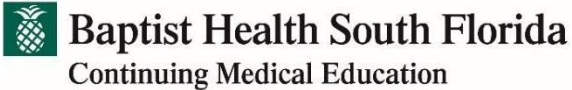


INVITATION TO SUPPORT AND EXHIBIT
Prospectus of Commercial Support and Advertising Opportunities



Marcus Neuroscience Institute Spine Symposium

Saturday, April 13, 2024
Marriott at Boca Center
5150 Town Center Circle
Boca Raton, Florida 33486

Baptisthealth.net/BocaSpineSymposium

On behalf of the **Marcus Neuroscience Institute Spine Symposium** planning group, we cordially invite companies to support this dynamic continuing medical education event.

Course Overview

The Marcus Neuroscience Institute Inaugural Spine Symposium is a one-day academic event designed to assist attendees to expand their knowledge of the latest advances in the field of spine surgery through didactic lectures, interactive panel discussions and case-based presentations.

The course is designed for neurosurgeons, orthopedists, nurses, physical therapists, physiatrists, hospitalists, anesthesiologists, pain specialists, medical students, as well as primary care providers.

Networking Opportunities - Corporate Support

You will have the opportunity to network with the physicians, leaders and healthcare providers affiliated with Marcus Neuroscience Institute, as well as those from Florida's medical community, from around the United States and from international cities. You will be well-positioned to showcase your company's products and services as they apply to treatment of spinal conditions.

Exclusive supporter/advertising options and Exhibit packages are available at multiple 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.

Thank you for your consideration,

Symposium Directors

Timothy O'Connor, MD, Timothy Miller MD, Evan Packer, MD and Sanya K. Arscott RN BSN

*This inaugural CME/CE event is presented by
Marcus Neuroscience Institute, 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, Christine E. Lynn Heart & Vascular Institute, Miami Neuroscience Institute, Miami Cancer Institute, Baptist Health Orthopedic Care, 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.

Who Attends This Symposium:

- Primary Care Physicians
- Family Medicine Physicians
- Neurologists
- Pain Specialists
- Spine & Neurosurgeons
- Physician Assistants
- Residents
- Nurse Practitioners
- Rehabilitation/Physical Therapists
- Nurses
- Integrative Medicine Physicians
- Chiropractors
- Psychiatrists

WAYS WE DRIVE ATTENDEES TO EXHIBIT HALL

- Complimentary beverages and refreshments inside the 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 the exhibit hall.
- Attendees receive printed copies of the exhibit hall diagram, or via a PDF on the website.
- Exhibit area is in close proximity to the meeting area, with easy accessibility to attendees.

2024 EXHIBITOR & COMMERCIAL SUPPORT PROSPECTUS

BOOTH RENTAL PACKAGES

| | | |
|--|---|----------------|
| Corner Exhibitor | Two 6' tables 4 Representatives Company name recognized on program and event website, eblast to attendees, and on signage Complimentary Exhibitor Badges (2) Complimentary breakfast, lunch and refreshments in the Exhibit Hall Networking opportunities throughout the event | \$5,000 |
| Entrance table | One 6' table 3 Representative Company name recognized on program and event website, eblast to attendees, and on signage Complimentary Exhibitor Badges (1) Complimentary breakfast, lunch and refreshments in the Exhibit Hall Networking opportunities throughout the event | \$4,000 |
| Side/Wall table | One 6' table 2 Representatives Company name recognized on program and event website, eblast to attendees, 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- For companies who have not previously exhibited with Baptist Health CME | One 6' table 1 Representative Company name recognized as a first-time exhibitor on program and event website, and on eblast to attendees 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 in educational session include invitation to visit exhibit hall.
- Attendees receive a “Meet The Exhibitors” email the week of the symposium, listing the exhibitors and encouraging attendees to visit the exhibit hall during designated non-CME times

ADVERTISING OPPORTUNITIES

Breakfast Sponsorship - \$5,000 (1 opportunity 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.

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.

ADVERTISING OPPORTUNITIES (continued)

Morning Coffee Break - \$5,000 (1 opportunity available)

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

Afternoon Dessert and Coffee Break – \$5,000 (1 opportunity available)

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

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

Your company will be recognized on signage by the sanitizer station

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. Audiovisual expenses are included in the cost of the Product Theater. 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.

| | |
|---|------------------------|
| <p>Industry Product Theater Presentation[†] – Exclusive! Limited to 1 Sponsor 30-minute session in the morning before the CME session begins, 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>\$5,000</p> |
| <p>Industry Product Theater Presentation[†] – Exclusive! Limited to 1 Sponsor 30-minute session during lunch, 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 before the product theater, after the ending of the morning’s education session, as per ACCME guidelines. AND, there would be a 30 minute buffer between the conclusion of the Product Theater and the beginning of the afternoon’s education session. Company’s link on event website and in promotional emails</p> | <p>\$10,000</p> |
| <p>Industry Product Theater Presentation[†] - Exclusive! Limited to 1 Sponsor - 45-minute session after educational session concludes. This session 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 afternoon’s education session ends, as per ACCME guidelines. Company’s link on event website and in promotional emails</p> | <p>\$10,000</p> |

[†] **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 Philanthropy Partner. | \$10,000 |
| 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 Philanthropy Partner. | \$5,000 |
| 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 Philanthropy Partner. | \$2,500 |

*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.

Important Dates

March 15, 2024 Deadline to register as an exhibitor or advertising sponsor to receive recognition.

March 29, 2024 Deadline for exhibit payment or to cancel booth.

March 29, 2024 Last day to register/change/ cancel exhibitor staff.

April 12, 2024 Exhibit Set-up (time to be communicated via correspondence)

April 13, 2024 Exhibit Tear-down (time to be communicated via correspondence)

Visibility. Reach. Results.

Tyler Dubay | Event and Admin Support for MNI

TDubay@baptisthealth.net

Sanya Arscott, BSN, RN, PMGT-BC | Spine Program Supervisor, Marcus Neuroscience Institute

SArscott@Baptisthealth.net

EXHIBIT SPACE AND ADVERTISING OPPORTUNITIES APPLICATION



**Baptist Health
South Florida**

Continuing Medical Education

**Completion of this form confirms your intent to Exhibit and/or Advertise.
Please confirm if your intent is to provide an Industry Product Theater Session and/or an Educational Grant.**

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
(for companies who have not previously exhibited at any Baptist Health CME event)

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 PROCEDURES: Please make full payment* by **March 29, 2024**. *Or provide proof of payment in process.

- Payment is for Exhibit Package
- Payment is for an Advertisement Opportunity
- Payment is for a Grant
- Payment is for Product Theater

Payment Method Options:

- Check** - Payable and Mailed to:
Marcus Foundation, Fund # 71001(tax ID number 59-1006663)
Attn: Sanya K. Arscott, Marcus Neuroscience Institute
RE: Spine Symposium 2024
800 Meadows Road
Boca Raton, FL 33486
- Credit Card:** If you would like to pay via Credit Card, contact Sanya K. Arscott at Sarscott@BaptistHealth.net
- ACH Payments:** We will provide the electronic banking information upon request.

For assistance with exhibits, advertising opportunities, grants, product theaters or symposium logistics, contact Sanya K. Arscott BSN RN, Marcus Neuroscience Institute Spine Supervisor & Symposium Coordinator, at Sarscott@BaptistHealth.net or **561-955-5704**.

CANCELLATIONS: Requests for cancellations of reserved exhibit space must be sent in writing to TDubay@BaptistHealth.net. Refunds, less a 50% administrative fee, will be granted for requests received on or before **March 29, 2024**. After this date, refunds for reserved space will not be granted.

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.
- No sales transactions are permitted in the exhibit halls or anywhere within this CME event. 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 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 **February 31, 2024**, by contacting Nina Doleyres, Baptist Health CME Department, Nina.Doleyres@baptisthealth.net or 786-595-8942;ext=58942. Indicate needed accommodations here if submitted prior to above date. **Special Access Needs:**

AGREEMENT

_____ (Initials) *I have read and I agree with the Terms and Conditions for **Baptist Health CME Symposium Exhibit Hall Participation for the Marcus Neuroscience Institute Spine Symposium.***

NAME (print): _____
Authorized Company Representative

SIGNATURE: _____ DATE: _____