CURRENT CHALLENGES IN PRIMARY CARE 2019

June 20-21, 2019
Loews Royal Pacific Resort | Orlando, FL
CHALLENGESINPC.CME.UFL.EDU

Exhibit Prospectus
INVITATION TO EXHIBIT

On behalf of course director Eric Rosenberg, MD, MSPH, FACP, and Peter Carek, MD, MS, I am writing to request your support as an exhibitor for the upcoming Current Challenges in Primary Care Conference (formerly Topics in Internal Medicine). This program will be held June 20-21, 2019 at the Loews Royal Pacific in Orlando, Florida.

Our target audience is the generalist clinician. We expect ~50-75 Internal Medicine Physicians, Primary Care Physicians, and Allied Health Professionals who are interested in the latest updates in internal medicine. Our conference includes a dedicated faculty, composed of well recognized experts from many disciplines who contribute academic and practical clinical expertise, and interact with conference participants throughout the meeting. This conference is a great opportunity to make and solidify relationships, fulfill your marketing needs and sales objectives through person-to-person communication and marketing.

A draft agenda can be found on the program website at challengesinpc.cme.ufl.edu.

Exhibits will be located outside the meeting room, near the area where breakfast, lunch and refreshment breaks will be served. Please submit the Exhibitor Contract if you are able to participate, and review the information in this prospectus for important details. Please note that the Exhibitor Contract is due as soon as your organization has approved participation, and payment is expected prior to the conference.

We appreciate your support of our programs, and hope that you and/or another representative will be able to join us. Please don't hesitate to contact us if you have any questions or need additional information.

Best,

Gianna Gamache
CME Conference Coordinator
UF Continuing Medical Education
PO Box 100233, Gainesville, FL 32610
352-733-0155 phone
352-733-0007 fax
Profile of Attendees

Attendees have hailed from **30 states** since 2012, with the majority from **Florida**. Attendees hail from all over the state, but most come from **Orlando, Tampa, Jacksonville, or Gainesville**.

Attendee Credentials:

- **NP/PA**: 57%
- **MD/DO**: 15%
- **Other**: 28%

The key target audience for Current Challenges in Primary Care is the Generalist Clinician (including Emergency Medicine, Family Medicine, Internal Medicine, Cardiology, Dermatology, and Gastroenterology among other specialties). This conference targets currently-practicing physicians by offering state-of-the-art updates on a broad range of topics in Internal Medicine.

*Statistics are pulled from the previous iteration of the conference, Topics in Internal Medicine.*
**EXHIBIT DATES AND HOURS**

Please note that while there are dedicated exhibit hours during the conference, the exhibit hall is open to participants and faculty at all times during the conference.

<table>
<thead>
<tr>
<th>Thursday, June 20, 2019</th>
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<tbody>
<tr>
<td>9:00 am – 11:00 am</td>
<td>SET-UP</td>
</tr>
<tr>
<td>11:00 am – 12:30 pm</td>
<td>Exhibit Time—Registration and Breakfast</td>
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<tr>
<td>3:00 pm – 3:15 pm</td>
<td>Exhibit Time—Break</td>
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**Total of 4 hours!**

<table>
<thead>
<tr>
<th>Friday, June 21, 2019</th>
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<tbody>
<tr>
<td>7:00 am – 8:00 am</td>
<td>Exhibit Time—Registration and Breakfast</td>
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<tr>
<td>10:30 am – 10:45 am</td>
<td>Exhibit Time—Break</td>
</tr>
<tr>
<td>12:15 pm – 1:15 pm</td>
<td>Exhibit Time—Lunch</td>
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<tr>
<td>Anytime after 1:15 pm</td>
<td>BREAKDOWN</td>
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**2019 Topics Include**

- Sports Medicine
- Musculoskeletal Problems
- Health Maintenance
- Preoperative Evaluation
  - Cardiology
  - Behavioral Health
  - Women’s Health
  - Endocrinology
  - Gastroenterology

For more specific topics, click [HERE](#) to view the full agenda!
<table>
<thead>
<tr>
<th>EXHIBITOR</th>
<th>PRICE</th>
<th>Included Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOLD EXHIBITOR</td>
<td>$750</td>
<td>Optional Double Booth (12’ Table Space), Priority Logo Placement on Exhibitor Acknowledgement Sign, Access for up to 4 reps, 1st Choice on Booth Space</td>
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<tr>
<td>SILVER EXHIBITOR</td>
<td>$625</td>
<td>Single Booth (6’ Table Space), Priority Logo Placement on Exhibitor Acknowledgement Sign, Access for up to 2 reps, 2nd Choice on Booth Space</td>
</tr>
<tr>
<td>BRONZE EXHIBITOR</td>
<td>$500</td>
<td>Single Booth (6’ Table Space), Standard Logo Placement on Exhibitor Acknowledgement Sign, Access for up to 2 reps, First come first serve for remaining booth spaces</td>
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Thank you for your support!

We would like to thank the following exhibitors for their support!

GOLD EXHIBITORS
(YOUR LOGO HERE)

SILVER EXHIBITORS
(YOUR LOGO HERE)

BRONZE EXHIBITORS
(YOUR LOGO HERE)
**INCLUDED IN ALL EXHIBIT BOOTH RENTALS**

- One 6ft draped table and chairs
- Free “non-credit seeking” conference registration for reps
- Breakfast, lunch, and snacks, contingent upon availability

**PARTICIPANT RAFFLE**

We encourage participants to interact with exhibitors by raffling off a prize at the end of the conference. For participants to enter the raffle, they must take their raffle card to all of the exhibitors in the hall and have them sign off. This serves to “break the ice” between the exhibitors and participants as well as encourage the participants to interact with every exhibitor in the hall.

**PAYMENT INFORMATION**

Payments can be made online or by check.

**Online**

To make your payment online, please visit challengesinpc.cme.ufl.edu and click on the registration tab. All major credit cards are accepted.

**By check**

Checks should be made payable to the University of Florida.

Our tax ID # is 59-6002052.

All checks sent by **FedEx** should be sent to

UF Continuing Medical Education  
720 SW 2nd Ave, Suite 575  
Gainesville, FL, 32601

All checks sent by **regular mail** should be sent to

UF Continuing Medical Education  
P.O. Box 100233  
Gainesville, FL, 32610
**LOCATION INFORMATION**

Loews Royal Pacific  
6300 Hollywood Way  
Orlando, FL 32819

**SHIPPING INFORMATION**

Materials may be shipped for arrival one week in advance of the conference, and the Hotel will store the materials in a secure location pending the Group’s arrival.

University of Florida CME - Clinical Challenges in Primary Care  
Attn: (Conference Manager’s Name)  
Loews Royal Pacific Resort  
6300 Hollywood Way  
Orlando, FL 32819  
407-503-3000 phone  
HOLD FOR: (Recipient’s Name & Group)  
Box: 1of3, 2of3….

Exhibitor is responsible for all shipping charges. Please contact the hotel for prevailing rates.

**EXHIBIT RULES AND REGULATIONS**

Exhibitors agree to hold the University of Florida harmless from and against any and all claims and damages arising out of exhibitors’ negligence or willful misconduct as a result of exhibitors exhibiting at the Current Challenges in Primary Care Conference in Orlando, FL. Exhibitors also agree to abide by policies and regulations of the venue, the Loews Royal Pacific Resort.

**ACCME Guidelines**

No materials promoting the goods and/or services of a commercial entity shall be displayed or distributed in the same room immediately before, during or after an educational activity certified for credit takes place.

Representatives of commercial companies may attend an educational activity but may not engage in sales activities while in the room where the educational activity takes place.

**Booth Assignment**

Booths will be assigned at the discretion of the CME office. Preference will be given to high level sponsors.

**Exhibit No-Shows**

A company that reserves booth space and fails to inform the CME office in writing of its plans not to attend automatically forfeits 100% of the total cost of the exhibit space assigned. Exhibiting companies will be considered a no-show if the booth space is unoccupied by 10am on the day you are scheduled to exhibit.

**Subletting Space**

Subletting of exhibit space is prohibited. Sharing of exhibit space is not permitted unless it is within divisions of the same company and approved by the CME office.