



## 11<sup>th</sup> State of the Science Critical Care Best Practices Symposium

Invitation to Exhibit, Support  
11<sup>th</sup> State of the Science Critical Care Best Practices Symposium  
May 2, 2025| Friday  
South Miami Hospital, Auditorium, South Miami, Florida  
[CriticalCare.BaptistHealth.net](https://www.criticalcare.baptisthealth.net)

### Course Overview:

The annual **State of the Science Symposium** presents Critical Care Best Practices for 2025, delivered by expert leaders. The dedicated, multidisciplinary critical care community applies these standards of care to guide our practice consistent with the mission and vision of both the Society of Critical Care Medicine and the American Association of Critical Care Nurses to secure the highest-quality care for all critically ill and injured patients.

Baptist Health CME is pleased to announce that **in person** Exhibit opportunities are available for the **2025 State of the Science Critical Care Best Practices Symposium**. This program offers an excellent opportunity to network with physicians and other healthcare professionals, and to highlight your company's critical care medicine related products and services in a safe, in-person setting. We cordially invite you to participate.

### Who will attend this symposium:

- Critical Care Physicians
- Neurologists
- Cardiologists
- Gastroenterologists
- Surgeons
- Physician Assistants
- Anesthesiologists
- Nurse Practitioners
- Emergency Medicine Physicians
- Nurses
- Nephrologists
- Pharmacists
- Pulmonologists
- Respiratory Therapists
- Infectious Disease Physicians
- Hospitalists

We hope to see you in May of 2025. Thank you for your consideration.

Baptist Health Continuing Medical Education Department

### Planning Committee

Andrew S. Calzadilla, M.D.

Eduardo Martinez DuBouchet, M.D.

Donna Lee Armaignac, Ph.D., APRN, CCNS, CCRN-K

*This annual CME/CE event is presented by Baptist Health South Florida.*

## **Networking Opportunities ■ Corporate Support**

You will have the opportunity to network with the physicians, leaders and healthcare providers affiliated with Baptist Health South Florida, 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 the care of patients receiving treatment on critical care units.

Companies that provide a cumulative amount of support of at least \$15,000 throughout the year, 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.

## **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.

# 2025 EXHIBITOR PROSPECTUS

## EXHIBIT SPACE PACKAGE

<b>Exhibit Table</b>	<b>Exhibit Space Includes:</b>  One 6' table  2 Representatives  Company name recognition on symposium website, on signage, welcome slides and in "Meet the Exhibitors" email.  Complimentary Exhibitor Badges (2)  Complimentary breakfast, lunch and refreshments in the Exhibit Hall  Networking opportunities throughout the event	<b>\$1,750</b>
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**Exhibit 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 patients receiving treatment on a critical care unit.

### **Important Dates**

April 1, 2025	Deadline to register as an exhibitor and/or Product Theater sponsor to receive recognition.
April 1, 2025	Deadline for exhibit payment or to cancel booth for a full refund.
April 15, 2025	Deadline to cancel participation (to receive 50% refund – no refunds after this date)
April 25, 2024	Last day to register/change exhibitor staff.
May 2, 2025	Exhibit Set-up in early morning (time to be communicated via correspondence)
May 2, 2025	Exhibit Tear-down (following afternoon coffee/refreshment break).

### **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** including set up time and date
- Any communication related to this symposium 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 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 the symposium directors, and will be granted on a first-come, first-served basis.
- Companies may choose to host a lunchtime Product Theater session.
- Classroom designated for Product Theater sessions will accommodate up to 40 people.
- The product theater fee includes basic audiovisual set-up.
- Logistical planning for the product theater is the responsibility of the sponsoring company.

**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><b>Industry Product Theater Presentation<sup>†</sup> – <i>Exclusive!</i> Limited to 1 Sponsor</b></p> <p>30 minute session during lunch on <b>Friday, May 2</b>, 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.</p> <p>Company's link on event website and in promotional emails</p>	<p><b>\$5,000</b></p>
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**Contact our CME Development Specialist for more information on available Industry Sessions Opportunities: Julie Zimmert, [JulieZ@BaptistHealth.net](mailto: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.

**Visibility. Reach. Results.** To learn more about exhibiting at or supporting the **2025 State of the Science Critical Care Best Practices Symposium**, please contact our team today. We will work with you to meet your unique promotional needs.

### Julie Zimmert

CME Development Specialist | Exhibit Packages and Product Theater

[JulieZ@BaptistHealth.net](mailto:JulieZ@BaptistHealth.net) | Cell: 305-321-5744

[BaptistHealth.net/CME](http://BaptistHealth.net/CME)

### Become a Corporate Philanthropy Partner!

#### Awilda Pieraldis

Senior Grants Coordinator | BHSF Corporate Philanthropy Partners

[AwildaP@BaptistHealth.net](mailto:AwildaP@BaptistHealth.net) | Cell: 305-213-7212

[BaptistHealth.net/Giving](http://BaptistHealth.net/Giving)

Visit <http://CriticalCare.BaptistHealth.net> for complete symposium information.



**EXHIBIT SPACE AGREEMENT**

11<sup>th</sup> State of the Science Critical Care Best Practices Symposium

Date: Friday, May 2, 2025

South Miami Hospital, Auditorium, South Miami, Florida

<http://CriticalCare.BaptistHealth.net>

*Completion and submission of this form confirms your intent to Exhibit. If you are also Sponsoring a Product Theater, you will be required to sign a separate Letter of Agreement.*

**Confirm by Tuesday, April 1 | Payment due by Tuesday, April 1.**

Company Name: \_\_\_\_\_  
As it should appear in acknowledgments.

Description of Company's Products/Services: \_\_\_\_\_

Contact Person: \_\_\_\_\_  
NAME EMAIL PHONE

**SUPPORT:**

Exhibitors	<input type="checkbox"/> \$1,750
Product Theater	<input type="checkbox"/> \$5,000

**PAYMENT OPTIONS- Exhibit Payment and any Product Theater payment should be sent directly to the CME Department.**

Please make full payment by **April 1**. Or provide proof of payment in process.

<input type="checkbox"/> MY PAYMENT IS FOR EXHIBIT Tax ID #65-0267668 <input type="checkbox"/> MY PAYMENT IS FOR PRODUCT THEATER  <input type="checkbox"/> CHECK – Payable and Mailed to: Baptist Health South Florida Attention: Continuing Medical Education Department Attn: Julie Zimmert 8900 North Kendall Drive, Miami, FL 33176  <input type="checkbox"/> CREDIT CARD:
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**Payment Link for Exhibit, Product Theater:**

For assistance, email [JulieZ@BaptistHealth.net](mailto:JulieZ@BaptistHealth.net) or call 305-321-5744.

## 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 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.

### AGREEMENT STATEMENT

\_\_\_\_\_ (Initials) *I have read and I agree to the Terms and Conditions for **Baptist Health CME Exhibit Participation for the 2025 State of the Science Critical Care Best Practices Symposium.***

NAME (print): \_\_\_\_\_  
Authorized Company Representative

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

**For assistance, please contact:**

**Julie Zimmert**

CME Development Specialist | Exhibit Space Packages and Product Theater Sponsorships

[JulieZ@BaptistHealth.net](mailto:JulieZ@BaptistHealth.net) | Cell: 305-321-5744

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