



**Baptist Health
South Florida**

Continuing Medical Education

**Invitation to Support and Exhibit
Prospectus of Opportunities
Primary Care Focus Symposium -19th Annual**

July 10-12, 2020 | Friday-Sunday
Ritz-Carlton Hotel, Naples, Florida
PrimaryCareFocus.BaptistHealth.net

On behalf of the **19th Annual Primary Care Focus Symposium** planning group, we are pleased to invite commercial companies to support this renowned continuing medical education event. More than **200 attendees** gather at this symposium each year to advance their expertise on the latest practical, evidence-based strategies to strengthen healthcare competencies in primary care. This acclaimed annual symposium attracts family physicians, general internists, psychologists, hospitalists, physician assistants, nurse practitioners, nurses, pharmacists, dietitians and respiratory therapists from Florida and around the world.

Networking Opportunities ■ Corporate Supporter Levels

When you participate in this CME/CE event you will network one-on-one with the physicians, leaders and healthcare providers affiliated with Baptist Health South Florida, including those affiliated with Baptist Health Primary Care, along with South Florida's extended Medical Community, and from around the United States and international cities. You will be well-positioned to showcase your company's products and services as they apply to family medicine, internal medicine and primary care.

Exclusive supporter options are available at several levels, which provide unique access to distinct and significant recognition at the symposium, in the educational session and on the website in advance of the symposium. Exhibit space is also available. As a Gold Level Supporter, your company will also receive recognition for one year as a Corporate Philanthropy Partners program member of Baptist Health. Complete details are provided on the following pages.

Symposium Overview

The 2020 symposium focuses on a multitude of topics including but not limited to chronic kidney disease, female sexual dysfunction, anxiety disorders, and cardiovascular risk lowering medications, antibiotic stewardship, measles and vaccine hesitancy, benign breast disease, osteoporosis and atrial fibrillation.

Make plans now to join us in Naples in July for another successful Primary Care Focus Symposium!

Thank you for your consideration,

2020 Symposium Director

Agueda Hernandez, M.D., FAAFP, Baptist Health Primary Care Family Medicine Center, Miami, Florida

*This annual CME/CE event is presented by
[Baptist Health South Florida.](http://PrimaryCareFocus.BaptistHealth.net) (hyperlink)*

PROSPECTUS OF CORPORATE SUPPORTER LEVELS

A: Indicates an advertising opportunity offered free of charge to supporters at certain levels. †
E: Indicates exclusive options, which are available on a 'first come, first served' basis. †

LEVELS AND MINIMUM AMOUNTS	GOLD	SILVER	EXHIBITOR
RECOGNITION AND BENEFITS <i>Exclusive options are available on 'first come, first served' basis.</i>	\$15,000	\$10,000	\$5,000
Recognition as a Corporate Philanthropy Partners member of Baptist Health Foundation through signage at events and hospitals, Foundation website, publications and communication to leadership and board members.	♦	♦	
Banner or Sign† with Company's Logo and/or product/brand message in approved location. A, E	♦	♦	
Registration Packet Insert - Company's Flyer† with promotional message and logo (One-page up to 8.5 x 11") A, E	♦		
Company's Logo & Link on Event Web Site and in Promotional Emails NOTE: Company name size & location distinguished by level of support. A, E	♦		
Tote Bag Recognizing Gold Supporters with Company Names* (Distributed at Registration desk. Contains registration packet materials.) A, E	♦		
Verbal "THANK YOU!" from the podium by the symposium director during welcome remarks.	♦	♦	♦
Wi-Fi† – Company Name displayed on/in: ▪Looping PowerPoint with Wi-Fi code in educational session pre-course and during breaks with Wi-Fi code in conference hall, Conference room signs and Handout. <i>Limited to 2 Supporters.</i>	♦		
Charging Station Supporter – Limited to 1 Silver Supporters. Company Name* recognition displayed on signage <u>inside educational session</u> and in the handout.		♦	
Audio-Visual Supporter† – Company Name displayed: Company Name* recognition displayed on signage <u>inside educational session</u> and in the handout. ▪ <i>Limited to 2 Supporters.</i>		♦	
Reception Supporter: Limited to 1 Gold Supporter ▪Company Name* recognition on signage prominently displayed where reception is served. ▪Additional recognition (verbal) during Day 1 afternoon session. E	♦		
Lunch Supporter: Limited to 1 Gold Supporter ▪Company Names* recognition on signage prominently displayed where lunch is served. ▪Additional recognition (verbal) during Day 2 morning session. E	♦		
Breakfast & Morning Break – Limited to 2 Silver Supporters - Company Names* recognition ▪On signage prominently displayed at food stations.▪Verbal recognition during morning welcome remarks.		♦	
Company Name recognition on prominently displayed Welcome Sign.	♦	♦	
Prominent Supporter Recognition by Company Name - SIZE & LOCATION OF COMPANY'S NAME WILL BE DISTINGUISHED BY THEIR RESPECTIVE LEVELS OF SUPPORT. 1) Signage: Prominently Displayed Recognizing Companies by Name* outside General Session. Separate signs for Gold & Silver Supporters. 2) Conference Program: Prominently Recognizing Company by Name* and Supporter Level. Separate pages for Gold & Silver Supporters. 3) Looping PowerPoint Slide: in pre-course and during breaks recognizing Company by Name* and Supporter Level. Separate slides for Gold & Silver Supporters.	♦	♦	♦
Electricity at booth in Exhibit Hall.	♦	♦	
Exhibit – Prominent space in Exhibit Hall with one 6-foot table.	♦		
Exhibit – Preferred placement. One 6-foot table.		♦	
Exhibit – STANDARD One 6-foot table.			♦
Representative Badges - ▪Breakfast and lunch included.	♦		
Representative Badges ▪Breakfast included.	♦	♦	♦
Exhibitor Directory <i>SIZE & LOCATION OF COMPANY'S NAME* WILL BE DISTINGUISHED BY THEIR RESPECTIVE LEVELS OF SUPPORT.</i>	♦	♦	♦
Networking Opportunities to interact with healthcare professionals.	♦	♦	♦
† Expenses incurred and coordination required for Advertising Opportunities will be the responsibility of the company. <u>Examples</u> include, but are not limited to, hanging a banner or sign (e.g., installation of rigging by hotel); printing of materials (company advertisements); and special requests. <u>Printed message</u> is limited to Advertising such as "visit us at booth ###" or "Company is proud to be a Bronze Sponsor". <u>Messages/Permissions:</u> Promotional materials may NOT use language or terms such as "presented during," "presented in conjunction with," "preceding," "prior to," "following," "live from," or statements similar in nature. <u>Artwork</u> must be approved by the CME Provider prior to printing. *Commercial interest company recognitions will be by Company Name <u>without logo</u> unless specifically noted that logo will be used.	♦	♦	♦

Exhibit Hall and Exhibit Space Details

INSTRUCTIONS

Reserve your preferred level of support by confirming your participation today!
Exclusive opportunities are available on a first-come first-served basis.

1) Complete the last two (2) pages of this electronic document.

- "CONFIRMATION OF SUPPORT & INTENT TO EXHIBIT"
- "EXHIBITOR AGREEMENT: - Terms and Conditions for Baptist Health CME Symposium Exhibitor"

2) Click 'SUBMIT' button on the last page.

- Submit forms no later than **30 days** prior to the event.
- Earlier submission will ensure your access to exclusive opportunities and exhibit space – which are on a first come served basis.

3) Letter of Agreement

Gold and Silver supporters will be required to sign a Letter of Agreement.

4) Submit payment according to the options provided by June 26, to ensure your company is properly acknowledged.

19th Annual Primary Care Focus Symposium

Exhibit Hall and Exhibit Booth Details for Sponsors and Exhibitors

Sponsors and exhibitors will be provided with booth space in the Exhibit Hall which is separate from the symposium sessions. In addition to communication regarding the Exhibit Hall Confirmation Form, an email will be sent to you one week prior to the symposium confirming all symposium details and the Exhibit Hall location.

Exhibit Hall – Hours, Set-up and Teardown

- **Set-up:** Access available Thursday, July 9 at 5 p.m. and Friday July 10 at 9 a.m. Set-up to be completed by Friday 11 a.m.
- **Your assigned table** will be marked with your company name. Please locate your table when you arrive at the Exhibit Hall.
- **Exhibit Hours:** Friday: 11:30 a.m.–6:30 p.m.; Saturday: 7a.m.–12:30 p.m.; Sunday: 7-11 a.m.
- **Breakdown/Removal:** Sunday, July 12, after 8 a.m. (subject to change).

Shipping and Delivery and Return of Exhibit Booth Materials

- We encourage you to bring your materials with you to avoid storage charges or misplaced/late shipments.
- Mark your packages clearly with your company name and the symposium name.
- Your company is responsible for hotel handling charges – both inbound and outbound.
- If you plan to ship your materials to the hotel:
 - (1) Contact Baptist Health CME in order to obtain a hotel shipping form.
 - (2) Schedule your shipment to arrive by **Thursday, July 9.**
 - (3) When you arrive, have your tracking number handy in case you are unable to locate your package.
 - (4) Properly marked boxes will be delivered to your booth the afternoon of **Thursday, July 9.**
 - (5) Ship properly marked boxes to:

Ritz-Carlton, Naples

280 Vanderbilt Beach Road, Naples, Florida 34108

Attention: Nicole Geraghty/ Ref: Baptist Health South Florida

Primary Care Focus Symposium

July 10-12, 2020 - Deliver to (Your Name – Company Name)

- ▶ Outgoing packages must be marked properly. The hotel will ship them out according to the label instructions on your package. You may leave properly marked packages in the Exhibit Hall.

Cancellations and Refunds

Baptist Health will not refund any fees paid under this agreement in the event that the company cancels or does not use the exhibit space.

Exhibitor Confirmation and Name Badges

Please complete the Name Badge Request section on the following page. Be sure to send all names of all representatives participating no later than one week prior to the symposium. Name badges must be worn at all times to identify representatives as symposium participants.

Attending Symposium Sessions

Representatives who wish to obtain credit for attending the symposium must register in advance online. Registration fees apply. Representatives of commercial interest companies are prohibited from discussing their company, brands and or products while in the education space.

Security

Sponsors and exhibitors may leave their displays in the Exhibit Hall overnight; however, we recommend you do not leave any items of value (computers, cell phones, etc.). Neither the hotel nor Baptist Health will be responsible for loss of or damage to any property. Sponsors and exhibitors agree to maintain responsibility for safeguarding their goods, materials, equipment and exhibits at all times.

Accommodations

Baptist Health has secured a block of rooms at the Ritz Carlton Naples at a special group rate of \$249, plus applicable taxes and hotel fees.

NEXT STEPS! Confirm your intent to support and/or exhibit! See the instructions section on the previous page.



CONFIRMATION OF SUPPORT & INTENT TO EXHIBIT

Sponsors and Exhibitors - Submit by Friday, June 12, 2020 (no less than 30 days prior)

Company: _____ **Contact Person:** _____
As you want it to be listed in acknowledgements.

Email Address: _____ **Title:** _____

Phone: _____

Supporters Includes Exhibit Booth	<input type="checkbox"/> \$15,000 Gold	<input type="checkbox"/> \$10,000 Silver
Exhibitors Booth Only	<input type="checkbox"/> \$5,000 Standard	

NAME BADGE REQUEST for Exhibit Booth Representatives Please print name of representatives who will be exhibiting at the symposium. Please refer to Sponsor/Exhibitor Prospectus for the number of invited representatives based on level of support. If names are not known at this time, please send confirmed names two weeks prior to JulieZ@BaptistHealth.net.

PRIMARY CONTACT Name & Email Address: _____

Name: _____ Name: _____

Name: _____ Name: _____

Name: _____ Name: _____

PAYMENT

Please make full payment* to the appropriate address based on your level of support by June 26. *Or provide proof of payment in process.

MY PAYMENT IS FOR A STANDARD EXHIBIT.

Contact **Julie Zimmert**, Baptist Health CME Department, JulieZ@BaptistHealth.net or 786-596-8612.

- Check - Payable and Mailed to: **Baptist Health CME Department (tax ID number 65-0267668), Attn: Julie Zimmert**
8900 N. Kendall Drive, Miami, FL 33176

- Credit Card – [Online Payment](#)

MY PAYMENT IS FOR A GOLD OR SILVER SUPPORTER. (Exhibit space is included.)

My Company is a CURRENT or PROSPECTIVE CORPORATE PHILANTHROPY PARTNER member of Baptist Health Foundation.

Contact **Megan Cottle**, Baptist Health South Florida Foundation, MeganCo@BaptistHealth.net, or 786-467-5534

- Check - Payable and Mailed to:
Baptist Health South Florida Foundation (tax ID number 59-1923401)
Attn: Primary Care Focus Symposium
6855 Red Road, Coral Gables, Florida 33143

- Credit Card – [Contact Megan Cottle](#)

EXHIBITOR AGREEMENT

Terms and Conditions for Baptist Health CME Symposium Exhibitors

For the purpose of this agreement, "Exhibitor" refers to the company(ies) represented at this event as well as the company's representative(s) present at this event; and "Baptist Health" refers to Baptist Health South Florida, its affiliates, subsidiaries, contractors, departments and/or employees.

- Placement of brochures, marketing materials or flyers is restricted to the company's assigned exhibit space.
- Exhibitors may not affix anything to the walls, doors, floors or columns of the Exhibit Hall or symposium space.
- All illuminated displays and other equipment requiring electrical current must conform to local electrical codes. All extension cords must be 3-wire grounded and UL approved. (*Availability of electrical access is limited.*)
- Subletting of exhibit space is not permitted.
- Baptist Health will not refund any fees paid under this agreement if the company cancels or does not use the exhibit space.
- Baptist Health CME reserves the right to (a) reject any exhibit application; (b) reject, prohibit, restrict or otherwise require modification of any exhibit for any reason; and (c) evict or ban any exhibitor whose exhibit, materials or conduct is objectionable for any reason.
- Violation of any regulations on the part of the exhibitor, its employees or agents shall void the right to occupy space, and such exhibitor will forfeit to Baptist Health CME all monies that may have been paid.
- Upon evidence of violation, Baptist Health CME may take possession of the space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that Baptist Health may thereby incur.
- Exhibitor agrees to be responsible for his/her personal and company property and acknowledges that neither Baptist Health nor the facility assume responsibility for damage to, loss of or theft of property.
- Exhibitor shall release and hold harmless and indemnify Baptist Health from any and all claims, obligations, liabilities, causes of action, lawsuits, damages, and assessments, including legal fees, that result from an allegation of negligence on the part of the exhibitor or Baptist Health or third parties in the use of the exhibit space or activities in connection with the use of the exhibit space.

Special Accessibility Needs

In accordance with the Americans with Disabilities Act, Baptist Health CME will make all reasonable efforts to accommodate persons with disabilities at this symposium. Please notify the CME Department by Friday, June 26 by contacting Julie Zimmert at 786-596-8612 or JulieZ@BaptistHealth.net.

AGREEMENT

_____ (Initials) *I have read and I agree to the Baptist Health CME Symposium Exhibitor Terms and Conditions for participation in the 2020 Primary Care Focus Symposium] as an exhibitor.*

NAME (print): _____
Authorized Company Representative

SIGNATURE: _____ DATE: _____

If you have any questions, please contact:

Julie Zimmert | Phone: 786-596-8612 | Fax: 786-533-9706 | Email: JulieZ@BaptistHealth.net
Continuing Medical Education Department, 8900 N. Kendall Drive, Miami, Florida 33176 | Main: 786-596-2398

Thank you!

SUBMIT