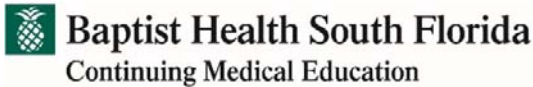


INVITATION TO SUPPORT AND EXHIBIT
Prospectus of Commercial Support and Advertising Opportunities



Primary Care Focus Symposium

July 21-23, 2023 | Friday - Sunday
The Ritz Carlton Hotel, Naples, Florida
PrimaryCareFocus.BaptistHealth.net

On behalf of the **Primary Care Focus Symposium** planning group, we cordially invite companies to support the return of this dynamic continuing medical education event.

The primary care practitioner has the special and important responsibility to diagnose and manage patients with every category of ailment, injury and disease. This symposium will provide practical, evidence-based strategies to strengthen healthcare competencies. Expert faculty will explain recent advances in diagnosis, management and treatment and address compelling issues on relevant topics related to primary care practice today.

Networking Opportunities ■ Corporate Support

You will network one-on-one with the physicians, leaders and healthcare providers affiliated with Baptist Health Medical Group and Baptist Health Primary Care, as well as those from Florida's 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 primary care and family medicine.

Exclusive supporter options and Exhibit packages are available at several levels, providing unique access to distinct and significant recognition at the symposium. Additionally, Industry Product Theater opportunities are available. Companies that provide support at or above \$10,000 would also be recognized for one year as a Corporate Philanthropy Partners program member of Baptist Health. Complete details are provided on the following pages.

Who Will Attend This Symposium

- Family Physicians
- General Internists
- Hospitalists
- Psychologists
- Dietitians
- Physician Assistants
- Nurse Practitioners
- Nurses
- Pharmacists
- Respiratory Therapists

Thank you for your consideration,
Elise McCormack-Granja, M.D., Baptist Health Primary Care
Symposium Director

*This annual CME/CE event is presented by
Baptist Health Medical Group, part of Baptist Health South Florida.*

About Baptist Health South Florida

Baptist Health South Florida is a not-for-profit healthcare organization that spans four counties, including twelve hospitals and numerous outpatient and diagnostic facilities, and is served by over 4,000 physicians and 24,000 employees. Additionally, numerous Centers of Excellence, such as Miami Cardiac & Vascular Institute, Miami Neuroscience Institute, Miami Cancer Institute, Miami Orthopedics & Sports Medicine Institute, Marcus Neuroscience Institute and Lynn Cancer Institute, 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 & COMMERCIAL SUPPORT PROSPECTUS

BOOTH RENTAL PACKAGES

Corner Booth	Two 6' tables 3 Representatives Company name recognized on program and event website, and on signage Complimentary Exhibitor Badges (2) Complimentary breakfast, lunch and refreshments in the Exhibit Hall Networking opportunities throughout the event	\$5,000
Entrance booth	One 6' table 2 Representative Company name recognized on program and event website, and on signage Complimentary Exhibitor Badges (1) Complimentary breakfast, lunch and refreshments in the Exhibit Hall Networking opportunities throughout the event	\$4,000
Side Booth	One 6' table 2 Representative Company name recognized on program and event website, and on signage Complimentary Exhibitor Badges (1) Complimentary breakfast, lunch and refreshments in the Exhibit Hall Networking opportunities throughout the event	\$2,500
First Time Exhibitor Package	One 6' table 1 Representative Company name recognized as a first-time exhibitor on program and event website Designated area in exhibit hall for first time exhibitors First Time Exhibitor Ribbon on Badge Complimentary Exhibitor Badges (1) Complimentary breakfast, lunch and refreshments in the Exhibit Hall Networking opportunities throughout the event	\$2,000

Prime booth space is limited. Contact our CME Development Specialist today.

WAYS WE DRIVE ATTENDEES TO EXHIBIT HALL

- Complimentary beverages and refreshments inside exhibit hall for attendees.
- Dedicated exhibit time before and during breakfast, lunch, all breaks.
- Announcements at the start of the educational session and on scrolling welcome slides include encouragement to visit exhibit hall.
- Attendees receive printed copy of exhibit hall diagram, or via a PDF on the website.
- Exhibit area is in close proximity to meeting area, with easy accessibility to attendees.

ADVERTISING OPPORTUNITIES

Breakfast Sponsorship - \$5,000 (2 opportunities available)

Your company will be recognized on signage around the breakfast area, welcome slides and in the program.

Lunch Sponsorship - \$5,000 (2 opportunities available)

Your company will be recognized on signage around the lunch area, welcome slides and in the program.

AV and Wi-Fi Access – \$5,000 (2 opportunities available)

Provide an essential service for the Symposium attendees to stay connected with their practice and day-to-day business while away from the office. Recognition will be posted on signage at the entrance to the exhibit hall and elsewhere throughout the symposium.

ADVERTISING OPPORTUNITIES (continued)

Device Charging Station - \$5,000 (2 opportunities available)

Provide a vital service to enable Symposium attendees to keep their personal devices charged while away from their office(s) and families. Recognition will be posted on signage at the entrance to the exhibit hall and elsewhere throughout the symposium.

Hand Sanitizer Station - \$250 per station or four stations for \$1,000

Your company will be recognized on signage by the sanitizer station

Morning Coffee Break - \$5,000 (2 opportunities available)

Your company will be recognized on signage at up to six beverage distribution locations during our morning coffee break.

Friday Afternoon Dessert and Coffee Break – \$5,000

Your company will be recognized on signage in the Exhibit Hall and at up to six beverage distribution locations during our afternoon dessert break.

Contact our [CME Development Specialist](#) for more information on Advertising opportunities available

HOST AN INDUSTRY SESSION

An exclusive opportunity to educate a captive audience of physicians and other healthcare professionals awaits you. Exhibitors 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.

<p>Industry Product Theater Presentation[†] - <i>Exclusive!</i> Limited to 1 Sponsor - 45-minute session after lunch on Saturday, July 22 will provide company with a focused, high-value live marketing opportunity to reach motivated professionals. Guidelines will be provided after commitment or upon request. Note: There would be a 30-minute buffer before the product theater, once the morning's education session ends, as per ACCME guidelines. Company's link on event website and in promotional emails</p>	<p>\$30,000</p>
<p>Industry Product Theater Presentation[†] – <i>Exclusive!</i> Limited to 1 Sponsor 30-minute session in the morning before the CME session begins on Saturday, July 22, 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 morning's education session, as per ACCME guidelines. Company's link on event website and in promotional emails</p>	<p>\$25,000</p>
<p>Industry Product Theater Presentation[†] – <i>Exclusive!</i> Limited to 1 Sponsor 30-minute session in the morning before the CME session begins on Sunday, July 23, 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 morning's education session, as per ACCME guidelines. Company's link on event website and in promotional emails</p>	<p>\$25,000</p>

Contact our [Senior Grants Coordinator](#) for more information on available Industry Sessions opportunities.

[†] **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.

EDUCATIONAL GRANT SUPPORT OPPORTUNITIES

Educational Grants opportunities are available in support of quality medical education.

Support Level	Acknowledgement	Cost
Gold	Two (2) complimentary registrations and access to all open sessions. Company name recognized by level of support on program and on signage at event site, and PowerPoint presentation during breaks. Supporter badges with level (2). Complimentary lunch and refreshments in the Exhibit Hall. Networking opportunities throughout the event. Company name acknowledgement on Enduring Internet course(s) created from in-person content. Recognition as BHSF Corporate Partner.	\$20,000
Silver	Two (2) complimentary registrations and access to all open sessions. Company name recognized by level of support on program and on signage at event site, and PowerPoint presentation during breaks. Supporter badges with level (2). Complimentary lunch and refreshments in the Exhibit Hall. Networking opportunities throughout the event. Company name acknowledgement on Enduring Internet course(s) created from in-person content. Recognition as BHSF Corporate Partner.	\$15,000
Bronze	One (1) complimentary registration and access to all open sessions. Company name recognized by level of support on program and on signage at event site, and PowerPoint presentation during breaks. Supporter badges with level (2). Complimentary lunch and refreshments in the Exhibit Hall. Networking opportunities throughout the event. Company name acknowledgement on Enduring Internet course(s) created from in-person content. Recognition as BHSF Corporate Partner.	\$12,000

*Support/Support Recognitions

Prominent Support/Support Recognition by Company Name:

- 1) **Signage**-Prominently displayed recognizing companies by name* outside General Session.
- 2) **Symposium Program**-Prominently recognizing company by name* and Support/Support Level.
- 3) **PowerPoint Slide**-in Symposium general session room prominently recognizing company by name* and support level.

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

Contact our [Senior Grants Coordinator](#) for more information on educational grant support opportunities.

Important Dates

June 12, 2023	Deadline to register as an exhibitor or advertising sponsor to receive recognition.
July 7, 2023	Deadline for exhibit payment or to cancel booth.
July 7, 2023	Last day to register/change/ cancel exhibitor staff.
July 20, 2023	Exhibit Set-up (time to be communicated via correspondence)
July 23, 2023	Exhibit Tear-down (following mid-morning coffee/refreshment break).

Visibility. Reach. Results. To learn more about exhibiting or sponsorships at the **2023 Primary Care Focus Symposium**, please contact our team today. We will work with you to meet your unique promotional needs.

Julie Zimmet

CME Development Specialist | Exhibit Space Packages and Advertising/Sponsorships

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

[BaptistHealth.net/CME](https://www.baptisthealth.net/CME)

Become a Corporate Philanthropy Partner!

Awilda Pieraldis

Senior Grants Coordinator | Product Theaters, Educational Grants and BHSF Corporate Philanthropy Partners

AwildaP@BaptistHealth.net | Cell: 305-213-7212
BaptistHealth.net/Giving

Visit PrimaryCareFocus.BaptistHealth.net for complete symposium information.

EXHIBIT SPACE AND ADVERTISING OPPORTUNITIES APPLICATION



**Baptist Health
South Florida**
Continuing Medical Education

Primary Care Focus Symposium, 20th Annual
July 21-23, 2023
The Ritz Carlton, Naples, Florida
PrimaryCareFocus.BaptistHealth.net

***Completion of this form confirms your intent to Exhibit and/or Advertise.
To confirm your intent to provide an Industry Product Theater Session or an Educational Grant, contact
Foundation- you will be required to sign a Letter of Agreement.***

Company Name: _____ Company Website: _____
As it should be listed in acknowledgements

Contact Person (Approver):

NAME _____ EMAIL _____ PHONE _____

Exhibit Contact:

NAME _____ EMAIL _____ PHONE _____

EXHIBIT BOOTH

- Corner Booth \$5,000 Entrance Booth \$4,000
- Side Booth \$2,500 First-Time Exhibitor \$2,000

ADVERTISING OPPORTUNITIES

- Breakfast Sponsorship \$5,000 Morning Coffee Break \$5,000
- Lunch Sponsorship \$5,000 AV/Wi-Fi \$5,000
- Afternoon Dessert Break \$5,000 Hand Sanitizer Station \$250 or 4 for \$1,000
- Device Charging Station \$5,000

Total Cost: _____

PAYMENT OPTIONS

Please make full payment* by **July 7**. *Or provide proof of payment in process.

PAYMENT FOR: EXHIBIT and/or ADVERTISING

<input type="checkbox"/> MY PAYMENT IS FOR AN <u>EXHIBIT and/or ADVERTISING</u>
<input type="checkbox"/> Check - Payable and Mailed to: Baptist Health South Florida CME Department (tax ID number 65-0267668), Attn: Julie Zimmert Continuing Medical Education Department Baptist Hospital of Miami Miami, FL 33176
<input type="checkbox"/> Credit Card
Exhibit Fee Payment: https://cmeonline.baptisthealth.net/content/primary-care-focus-symposium-booth-rental-packages
Advertising Opportunities Payment: https://cmeonline.baptisthealth.net/content/primary-care-focus-symposium-advertising-opportunities
For assistance with exhibits, advertising opportunities or symposium logistics, contact Julie Zimmert, Baptist Health CME Department, JulieZ@BaptistHealth.net or 305-321-5744 .

CANCELLATIONS: Requests for cancellations of reserved exhibit space must be sent in writing to JulieZ@BaptistHealth.net. Refunds, less a 50% administrative fee, will be granted for requests received on or before **July 7, 2023**. After this date, refunds for reserved space will not be granted.

PAYMENT FOR EDUCATIONAL GRANT or PRODUCT THEATER:

MY PAYMENT IS FOR GOLD, SILVER OR BRONZE EDUCATIONAL GRANT, or PRODUCT THEATER:
<input type="checkbox"/> My company is a CURRENT CORPORATE PHILANTHROPY PARTNER of Baptist Health Foundation.
<input type="checkbox"/> CHECK – Payable and mailed to: Baptist Health South Florida Foundation (tax ID number 59-1923401)

Attn: **2023 Primary Care Focus Symposium**
6855 Red Road, Coral Gables, FL 33143

CREDIT CARD – [Contact Megan Cottle](#)

For **more information** about becoming a **CORPORATE PHILANTHROPY PARTNER of Baptist Health Foundation**. For details, contact Megan Cottle, MeganCo@BaptistHealth.net, or 305-807-7875.

EXHIBITOR PARTICIPATION AGREEMENT

Terms and Conditions for Baptist Health CME Symposium 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 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.
- **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.

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 before July 7, by contacting Julie Zimmert, Baptist Health CME Department, JulieZ@BaptistHealth.net or 305-321-5744. Indicate needed accommodations here if submitted prior to above date. **Special Access Needs:**

AGREEMENT

____ (Initials) *I have read and I agree to the Terms and Conditions for **Baptist Health CME Symposium Exhibit Hall Participation for the 2023 Primary Care Focus Symposium.***

NAME (print): _____
Authorized Company Representative

SIGNATURE: _____ DATE: _____

For assistance, please contact:

Julie Zimmert | Phone: 305-321-5744 | Fax: 786-533-9706 | Email: JulieZ@BaptistHealth.net
Continuing Medical Education Department, 8900 N. Kendall Drive, Miami, Florida 33176 | Main: 786-596-2398

CME LETTER OF AGREEMENT



Baptist Health South Florida

Continuing Medical Education

LETTER OF AGREEMENT REGARDING TERMS OF ACCEPTANCE OF COMMERCIAL SUPPORT

Baptist Health South Florida (Baptist Health) is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education for physicians and is committed to presenting CME activities that promote improvements in healthcare quality and outcomes that are independent of the control of Ineligible Companies. As part of this commitment, Baptist Health has outlined in this written agreement the terms, conditions, and purposes of commercial support for its CME activities.

Definitions:

Accredited Provider is, for purposes of this Agreement, Baptist Health.

Commercial Support is financial or in-kind contributions given by an Ineligible Company, which is used to pay all or part of the costs of a CME course.

An *Ineligible Company* is any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients. The ACCME does not consider providers of clinical service directly to patients to be Ineligible Companies - unless the provider of clinical service is owned, or controlled by an ACCME-defined Ineligible Company.

CME Course Title	Primary Care Focus Symposium, 20th Annual
Date(s)	July 21-23, 2023
Location	The Ritz Carlton, Naples, Florida
Ineligible Company Name (as it should appear in print material)	
Commercial Support - Grant	Amount:
Commercial Support - Other	Amount:
Level/Type of Support	
Terms: Describe recognition opportunities CME Provider offers as part of this level of Support which are detailed in the prospectus.	

Terms, Conditions, and Purposes of Commercial Support

I. Independence

A. This course is for scientific and educational purposes only and will not promote any specific proprietary business interest of the Ineligible Company.

B. As the Accredited Provider, Baptist Health, is responsible for all decisions regarding the identification of educational needs, determination of educational objectives, selection and presentation of content, selection of all persons and organizations that will be in a position to control the content of the CME, selection of education methods, and the evaluation of the course.

II. Appropriate Use of Commercial Support

C. Baptist Health will make all decisions regarding the disposition and disbursement of the funds from the Ineligible Company.

D. The Ineligible Company may not require Baptist Health to accept advice or services concerning teachers, authors, or participants or other education matters, including content, as conditions of receiving this grant.

E. All commercial support associated with this course will be given with the full knowledge and approval of Baptist Health CME Department.

i. The Ineligible Company cannot give additional commercial support, remuneration or payments to the director of the course, planning committee members, teachers or authors, joint providers, or any others involved with the sponsored course.

ii. Baptist Health cannot use commercial support to pay for travel, lodging, honoraria, or personal expenses of attendees (i.e., participants, learners) of a CME course.

F. The Accredited Provider will, upon request, furnish the Ineligible Company documentation detailing the utilization of the commercial support.

III. Commercial Promotion

G. Product-promotion material or product-specific advertisement of any type is prohibited in or during the CME course education space. The juxtaposition of editorial and advertising material on the same products or subjects is not allowed. Promotional activities must be kept separate from the CME course. Promotional materials cannot be displayed or distributed in the education space immediately before, during or after a CME course. Ineligible Companies may not engage in sales or promotional activities while in the education space of the CME course.

H. The Ineligible Company may not be the agent providing the CME course to the learners.

IV. Disclosure

I. Baptist Health will ensure that the source of commercial support from the Ineligible Company, either direct or in-kind, is disclosed to the participants in program brochures, syllabus and other program materials, in advance of the CME course. This disclosure will not include the use of a logo, trade name or a product-group message.

####

The Ineligible Company, its employed representative(s) participating in the CME Course described in this Agreement, and Baptist Health South Florida agree to abide by the **terms, conditions, and purposes of commercial support** outlined herein, and with all requirements of the **ACCME Standards for Integrity and Independence** applicable to their roles in the CME Course. Reference: <https://accme.org/accreditation-rules/standards-for-integrity-independence-accredited-ce>

Agreed by Authorized Representatives

Accredited Provider:

Baptist Health South Florida

Contact Person:	Eleanor Abreu	Email Address:	EleanorA@BaptistHealth.net
Title:	CME Program Manager	Fax Number:	786-533-9706
Phone Number:	786-596-2398	Date Signed:	_____
Signature:	_____		
[CME Manager]			

Ineligible Company:

[Company Name]

Authorized Signatory:	_____	Email Address:	_____
Title:	_____	Phone Number:	_____
Signature:	_____	Date Signed:	_____

SUBMISSION:

Print this form to sign, scan and email it to JulieZ@BaptistHealth.net. Thank you.