INVITATION TO EXHIBIT

On behalf of course director Charles Helig, MD, FASN, I am writing to request your support as an exhibitor for the upcoming Internal Medicine Update 2018. This program, now in its 13th year, will be held at February 9-10, 2018 at the Omni Hotel in Jacksonville, Florida.

The intended audience consists of ~65 Internal Medicine, Primary Care Physicians, and Allied Health Professionals who are interested in the latest updates in internal medicine. This conference is a great opportunity to make and solidify relationships, 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 http://imu.cme.ufl.edu.

Exhibits will be located outside the meeting room, near the area where breakfast, lunch and refreshment breaks will be served. Please submit the Exhibitor Contract if you are able to participate, and review the information in this prospectus for important details. Please note that 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,

Gianna Gamache

CME Conference Coordinator
UF Continuing Medical Education
PO Box 100233, Gainesville, FL 32610
352-733-0064 phone
352-733-0007 fax
On average, almost 66% of conference attendees live and practice in Jacksonville and 42% are UF Faculty or Staff.

The key target audience for Internal Medicine Update 2018 remains the diverse group of Internal Medicine and Primary Care Physicians, Specialty Physicians, Physician Assistants, Nurses, and allied health professionals.
**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.

<table>
<thead>
<tr>
<th>Friday, February 9, 2018</th>
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<tbody>
<tr>
<td>6:30am – 7:15 am</td>
<td>SET-UP</td>
</tr>
<tr>
<td>7:15am – 8:00 am</td>
<td>Exhibit Time - Registration and Breakfast</td>
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<tr>
<td>10:15am – 10:45 am</td>
<td>Exhibit Time - Break</td>
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<tr>
<td>12:05pm – 1:15 pm</td>
<td>Exhibit Time - Lunch with Participants</td>
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<table>
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<tr>
<th>Saturday, February 10, 2018</th>
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<tbody>
<tr>
<td>7:15am – 8:00 am</td>
<td>Exhibit Time - Registration and Breakfast</td>
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<tr>
<td>10:10am – 10:40 am</td>
<td>Exhibit Time - Break</td>
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<tr>
<td>Anytime after 10:40am</td>
<td>BREAK-DOWN</td>
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2018 Topics Include

- Hepatitis C Management
- Ischemic Heart Disease
- Prevention of Medical Errors
- Atrial Fibrillation
- Sleep Apnea
- And More!

Click [HERE](#) to view the full agenda!
Entire Program  One Day  One Day
$749  $499  (UF Affiliate)  $250

Included in Your Exhibit:
Single Booth
(6’ Table Space)

Recognition with your logo on our Exhibitor Acknowledgement Sign

Access for up to 2 reps

One 6ft draped table and chairs

Free “non-credit seeking” conference registration for reps

Electrical Service (based on availability)

Breakfast, lunch, and snacks, contingent upon availability
**Additional Support Options**

**Additional Exhibit Rep** - $200 (per rep - maximum of 2 additional reps)

**Extra Exhibit Space** - $600 per additional 6’ of space

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**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.

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**Payment Information**

Payments can be made online or by check.

**Online**

To make your payment online, please visit imu.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
**LOCATION INFORMATION**

Omni Jacksonville
245 Water Street
Jacksonville, FL 32202

To book a room, please call the Omni at 904-355-6664

**SHIPPING INFORMATION**

Please send all shipments with the following information to:

Omni Jacksonville Hotel

ATTN: (Recipient Name)
Group: Internal Medicine Update 2017
Arrival: Friday, February 17, 2017
245 Water Street
Jacksonville, FL 32202
Catering Manager: Marianna Gioia
Catering Manager Phone/Email: 904-792-4833, mgioia@omnihotels.com

Number of Boxes: (Numbered 1 of 3, 2 of 3...)

**Hotel’s Shipping Fees by Weight**

(Prices below do not include 10% service charge)

First Package < 3 lbs.................................Complimentary
1-10 lbs..................................................$5
10-50 lbs.................................................$30
50+ lbs..................................................$20
Pallets, inside delivery.............................$100
Pallets, dropped at street.........................$150

**Hotel’s Shipping Regulations**

All shipping costs are the responsibility of the exhibitor.
Any boxes received or shipped on Saturday or Sunday will incur an incoming and outgoing $50 per box handling fee - responsibility of the exhibitor.
A storage fee of $5 per box per day will apply for any boxes received prior to 48 hours of the first function.

**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 the Internal Medicine Update 2018 in Jacksonville, FL. Exhibitors also agree to abide by policies and regulations of the venue, the Omni Hotel, Downtown Jacksonville.

**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. Preference will be given to high level sponsors.

**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.