



**Baptist Health  
South Florida**

Continuing Medical Education

**Invitation to Sponsor or Exhibit  
Sponsorship/Exhibitor Prospectus and Opportunities**

**Primary Care Focus Symposium, 17<sup>th</sup> Annual**

Presented by  
Baptist Health South Florida

**Friday-Sunday, June 29-July 1, 2018**  
Ocean Reef Club, Key Largo, Florida

We would be pleased if you would join us as a Sponsor at our **Primary Care Focus Symposium, 17<sup>th</sup> Annual**, Friday-Sunday, June 29-July 1, at the Ocean Reef Club in Key Largo, Florida.

**Overview:**

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 as they relate to managing cholesterol, adolescent medicine, common sports injuries, evaluation of abnormal menstrual bleeding and other women's health concerns, atrial fibrillation, autoimmune disease, common eye problems, physician well-being, nutrition, antibiotics use and fatty liver disease.

**Networking Opportunities ▪ Luncheon Sponsor ▪ Wi-Fi and A.V. Sponsor**

When you participate in this CME/CE event you will network one-on-one with the physicians, leaders and healthcare providers affiliated with Baptist Health South Florida, and with participants from the greater South Florida medical community, as well as those from around the United States and abroad.

As a **Gold Level Sponsor**, your company will also be recognized for one year as a *Corporate Philanthropy Partners* program member of Baptist Health. Distinct and significant recognition will be provided at the symposium, as well as at the luncheon, in the conference hall and on the website in advance of the symposium. Details are on the following pages.

**Target Audience:** General Internists, Primary Care Physicians, Family Physicians, Urgent Care Physicians, Hospitalists, Psychologists, Physician Assistants, Nurse Practitioners, Nurses, Dietitians, Pharmacists and Respiratory Therapists.

On behalf of Baptist Health's Continuing Medical Education Department, thank you for your consideration.

A. Ruben Caride, M.D., Symposium Director

## Sponsor Support Levels

LEVEL	GOLD SPONSOR	SILVER SPONSOR	BRONZE SPONSOR
RECOGNITION	\$10,000	\$5,000	\$2,500
Prestigious recognition as a <i>Corporate Philanthropy Partners</i> member of Baptist Health Foundation through signage at year-round Foundation events and Baptist Health hospitals, on the Foundation website and in publications and communications to the health system leadership and board members.	•		
Exhibit booth with premium location in Exhibit Hall. Two 6-foot tables.	•		
Exhibit booth with prominent location in Exhibit Hall. One 6-foot table.		•	
Exhibit booth for table-top display. One 6-foot table.			•
Electricity at booth.	•	•	•
Name tags for representatives.	4	2	2
Continental breakfast and refreshments in Exhibit Hall.	4	2	2
Name/Logo** recognition on symposium website. Name size and location distinguished by level of sponsorship.	•	•	•
Name/Logo** recognition in symposium handout. Name size and location distinguished by level of sponsorship.	•	•	•
Event signage. Name/Logo** recognition on symposium signage prominently displayed. Name size and location distinguished by level of sponsorship.	•	•	•
FRIDAY RECEPTION – Name/Logo** recognition on prominently displayed posters at event, in symposium handout, on website and in scrolling welcome PowerPoint slides.	•		
SATURDAY – Breakfasts and Breaks – Name/Logo** recognition on prominently displayed posters at event, in symposium handout, on website and in scrolling welcome PowerPoint slides.		•	
SUNDAY – Breakfast – Name/Logo** additional recognition on prominently displayed posters at event, in symposium handout, on website and in scrolling welcome PowerPoint slides.		•	
Number of admissions to Luncheon.	2	2	
List of attendees.	•	•	•

## **Exhibit Hall – Hours, Setup and Teardown**

**Setup Thursday, June 28:** Access to Exhibit Hall begins at 6 p.m. Setup must be completed by Friday, June 29, 11 a.m.

- Your assigned table will be marked with your company name.

**Exhibit Hall Hours:**  
Friday: 11:30 a.m.-6 p.m.  
Saturday: 7:15 a.m.-12 noon  
Sunday: 7:15-11 a.m.

**Breakdown/Removal:** Sunday after 10 a.m.

- For a complete symposium schedule, visit [PrimaryCareFocus.BaptistHealth.net](http://PrimaryCareFocus.BaptistHealth.net).

## **Shipping and Delivery and Return of Exhibit Booth Materials**

- We encourage you to bring your materials with you to avoid storage charges or misplaced/late shipments.
- Mark your packages clearly with your company name and the name of the symposium.
- Your company is responsible for hotel handling charges – both inbound and outbound.
- If you plan to ship your materials to the hotel: (1) Contact Baptist Health CME to obtain a hotel shipping form. (2) Schedule your shipment to arrive by **Thursday, June 28**. (3) Have your FedEx number handy in case you are unable to locate your package. (4) Properly marked boxes will be delivered to your booth the afternoon of **Thursday, June 28**. (5) Ship properly marked boxes to:

### **Ocean Reef Club**

201 Ocean Reef Drive, Key Largo, Florida 33037

**Ref: Baptist Health South Florida Primary Care Focus Symposium**

June 29-July 1, 2018

*(Your Name – Company Name)*

- **Post-Symposium Shipping:** Outgoing packages must be marked properly. You may leave properly marked packages in the Exhibit Hall. The hotel will ship them out according to the label instructions on your package.

## **Cancelleds and Refunds**

Baptist Health will not refund any fees paid under this agreement in the event the company cancels or does not use the exhibit space.

## **Exhibitor Participation Form and Name Badges**

Please complete an Exhibitor Reservation form, which can be found on the symposium website [PrimaryCareFocus.BaptistHealth.net](http://PrimaryCareFocus.BaptistHealth.net). Include the names of representatives participating. Name badges must be worn at all times to identify symposium Sponsors and Exhibitors.

## **Attending Symposium Sessions**

Exhibitors who wish to obtain credit for attending the symposium should register in advance online; registration fees apply. Representatives of commercial interest companies are prohibited from discussing their company, brands and or products while in the education space.

## **Security – Responsibility for Valuables**

Sponsors and Exhibitors may leave their displays in the Exhibit Hall overnight; however, we recommend you do not leave any items of value (computers, cell phones, etc.). Neither the hotel nor Baptist Health will be responsible for loss of or damage to any property. Sponsors and Exhibitors agree to maintain responsibility for safeguarding their goods, materials, equipment and exhibits at all times.

## **Accommodations**

Baptist Health has secured a block of rooms at the Ocean Reef Club at a special group rate of \$249, plus applicable taxes and hotel fees. Visit [PrimaryCareFocus.BaptistHealth.net](http://PrimaryCareFocus.BaptistHealth.net) to connect to the hotel to reserve at this group rate. The special group rate ends **Thursday, June 7, 2018**.

## **Confirming Your Participation and Payment**

To confirm your participation, please complete the attached Confirmation Form (pages 4 & 5).



**CONFIRMATION FORM**

**Sponsors and Exhibitors – Submit by Monday, June 18.**

**Company:** \_\_\_\_\_ **Contact Person:** \_\_\_\_\_

**Title:** \_\_\_\_\_ **Email address:** \_\_\_\_\_

**Address:** \_\_\_\_\_ **City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **ZIP:** \_\_\_\_\_

**Telephone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

<b>Sponsorship and Exhibits</b> Includes Exhibit Booth	<input type="checkbox"/> \$10,000 Gold	<input type="checkbox"/> \$5,000 Silver	<input type="checkbox"/> \$2,500 Bronze

**NAME BADGE REQUEST for Exhibit Booth Representatives** Please print names of representatives who will be exhibiting at the symposium. Please refer to Sponsor/Exhibitor Prospectus for the number of invited representatives based on the level of support.

Name: \_\_\_\_\_ Name: \_\_\_\_\_  
 Name: \_\_\_\_\_ Name: \_\_\_\_\_  
 Name: \_\_\_\_\_ Name: \_\_\_\_\_

**CONFIRMATION AND PAYMENT**

- 1 – Return this Confirmation Form with the Signed Terms and Conditions (page 6) by June 18 to secure your space.
- 2 – Make full payment based on your level of support by June 29.

**MY PAYMENT IS FOR A GOLD *SPONSORSHIP*.** (*Exhibit Space included.*)  
 Contact **Laura Denoux**, Baptist Health South Florida Foundation, [LauraDen@BaptistHealth.net](mailto:LauraDen@BaptistHealth.net), or 786-467-5404

Check – Payable and Mailed to: Baptist Health South Florida Foundation (tax ID number 59-1923401)  
 Attn: Primary Care Focus Symposium  
 6855 Red Road, Coral Gables, FL 33143

Credit Card – Contact Laura Denoux

**MY PAYMENT IS FOR A SILVER OR BRONZE *SPONSORSHIP*.** (*Exhibit Space included.*)  
 Contact **Julie Zimmert**, Baptist Health CME Department, [JulieZ@BaptistHealth.net](mailto:JulieZ@BaptistHealth.net) or 786-596-8612.

Check – Payable and Mailed to: Baptist Health CME Department (tax ID number 65-0267668)  
 Attn: Julie Zimmert  
 8900 N. Kendall Drive, Miami, FL 33176

Credit Card – [Online Payment](#)

## Terms and Conditions for Baptist Health CME Exhibitors

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/or employees.

- Exhibitors may not place brochures, marketing materials or flyers outside of that 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.
- 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 own 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.

### 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 by June 22 by contacting Julie Zimmert at 786-596-8612 or [JulieZ@BaptistHealth.net](mailto:JulieZ@BaptistHealth.net).

### Agreement Statement

\_\_\_\_\_ (Initials) YES, I have read and understand the Baptist Health CME Exhibitor Terms and Conditions and agree to participate in the **2018 Primary Care Focus Symposium** as an exhibitor as indicated in this contract.

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

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

### If you have any questions, please contact:

**Julie Zimmert** | Phone: 786-596-8612 | Fax: 786-533-9706 | Email: [JulieZ@BaptistHealth.net](mailto:JulieZ@BaptistHealth.net)  
Continuing Medical Education Department, 8900 N. Kendall Drive, Miami, FL 33176 | Main: 786-596-2398

Thank you!