

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



Baptist Health

Miami Cancer Institute

Seventh Annual Miami Brain Symposium

December 13, 2024 | Friday
Hilton Miami Dadeland, Miami, Florida
BaptistHealth.net/MiamiBrain

On behalf of the **Miami Brain Symposium** planning group, we cordially invite companies to support this dynamic continuing medical education event.

Course Overview

The **Miami Brain Symposium** will focus on state-of-the-art approaches to the management of primary and metastatic central nervous systems tumors, along with an understanding of current standards of care and a look at future directions. This symposium will engage participants as the expert faculty navigate through complex cases, novel treatment strategies and lively panel discussions.

Networking Opportunities ■ Corporate Support

You will have an opportunity to network with the physicians, leaders and healthcare providers affiliated with Miami Neuroscience Institute and Marcus Neuroscience Institute, as well as from around South Florida's medical community, around the United States and international cities. You will be well-positioned to showcase your company's products and services as they apply to neurology, and specifically to strokes, aneurysms, movement disorders and spine.

Sponsorship 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 \$15,000 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

- Manmeet Ahluwalia, M.D.
- Rupesh Kotecha, M.D.
- Michael McDermott, M.D.
- Minesh Mehta, M.D.
- Yazmin Odia, M.D.

*This annual CME/CE event is presented by
Miami Cancer Institute and Miami Neuroscience Institute, both 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 27,000 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 Will Attend This Symposium:

- Adult & Pediatric Neurologists
- Neurosurgeons
- Stroke Neurologists
- Neuroradiologists
- Diagnostic Radiologists
- Critical Care Physicians
- Neurointensivists
- Emergency Medicine Physicians
- Nurse Practitioners
- Physical Therapists
- Radiology Technologists
- Internal Medicine Physicians
- Interventional Neuroradiologists
- Dietitians
- Clinical Pharmacists
- Family Physicians
- General Internists
- Neuropsychologists
- Neuroscience & Critical Care Nurses
- Neurosurgery Nurses
- Respiratory Therapists
- Rehabilitation and Pain Management Specialists

WAYS WE DRIVE ATTENDEES TO EXHIBIT HALL

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

2024 EXHIBITOR & SPONSORSHIP/SUPPORT PROSPECTUS

EXHIBIT PARTICIPATION PACKAGES

| Category | Tangible Benefits and Recognition | |
|-----------------|--|-----------------|
| Diamond | Four 6' tables 8 Representatives Company name and support level recognized on program and event website, course syllabus, on signage and in "Meet the Exhibitors" email. Special/specific signage recognizing Diamond level exhibitor participation Complimentary Exhibitor Badges (8) | \$10,000 |
| Platinum | Three 6' tables 6 Representatives Company name and support level recognized on program and event website, course syllabus, on signage and in "Meet the Exhibitors" email. Special/specific signage recognizing Platinum level exhibitor participation Complimentary Exhibitor Badges (6) | \$7,500 |
| Gold | Two 6' tables 5 Representatives Company name recognized on program and event website, course syllabus, on signage and in "Meet the Exhibitors" email. Complimentary Exhibitor Badges (5) | \$5,500 |
| Silver | One 6' table 3 Representatives Company name recognized on program and event website, course syllabus, on signage and in "Meet the Exhibitors" email. Complimentary Exhibitor Badges (3) | \$3,000 |

Included in Each Exhibit Package:

- Complimentary breakfast, lunch and break refreshments in the exhibit hall.
- Networking opportunities with attendees in the exhibit hall.

Note:

- First-time Exhibitor opportunity available for \$2,500; includes one six-foot table and one exhibitor badge. Call 305-321-5744 or e-mail JulieZ@BaptistHealth.net for details and eligibility.

Advertising Opportunities

Breakfast Sponsorship - \$5,000

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

Lunch Sponsorship - \$7,500

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

Device Charging Station - \$7,500

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.

Morning Coffee Break - \$5,000

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

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 available Advertising opportunities.

Host an Industry Product Theater Session

- Exclusive opportunity to educate a captive audience of physicians and other healthcare professionals!
- Opportunity to present a **non-accredited** Product Theater session to inform attendees about the latest product information.
- Product Theater Sessions 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 late afternoon Product Theater session.
- Meeting rooms designated for Product Theater sessions will accommodate up to 50 people.
- The product theater fee includes a basic audiovisual package.
- Logistical planning for the product theater is the responsibility of the sponsoring company. We will put you in contact with the hotel's sales, catering and/or AV departments if needed.
- If sponsoring a late afternoon Product Theater, it is highly recommended that you order food and beverage as an additional incentive to encourage attendance for the Product Theater.

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 on Friday, December 13, 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. Company's link on event website and in promotional emails</p> | <p>\$20,000</p> |
| <p>Industry Product Theater Presentation[†] – Exclusive! Limited to 1 Sponsor 30- or 45- minute session during lunch on Friday, December 13, 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. Company's link on event website and in promotional emails</p> | <p>\$25,000</p> |
| <p>Industry Product Theater Presentation[†] – Exclusive! Limited to 1 Sponsor 30- or 45- minute session late afternoon, following the conclusion of the general CME session on Friday, December 13, 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. Company's link on event website and in promotional emails</p> | <p>\$20,000</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 | <ul style="list-style-type: none"> • Four (4) 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 (4). • Complimentary breakfast, 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. | \$20,000 |
| Silver | <ul style="list-style-type: none"> • 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 breakfast, 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. | \$15,000 |
| Bronze | <ul style="list-style-type: none"> • 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 breakfast, 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. | \$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.

Important Dates

| | |
|-------------------|---|
| November 15, 2024 | Deadline for exhibit payment. |
| November 15, 2024 | Deadline to cancel participation (for a full refund) |
| November 29, 2024 | Deadline to cancel participation (to receive 50% refund – no refunds after this date) |
| December 2, 2024 | Last day to provide names for exhibitor staff. |
| December 12, 2024 | Exhibit Set-up (time to be communicated via correspondence) |
| December 13, 2024 | Exhibit Tear-down (following afternoon break). |

Visibility. Reach. Results. To learn more about exhibiting or sponsorships at the **2024 Miami Brain 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

Awilda Pieraldis

Senior Grants Coordinator, Foundation | Educational Grants

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

Visit BaptistHealth.net/MiamiBrain for complete symposium information.

Exhibit Space and Advertising Opportunities Agreement



Baptist Health

Miami Cancer Institute

Seventh Annual Miami Brain Symposium

December 13, 2024

Hilton Miami Dadeland, Miami, Florida

<http://BaptistHealth.net/MiamiBrain>

**Completion of this form confirms your companies' agreement to Exhibit and/or Sponsor.
To confirm your intent to provide an Industry Product Theater Session and/or an Educational Grant, please
contact Julie Zimmert, JulieZ@BaptistHealth.net - 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

- Diamond \$10,000 Silver \$3,000
- Platinum \$7,500
- Gold \$5,500

(First-Time Exhibitor) \$2,500
*(if your **company** has **not** previously exhibited with Baptist Health)*

ADVERTISING OPPORTUNITIES

- Breakfast Sponsorship \$5,000 Morning Coffee Break \$5,000
- Lunch Sponsorship \$7,500 Device Charging Station \$7,500
- Afternoon Dessert Break \$5,000

Total Cost: _____

PAYMENT PROCEDURES: Please make full payment* by **October 7**. *Or provide proof of payment in process.

NOTES:

- Please direct all Exhibit payments and advertising payments to the CME Department. Payment options are provided in the blue box below.
- Grant and Product Theater payments shall be sent to Foundation. Payment options are provided in the yellow box below.

- Payment is for Exhibit Package
- Payment is for an Advertising Opportunity

Payment Method Options:

- Check** - Payable and Mailed to:
Baptist Health South Florida CME Department (tax ID number 65-0267668),
Attn: Julie Zimmitt
Continuing Medical Education Department
8900 N Kendall Drive
Baptist Hospital of Miami
Miami, FL 33176

- Credit Card** for Exhibit Payments and/or Advertising Opportunities

Exhibit Fee Payment: [Insert link here](#)

Advertising Opportunities Payment: [Insert link here](#)

- ACH Payment**

For assistance with exhibits, advertising opportunities, grants, product theaters or symposium logistics, contact Julie Zimmitt, Baptist Health CME Department, JulieZ@BaptistHealth.net or **305-321-5744**.

MY PAYMENT IS FOR GOLD, SILVER OR BRONZE EDUCATIONAL GRANT, or PRODUCT THEATER:

- Payment is for a Grant
- Payment is for Product Theater

- My company is a **CURRENT CORPORATE PHILANTHROPY PARTNER** of Baptist Health Foundation.

Payment Method Options:

- CHECK** – Payable and mailed to:
Baptist Health South Florida Foundation Inc.
PO Box 748853
Atlanta, Georgia 30374-8853

- CREDIT CARD** – [Contact Awilda Pieraldis](#)

- ACH Payment**

- For **more information** about becoming a **CORPORATE PHILANTHROPY PARTNER** of Baptist Health Foundation, contact Awilda Pieraldis, AwildaP@BaptistHealth.net or 305-213-7212.

CANCELLATIONS: Requests for cancellations of reserved exhibit space must be sent in writing to JulieZ@BaptistHealth.net.

November 15, 2024
November 29, 2024

Deadline to cancel participation (*to receive full refund*).
Deadline to cancel participation (*to receive 50% refund*). No refunds after this date.

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 leave 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) restrict exhibits that, in their judgment, detract from the overall professional demeanor of the exhibit area. This includes persons, objects, conduct, printed materials or anything of a character that may be objectionable to the exhibit area as a whole.
- 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 October 20, 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 2024 Miami Brain 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