such as slides, abstracts, and handouts, shall not contain any advertising, trade name, or a product-group messages.
- ❖ Print or electronic information distributed about the non-CNE elements of a CNE activity that are not directly related to the transfer of education to the learner, such as schedules and content descriptions, may include product promotional material or product-specific advertisement.
- ❖ A provider cannot use an entity with a commercial interest as the agent providing a CNE activity to learners, e.g. distribution of self-study CNE activities or arranging for electronic access to CNE activities.

Content and Format without Commercial Bias

- ❖ The content or format of a CNE activity or its related materials must promote improvements or quality in health care and not a specific proprietary business interest of an entity with a commercial interest.
- ❖ Presentations must give a balanced view of therapeutic options. Use of generic names will contribute to this impartiality. If the CNE educational material or content includes trade names, when available trade names from several companies should be used, not just trade names from a single company.

Signatures

The signatures below by representatives from each organization listed above indicate an agreement with the above statements.

CNE Provider Representative _____ Date _____

Commercial Support Entity Electronic signature acceptable Date _____



VENDOR CONFIRMATION FORM- FALL CONFERENCE OCT. 23, 2010

Vendor (Company Name/Organization)

Contact Person Name/Title

E mail: **Phone:** **Fax:**

Vendor Donation: Please indicate your donation in the box provided.(Vendors receive table placement in the order that they are received and paid in full)

Gold Sponsor \$

- For Profit \$600-\$1000 donation

Silver Sponsor \$

- For Profit Number of tables ___ X \$250 =

Bronze Sponsor \$

- Donates proceeds
- Information only

Total Sponsorship \$

Is an invoice from MSNO required?__If so, please provide contact and address information.

Additional Information

Chairs needed # Electrical outlet need Yes No

Vendor Chair Susan Glenny RN
 Address 55 Valley Rd.
 Lunenburg, MA 01462
 Email **schoolrnsue@gmail.com**
 Phone 978-582-6958 (home)
 Cell 978-833-1931
 Fax 978-582-4109

Office use only

Date (form) received _____
 Date (check) received _____
 Order received (Gold) _____
 Order received (Silver) _____
 Order received (Bronze) _____