

Echocardiography and Structural Heart Symposium

38th Annual

October 29-30, 2020 – Thursday-Friday

MiamiEcho.BaptistHealth.net

Hilton Miami Airport, Miami, Florida

Product Theater Guidelines

Product Theaters are 30-minute sessions that provide a focused, high-value live marketing opportunity for exhibitors to reach motivated professionals in a pre-scheduled, private session. *Two options are available:*

Option #1 October 29 at 12 noon

Option #2 October 30 at 12 noon

Product Theaters[†] provide a forum to gather and discuss issues on patient education, specific products and therapeutic areas with company representatives or your designees. Baptist Health South Florida, the CME Provider, (BHSF-CME), recognizes that Product Theaters will be promotional and may concentrate on a specific product or drug. These sessions are not approved for continuing education credits.

Hosting a Product Theater Allows Echo Supporters to:

- Interact with symposium attendees in an intimate theater setting.
- Highlight and demonstrate new and existing products.
- Provide up-to-date research findings.
- Give in-depth product details.
- Demonstrate products.
- Distribute branded materials.

Only 2020 Echo Supporters are eligible to sponsor a Product Theater. If your company is not currently committed to support this symposium, visit MiamiEcho.BaptistHealth.net.

Product Theater[†] Setup Includes:

- Meeting space for up to 50 attendees.
- Standard AV equipment: podium, mike, LCD projector and screen (sized appropriately for the room), sound system and extension cord.
- Listing in the Symposium Program describing time and location.

Rules and Regulations Governing Product Theaters

Although BHSF-CME will attempt to accommodate requests for specific Theater time slots, no guarantees can be made that a Supporter will be assigned the specific time slot requested. Supporters may not assign, sublet, share or exchange any part of their Product Theater time with/or to another Supporter, organization or business unless prior written authorization has been obtained from BHSF-CME.

Promotional Brochures and Invitations

Baptist Health does not endorse, recommend or promote any products or services related to Product Theaters. There can be no implication in any promotional materials, handouts or enduring materials that the Product Theaters are planned, sponsored by or endorsed by Baptist Health.

Announcements and/or promotional materials for a Product Theater 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. The use of Baptist Health South Florida (BHSF) or Miami Cardiac & Vascular Institute (MCVI) or these organizations’ logos, artwork or any representations thereof, shall be only at the express written consent of BHSF-CME.

All marketing and promotional materials for a Product Theater must include the following statement:

“This Product Theater is a promotional activity and is not approved for continuing education credit. The content of this Product Theater and opinions expressed by presenters are those of the sponsors or presenters and not of Baptist Health South Florida, Miami Cardiac & Vascular Institute or the Baptist Health CME Department.

*†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 of rigging by hotel); printing of materials (company advertisements); and special requests. Printed message is limited to Advertising such as "Visit us at booth ##" or "Company is proud to be a Bronze Sponsor." Messages/Permissions: Promotional materials 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. Artwork must be approved by the CME Provider prior to printing. *Commercial interest company recognitions will be by Company Name without logo, unless specifically noted that logo will be used.*

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