HEART FAILURE MANAGEMENT 2019

PRECISION MEDICINE TO PERSONALIZE CARE

Exhibit Prospectus

JULY 18-21, 2019

OMNI HOTEL • AMELIA ISLAND, FLORIDA
INVITATION TO EXHIBIT

On behalf of course directors Kirkwood Adams, Jr, MD, and Herb Patterson, PharmD, I am writing to request your support as an exhibitor for the upcoming conference Heart Failure Management 2019: Precision Medicine to Personalize Care. This program, which was first held in 1986, and annually for the past 25 years, will be held at the Omni Amelia Island Hotel on July 18-21, 2019.

The intended audience for the conference is health care providers who focus on heart failure management including cardiologists, nurse practitioners, physician assistants, and pharmacists who specialize in this cardiovascular area. In addition, electrophysiologists and cardiothoracic surgeons who utilize device therapy and advanced surgical options for the treatment of heart failure are targeted. Our conference includes a large and dedicated faculty (over 50 faculty attendees), composed of well-recognized experts in heart failure from the disciplines of pharmacy, medicine and nursing, who contribute academic and practical clinical expertise and interact with conference participants throughout the meeting. We anticipate having approximately 175-200 attendees in addition to our faculty at the meeting. This conference provides a great opportunity to make and solidify professional relationships, and fulfill your marketing needs and sales objectives through person-to-person communication and marketing.

A draft agenda can be found on the program website at heartfailure.cme.ufl.edu.

Exhibits will be located in the dedicated exhibit hall in the Amelia Ballroom 3 & 4 which is located adjacent to the General Session room. Please submit the Exhibitor Contract if you are able to participate, and review the information in this prospectus for important details. Please note, the Exhibitor Contract is due as soon as your organization has approved participation, and payment is expected prior to the conference.

We appreciate your support of our programs, and hope that you and/or another representative will be able to join us. Please don’t hesitate to contact us if you have any questions or need additional information.

Best,

[Signature]

Gianna Gamache
CME Conference Coordinator
UF Continuing Medical Education
PO Box 100233, Gainesville, FL 32610
352-733-0155 phone
352-733-0007 fax
Attendees have hailed from over 31 states since 2015, with the majority of attendees living and practicing in the Southeast. On average, almost 60% of conference attendees are MDs or Nurse Practitioners.

The key target audience for Heart Failure Management 2019 remains the diverse group of cardiovascular health care providers who treat patients with all stages of heart failure. The conference aims to educate attendees in the art and science of optimizing the management of heart failure including the most effective application of devices and advanced therapies.
EXHIBIT DATES AND HOURS

Please note that while there are dedicated exhibit hours during the conference, the exhibit hall is open to participants and faculty at all times during the conference.

If you are signed up for individual days, you can set up 1 hour prior to the start of the day’s scheduled exhibit time and break down after the last break that day.

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<thead>
<tr>
<th>Thursday, July 18, 2019</th>
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<tbody>
<tr>
<td>9:30 am – 11:00 am</td>
<td>SET-UP</td>
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<tr>
<td>11:00 am – 12:30 pm</td>
<td>Exhibit Time – Registration</td>
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<td>3:10 pm – 3:25 pm</td>
<td>Exhibit Time – Break</td>
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<th>Friday, July 19, 2019</th>
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<tbody>
<tr>
<td>7:15 am – 8:30 am</td>
<td>Exhibit Time – Registration and Breakfast</td>
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<tr>
<td>9:30 am – 9:45 am</td>
<td>Exhibit Time – Break</td>
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<tr>
<td>12:20 pm – 12:30 pm</td>
<td>Exhibit Time – Lunch Pick-Up</td>
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<th>Saturday, July 20, 2019</th>
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<tr>
<td>7:15 am – 8:15 am</td>
<td>Exhibit Time – Registration and Breakfast</td>
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<tr>
<td>10:10 am – 10:25 am</td>
<td>Exhibit Time – Break</td>
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<tr>
<td>12:20 pm – 12:30 pm</td>
<td>Exhibit Time – Lunch Pick-Up</td>
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<th>Sunday, July 21, 2019</th>
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<td>7:30 am – 8:00 am</td>
<td>Exhibit Time—Registration and Breakfast</td>
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<tr>
<td>Any time after 8:00 am</td>
<td>BREAK-DOWN</td>
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EXHIBIT RATES

Entire Program: $5,000
One Day: $1,500 per day

2019 Topics Include

- Current Pharmacological Approaches to Heart Failure – for Both Preserved and Reduced Ejection Fraction
- Approaches to Optimizing Polypharmacy for Heart Failure with Reduced Ejection Fraction
- Addressing Advances in the Treatment of Amyloid Cardiomyopathy
- Novel Approaches to Valvular Heart Disease in CHF – Focus on Mitral Regurgitation
- Latest Application of Advanced Therapies – Surgical and Devices – for Severe Heart Failure
- Addressing Arrhythmia Risk and Complications in Patients with Heart Failure
- Utilization of Biomarkers to Optimize Heart Failure Care
- Interpretation of High Sensitivity Troponin Elevations in the Setting of Acute and Chronic CHF
- Cutting Edge Clinical Research in Heart Failure – Novel Drugs, Devices and Clinical Strategies
- Keys to Making Heart Failure Clinics Work – Care Strategies and Essentials of Team Approach
- Addressing Comorbidities in the Patients with Heart Failure – Emphasis on Diabetes

Click HERE to view the full agenda!
INCLUDED IN ALL EXHIBIT BOOTH RENTALS

• One 6ft draped table and chairs
• Free “non-credit seeking” conference registration for up to 3 representatives
• Your logo listed on the Sponsors page of the event website
• Your logo listed on the Exhibitor Acknowledgement Sign prominently located in the exhibit hall
• Discounted hotel room rate at the Omni Amelia Island Hotel (contingent upon availability)
• Badges for up to 3 representatives per table
• Breakfast, lunch, and snacks, contingent upon availability, for up to 3 representatives
• Your logo listed in the Event Slideshow that runs during breakfast, lunch, & breaks
• Listing in the Exhibitor Acknowledgement in participant Welcome Packet (no logo)

PARTICIPANT RAFFLE

We encourage participants to interact with exhibitors by raffling off a prize at the end of the conference. For participants to enter the raffle, they must take their raffle card to all of the exhibitors in the hall and have them sign off. This serves to “break the ice” between the exhibitors and participants as well as encourage the participants to interact with every exhibitor in the hall.

PAYMENT INFORMATION

Payments can be made online or by check.

Online

To make your payment online, please visit heartfailure.cme.ufl.edu and click on the registration tab. All major credit cards are accepted.

By check

Checks should be made payable to the University of Florida. Our tax ID # is 59-6002052.

All checks sent by FedEx should be sent to
UF Continuing Medical Education
720 SW 2nd Ave, Suite 575
Gainesville, FL, 32601

All checks sent by regular mail should be sent to
UF Continuing Medical Education
P.O. Box 100233
Gainesville, FL, 32610
**Promotional Opportunities**

**Exclusive Refreshment Break Advertisement**

$5,000

Help attendees re-fuel during the refreshment breaks! Break advertisement includes your company logo and name on printed recognition materials visible during your break(s). You also have the option to provide custom coffee cups and/or napkins (with conference organizers’ approval) to maximize the number of impressions your brand receives.

**Dates available:**
- Thursday, July 18
- Friday, July 19
- Saturday, July 20

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**Reception Sponsorship**

$25,000

Join attendees as they network with new and old colleagues, faculty, and friends. Sponsoring our reception is a great opportunity to increase your brand awareness! Recognition includes your logo on napkins during our reception, acknowledgement signage, and a custom cocktail. Logistics and food and beverage will be managed by the conference.

**Dates available:**
- Thursday, July 18
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**Extended Exhibit Time Opportunities**

**Options and pricing available upon request**

Extended exhibit time is exclusive exhibit time for your company to interact with participants. During this time, the exhibit hall is open only to your company, allowing dedicated time for content presentation and interaction with attendees. The conference organizers will send one email to conference attendees with the details for your extended exhibit time. The company name, talk title, and speaker will be listed on the agenda included in the attendee welcome packet.

**Dates available:**
- Thursday, July 18
- Friday, July 19
- Saturday, July 20
**PROMOTIONAL OPPORTUNITIES**

**Sponsored Charging Station**

Help participants stay connected throughout the conference by sponsoring a charging station! Stations will be present for the entire conference.

Charging station options:

- **Charging lounge with branded charging kiosk**: $2000
- **Standalone locker with digital signage**: $4500

**Key Card Sponsorship Details: $7500**

As the exclusive sponsor of the conference hotel key cards, you’ll be “in the pocket” of every attendee. These hotel key cards provide prime real estate for one lucky sponsor, and will be used daily by all attendees who stay at the Omni Amelia Island Plantation. Keys provide exposure multiple times each day – every time attendees enter or leave their rooms. The keys are the first thing they receive upon check-in and the last item they use before heading home. Key and printing costs are included with the sponsorship fee.
LOCATION INFORMATION

Location:
Omni Amelia Island Hotel
39 Beach Lagoon Road
Amelia Island, FL 32034

Rates for the conference start at $309 for ocean view rooms. Reservations should be made as soon as possible, but no later than Sunday, June 16, 2019. Please note that the hotel generally sells out of rooms by April. We strongly recommend that you make your reservation as soon as possible.

Other hotel options nearby include the Residence Inn Amelia Island, the Hampton Inn Amelia Island at Fernandina Beach, and the Seaside Amelia Inn.

To book your room, please call the Omni Amelia Island Hotel at 1-888-261-6161 and reference the Heart Failure Management Conference, or visit heartfailure.cme.ufl.edu/location to book online.

SHIPPING INFORMATION

Please send all shipments to:

Omni Amelia Island Hotel
Heart Failure Management/ guest name
39 Beach Lagoon Road
Amelia Island, Florida 32034

Hotel’s Drayage Fees by Weight

- $5 package up to 5 lbs.
- $15 package 6-20 lbs.
- $25 package 21-50 lbs.
- $50 package 51-100 lbs.
- $75 package 101-200 lbs.
- $.50 per pound for any package over 200 lbs.

Incoming boxes will be accepted no earlier than 5 days prior to the first event. The aforementioned fees include handling and storage of boxes one week prior to group arrival; delivery to required meeting room(s); back for pick-up by selected carrier; and storage for 2 days after the group departs.

All shipping costs are the responsibility of the exhibitor.

EXHIBIT RULES AND REGULATIONS

Exhibitors agree to hold the University of Florida harmless from and against any and all claims and damages arising out of exhibitors’ negligence or willful misconduct as a result of exhibitors exhibiting at Heart Failure Management 2019 on July 18-21, 2019 in Amelia Island, Florida. Exhibitors also agree to abide by policies and regulations of the venue, the Omni Amelia Island Hotel.

ACCME Guidelines

No materials promoting the goods and/or services of a commercial entity shall be displayed or distributed in the same room immediately before, during or after an educational activity certified for credit takes place.

Representatives of commercial companies may attend an educational activity but may not engage in sales activities while in the room where the educational activity takes place.

Booth Assignment

Booths will be assigned at the discretion of the CME office. If a specific location is preferred, please notify the CME office and we will do our best to accommodate the request, based on availability.

Exhibit No-Shows

A company that reserves booth space and fails to inform the CME office in writing of its plans not to attend automatically forfeits 100% of the total cost of the exhibit space assigned. Exhibiting companies will be considered a no-show if the booth space is unoccupied by 10am on the day you are scheduled to exhibit.

Subletting Space

Subletting of exhibit space is prohibited. Sharing of exhibit space is not permitted unless it is within divisions of the same company and approved by the CME office.