



**Invitation to Exhibit, Support
Miami Cancer Institute Head and Neck Cancer Conference
Thursday, October 12, 2023
Hilton Miami Dadeland
5:30-8:30 p.m.**

<http://MiamiCancerInstitute.com/HeadNeck>

Baptist Health CME is pleased to announce that the **Miami Cancer Institute Head and Neck Cancer Conference** offers an excellent opportunity to network with physicians and other healthcare professionals, and to highlight your company's head and neck cancer-related products and services in a safe, in-person setting. We cordially invite you to participate and promote your company.

The dynamic faculty and educational content are sure to please. We anticipate a robust attendance as in previous years.

Who will attend this conference:

- Primary Care Physicians
- Otolaryngologists
- Dentists
- Gastroenterologists
- Radiologists
- Medical Oncologists
- Oral Maxillofacial Surgeons
- Surgeons
- Pathologists
- Hospitalists
- Nurses
- Dietitians
- Speech Language Pathologists
- Occupational Therapists

We hope to see you in October. Thank you for your consideration.

Conference Directors

Guilherme Rabinowits, M.D.

Geoffrey Young, M.D.

Baptist Health Continuing Medical Education Department on behalf of **Miami Cancer Institute**

2022 Attendance Statistics

	Pre	Attended		Pre	
BHSF Attendees	Registered		Non-BHSF Attendees		
Physicians	8	12	Physicians	6	2
Dentists	2	3	Dentists	7	6
Physician Assistant	2	4	Physician Assistant	0	0
Nurses	13	12	Nurses	1	1
ARNP	2	2	Other	3	2
Occupational Therapists	2	2	Students	9	6
Physical Therapist	4	4	Subtotal	26	17
Speech Therapist	1	1			
Other	1	1			
Subtotal	35	41	TOTAL	61	58

Attendees Geographical Distribution		
Miami-Dade	47	50
Florida Other	0	1
Broward	8	6
Palm Beach	3	0
TOTAL Other States	2	1
Arkansas	1	0
Pennsylvania	1	1
International	1	0
Mexico	1	0
Total Attendees	61	58

About Baptist Health South Florida

Baptist Health South Florida is a not-for-profit healthcare organization that spans four counties, including 11 hospitals and numerous outpatient and diagnostic facilities, and is served by over 4,000 physicians and 27,000 employees. Additionally, numerous Centers of Excellence such as Miami Cardiac & Vascular Institute, Miami Neuroscience Institute, Marcus Neuroscience Institute, Miami Cancer Institute, Lynn Cancer Institute and Baptist Health Orthopedic Care, attract patients from around the country and internationally.

Our Mission

The mission of Baptist Health is to improve the health and well-being of individuals, and to promote the sanctity and preservation of life, in the communities we serve. Baptist Health is a faith-based organization guided by the spirit of Jesus Christ and the Judeo-Christian ethic. We are committed to maintaining the highest standards of clinical and service excellence, rooted in the utmost integrity and moral practice.

Consistent with its spiritual foundation, Baptist Health is dedicated to providing high-quality, cost-effective, compassionate healthcare services to all, regardless of religion, creed, race or national origin, including, as permitted by its resources, charity care to those in need.

Through its CME Department, Baptist Health supports the sustained development of accredited, unbiased continuing education (CME/CE) programming for doctors and healthcare teams to foster improvements in provider competence and performance and ultimately healthcare outcomes. Employing an interprofessional approach to continuing education development, the CME Department supports educational interventions to improve quality of care, patient safety and the value of healthcare. This is accomplished through organized educational activities that focus on both existing and new diagnostic and therapeutic modalities as well as population health concerns. Responsive to the ever-changing healthcare environment and Baptist Health's institutional needs, the CME Department collaborates with departments and committees across the health system to align workplace CME/CE with the delivery of optimal clinical care, reduction of medical errors, improvements in the patient experience and adherence to evidence-based standards of care and resource utilization.

2023 EXHIBITOR PROSPECTUS

BOOTH RENTAL PACKAGE

Exhibit Booth	One 6' table 2 Representatives Company name recognized on program and event website, on signage and in "Meet the Exhibitors" email. Complimentary Exhibitor Badges (2) Complimentary refreshments in the Exhibit Hall Networking opportunities throughout the event	\$1,500
----------------------	--	----------------

Booth space is limited. Contact our CME Development Specialist today.

NEXT STEPS

Confirm your intent to reserve your exhibit participation. Baptist Health CME is entitled to determine a company's eligibility to exhibit, based on the relevance of a company's products to the practice of head and neck oncology.

IMPORTANT DATES

- **Recognition** deadline is **Monday, September 25**. To receive recognition as an exhibitor, please return ***signed paperwork*** by this date.
- **Payment** (or proof of payment in process) is due by **Monday, October 9**.

FUTURE COMMUNICATIONS

After receipt of your company's commitment to exhibit, Baptist Health CME will follow up regarding:

- Confirmation of **representative names and email addresses**.
- Confirmation of **Exhibit Hall details**.
- Any communication related to this conference will come directly from Baptist Health.
- **Important:** Baptist Health CME does not provide our attendee lists to any company or individual; any offer you receive to purchase an attendee list for this symposium from an outside company is **not** legitimate.

HOST AN INDUSTRY SESSION

An exclusive opportunity to educate a captive audience of physicians and other healthcare professionals awaits you. Companies are invited to present a non-accredited industry session and/or host a social event to inform attendees about the latest product information. Sessions and/or social events must be approved by Baptist Health CME and will be granted on a first-come, first-served basis. Companies may choose to host a lunchtime or evening industry session or social event. Meeting rooms designed for industry sessions and social events will accommodate up to 50 people. Logistical planning and payment for event and audiovisual expenses are the responsibility of the sponsoring company. Sponsoring companies will not be required to provide meal service for attendees.

NOTE: Product Theater participation does not include exhibit participation- exhibit participation is separate; Product Theater support requires a Letter of Agreement to be signed.

Industry Product Theater Presentation[†] – Exclusive! Limited to 1 Sponsor	\$5,000
30 or 45 minute session in the late afternoon before the CME session begins on Thursday, October 19 , will provide a focused, high-value live marketing opportunity for a company to reach motivated professionals. Guidelines will be provided after commitment or upon request. Note: There would be a 30-minute buffer after the product theater, before we begin the evening’s education session, as per ACCME guidelines.	
Company’s link on event website and in promotional emails	

Contact our CME Development Specialist for more information on available Industry Sessions Opportunities: Julie Zimmert, JulieZ@BaptistHealth.net

† Exclusive Opportunities Terms and Restrictions: Expenses incurred and coordination required for Advertising Opportunities will be the responsibility of the company. Examples include, but are not limited to, hanging a banner or sign (e.g., installation and/or rigging by hotel); printing of materials (company advertisements); and special requests.

→ Printed Messages – Allowable – are limited to “visit us at booth ##” or “Company is proud to be a Bronze Level Sponsor”.

→ Printed Messages – NOT Allowable – 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.

→ Permissions/Artwork must be approved by the CME Provider prior to printing.

*Ineligible Company recognitions will be by Company Name without logo unless specifically noted that logo will be used.

EXHIBIT SPACE APPLICATION



Miami Cancer Institute Head and Neck Cancer Conference

Date: Thursday, October 19, 2023

<http://MiamiCancerInstitute.com/HeadNeck>

Completion and submission of this form confirms your intent to Exhibit.

Confirm by Monday, September 25 | Payment due by Monday, October 9

Company Name: _____
As it should appear in acknowledgments.

Description of Company's Products/Services: _____

Contact Person: _____

NAME	EMAIL	PHONE
------	-------	-------

SELECT A LEVEL OF SUPPORT:

Exhibitors	<input type="checkbox"/> \$1,500
------------	----------------------------------

PAYMENT OPTIONS

Please make full payment based on your level of support by **October 9**. Or provide proof of payment in process.

MY PAYMENT IS FOR EXHIBIT OR PRODUCT THEATER Tax ID #65-0267668

CHECK – Payable and Mailed to:
Baptist Health South Florida
Attention: CME Department
Attn: Julie Zimmert
8900 North Kendall Drive, Miami, FL 33176

CREDIT CARD:

Exhibit: <https://cmeonline.baptisthealth.net/content/miami-cancer-institute-head-and-neck-cancer-conference-exhibitors>

Product Theater: <https://cmeonline.baptisthealth.net/content/miami-cancer-institute-head-and-neck-cancer-conference-product-theater>

For assistance, email JulieZ@BaptistHealth.net.

COVID-19 PROTOCOLS

The Continuing Medical Education Department will implement health and safety protocols appropriate at the time of the symposium in accordance with the World Health Organization, CDC, Baptist Health and other key regulatory agencies. These protocols include, but are not limited to:

- ✓ proof of negative COVID-19 status and/or vaccination
- ✓ self-monitoring
- ✓ active screening
- ✓ contact tracing
- ✓ wearing a mask
- ✓ use of additional personal protective equipment, social distancing and space management
- ✓ avoidance of physical contact, such as handshaking and embracing

Compliance with some or all of the protocols adopted by Baptist Health may be mandatory for in-person attendance at the symposium. If there is additional information regarding health and safety measures, and any additional necessary consents are needed from you, we will contact you prior to the start of the symposium.

____ (Initials) *I have read and understand Baptist Health's CME COVID-19 protocol requirements to attend in-person events.*

Terms and Conditions for Baptist Health CME Exhibit Hall Participation

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

- Placement of brochures, marketing materials or flyers is restricted to the company's assigned exhibit space.
- No sales transactions are permitted in the exhibit halls or anywhere within this CME event during the hours that the event is in session. Any companies that are observed to be making sales will be asked to cease sales in order to remain in the exhibit hall.
- 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 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.
- **Note:** The format of all events are subject to change. All events will take place in a safe and socially distant format that follows established recommendations by the CDC and Baptist Health South Florida policies.

AGREEMENT STATEMENT

_____ (Initials) *I have read and I agree to the Terms and Conditions for **Baptist Health CME Exhibit Participation for the 2023 Head and Neck Cancer Conference.***

NAME (print): _____
Authorized Company Representative

SIGNATURE: _____ DATE: _____

For assistance, please contact:

Julie Zimmet

CME Development Specialist | Exhibit Space Packages

JulieZ@BaptistHealth.net | Cell: 305-321-5744

BaptistHealth.net/CME