



14th Annual Midwest Hospital Medicine Conference

October 18 – 20, 2018
Chicago, IL

Exhibitor &
Corporate
Advertising
Information
Packet

midwesthospitalmedicine.com

Please join us

The 14th Annual Midwest Hospital Medicine Conference is a certified continuing medical education activity that will be sponsored by Northwestern University. The educational initiative includes a 2.5 day interactive live CME activity developed and delivered by internationally recognized thought leaders in the field of Medicine.

Northwestern University is pleased to provide the following opportunities for organizations to promote and educate attendees about their products and services at the conference. Whether you are displaying your products or interacting with physicians in the exhibit space, your message will reach over 150 physicians and allied health care professionals.

About the Conference

Title: 14th Annual Midwest Hospital Medicine Conference

Date: October 18 - October 20, 2018

Location: 3rd floor Conference Center located in the Feinberg Pavilion of Northwestern Memorial Hospital, 251 E. Huron Street, Chicago, Illinois

Anticipated Attendance:

250 (based on previous conference attendance)

This CME program is designed to meet the educational needs of Hospital Medicine Physicians, Physician Assistants, Nurse Practitioners, and Residents.



2018 Exhibit Opportunities

\$5,000 GOLD

- (2) 6 foot table, 1 chair
- Recognition in print.
- Premium listing on website
- 2 Complimentary Registrations.
- Opportunity for exhibit booth in preferred location.

\$4,000 SILVER

- 6 foot table, 1 chair
- Recognition in print.
- Premium listing on website.
- 1 Complimentary Registration.

\$3,000 BRONZE

- 6 foot table, 1 chair
- Recognition in print.
- 1 Complimentary Registration.

Exhibits in the Exhibit Hall will be accessible to all meeting participants from October 18 - 20, 2018.

Additional conference registrations may be purchased at an industry rate of \$595/\$695.

Northwestern University Feinberg School of Medicine expects the commercial representative to refrain from inviting the faculty, guests or participants to social events that are not related to the CME activity.



Exhibit Guide

Exhibit Dates: October 18 - October 20, 2018

Exhibit Location:

3rd floor Conference Center located in the Feinberg Pavilion of Northwestern Memorial Hospital

Exhibit Setup: Thursday, October 18 , 2018 at 6:00 am

Display Hours for Main Exhibit Hall: (Subject to Change)

Thursday October 18, 2018:

7:30 am - 4:45 pm Registration time, AM Break, Lunch, PM Breaks

Friday October 19, 2018:

8:30 am - 4:20 pm Breakfast, AM Coffee Break, Lunch, PM Break

Saturday October 20, 2018:

7:30 am - 10:05 AM Breakfast, AM Break

Exhibitor Admission to General Sessions: Your exhibit badge permits you to attend any session for which there are no optional fees.

Exhibit Representation: At least one representative must be at the display during exhibit hours.

Exhibitor Kit: All exhibitors are responsible for their own shipping logistics and fees as well as audiovisual and electrical. After a completed application is received, the full show kit will be forwarded to you.

Exhibit Dismantle: All exhibits must be dismantled by noon on Saturday, October 20, from the Main Exhibit Hall.

Housing: Special group rates are available at the Hyatt Chicago Magnificent Mile, 633 N. St Clair Street, Chicago for \$269 a night plus tax (single or double occupancy). Reservations can be made by calling 888-591-1234. You must mention the Hospital Medicine Conference to receive the discounted rate. Reservations must be made before September 17, 2018 to ensure availability and group rates.

How to Register for Exhibit Space

Return the enclosed exhibitor Application/Contract with your payment to:

Meeting Achievements

C/o 14th Annual Midwest Hospital Medicine Conference

232 E 500 N. Valparaiso, IN 46383

Or via email: support@meetingachievements.com

Or via fax: 219.548.8619

Exhibitors will be assigned by the symposium organizers. Space will be available on a first-come, first-serve basis. Northwestern University reserves the right to make the final space assignment or change the space assignment should it be necessary in the best interest of the exhibitors or space logistics.



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Feinberg Pavilion of Northwestern Memorial Hospital

Application & Payment Form

Please print clearly.

Company			
Contact Person			
Title			
E-mail Address			
Address			
City		State/Province	
Postal Code		Country	
Telephone		Facsimile	

Total Amount: Please Sign and return attached “Exhibitor/Support Agreement Rules” also.

EXHIBIT		
<input type="checkbox"/>	GOLD	\$5,000 USD
<input type="checkbox"/>	SILVER	\$4,000 USD
<input type="checkbox"/>	BRONZE	\$3,000 USD

We wish to avoid having our exhibit located adjacent to the following company(s).
(14th Annual Midwest Hospital Medicine Conference cannot guarantee that you will not be placed next to those companies):

Exhibitor space is limited Deadline for exhibitor/support space is September 15, 2018 or when space reaches capacity (whichever comes first). All exhibitors & supporters will receive a confirmation letter with additional logistic details.

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Payment Options

Check/Money Order Payment Please make check payable to: **Meeting Achievements (TID 371464588)**. Mail the application/payment form, exhibitor/supporter agreement, and the check/money order to: Meeting Achievements, Attn: Midwest Hospital Medicine, 232 E 500 N, Valparaiso, IN 46383

Credit Card Payment (Charge will be processed by Northwestern University)

Check one: VISA _____ Mastercard _____ American Express _____

Credit Card Number	
Expiration Date	
Cardholder's Name	
Billing Address	
City	
State/Province	
Postal Code	
Telephone	
Signature	

If paying by credit card, the completed application/payment form and the signed exhibitor/support form may be returned via one of the following options:

Scanned/emailed to:

support@meetingachievements.com

Faxed to: 1.219.548.8619, Attn: Polly Rossi

Mail to:

Meeting Achievements

Attn: C/O Midwest Hospital Medicine

232 E 500 N.

Valparaiso, IN 46383

Questions:

Polly Rossi, symposium organizer for the
14th Annual Midwest Hospital Medicine
Conference

1.219.465.1115 telephone

1.219.548.8619 fax

support@meetingachievements.com

A receipt/confirmation and exhibit kit will be sent to the email address provided upon receipt of full payment, the application/payment form, and the signed exhibitor/support agreement.

Thank you for your support.

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Exhibitor/Support
Agreement
(Required)

Exhibit Rules & Regulations

Only one company may exhibit in a single space. Items or services exhibited or referred to must be those normally provided or manufactured by the exhibitor.

No application form will be processed without payment in full.

Due to the nature of the conference, no refunds will be offered.

All representatives who will be staffing exhibit booths must be registered for the meeting. Supporting companies are allowed a set number of complimentary registration(s) based on their supporter level. Additional booth personnel may register for an additional fee.

Display materials that may be deemed by the conference organizers to detract from the dignity of the exhibit show will not be permitted.

All signage, and logos, to be provided by supporting company, must adhere to conference specifications.

All exhibit tables and support services will be provided by the hotel. Note: electrical access may not be available. Any additional support costs are the responsibility of the exhibitor.

Security will NOT be provided. The property of the exhibitors shall at all times remain in the sole possession, custody, and responsibility of each exhibitor.

Industry Guidelines:

In recent years, much attention has been given to the relationships between the pharmaceutical and medical device/equipment industry and health care professionals. Gifts, individual relations, and professional education have been topics at the forefront of discussion. It is the responsibility of all exhibitors to be aware of and abide by all applicable association codes including but not limited to, those listed below:

Advanced Medical Technology Association (AdvaMed) Code of Ethics for Interactions with Health Care

Professionals - approved 2003, additional FAQs 2005

American Medical Association Opinion 8.06 Gifts to Physicians from Industry and Clarifying Addendum

Compliance Program Guidance for Pharmaceutical Manufacturers

Pharmaceutical Research and Manufacturers of America (PhRMA) Code of Interaction with Healthcare Professionals - revised July 2008

It is the company's responsibility to collect any data to fulfill their requirements for the Sunshine Act.

Distribution of Product:

FDA Regulations

Exhibitors must abide by all applicable Food and Drug Administration (FDA) regulations. This information may be obtained from the FDA at this website:

<http://www.fda.gov/cder/ddmac/>.

Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs and devices. The FDA also forbids the promotion of approved drugs or devices for unapproved uses. All products that have not been FDA approved for a particular use in humans or that are not commercially available in the United States will be permitted to be exhibited only when accompanied by appropriate signage indicating the device's clearing status. The signs must be easily visible and placed near the products themselves and on any graphics depicting the product. The exhibitor shall have available at the booth a letter from the FDA, which describes the allowable use status of the product(s). Exhibitors are cautioned about the FDA's prohibition on promoting cleared-for-marketing devices for unapproved uses. Requests for information and guidance should be directed to the FDA.

Selling of Products or Services

Exhibitors may display products that they have manufactured. Exhibitors may not accept cash, checks or credit cards for merchandise in the exhibition Hall; however, orders may be taken. Exhibitors electing to take orders must do so in a manner consistent with the professional nature of the exhibit.

Use of the NUFSM Name, Insignia, Logo or Acronym

The Northwestern University's Feinberg School of Medicine's (NUFSM) name, insignia, logo and acronym are proprietary marks and may not be used in signs, advertising, or promotions in any media or product literature either inside or outside of the exhibit area unless prior written approval has been received from the conference organizers.



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Liability and Security

Exhibitors must make provisions for safeguarding their display and property at all times. The exhibitor is responsible for all liability, losses, claims, and damages relating to any injury, death, or damage to property (including the Exhibition Hall), however occurring, arising from the acts of the exhibitor, his or her employees, agents, licensees, or contractors. The exhibitor agrees to indemnify and hold harmless NUFSM, ISCL, and USCLC from and against any and all liability, losses, claims, and damages that may arise from or be asserted in connection with the foregoing undertaking and responsibilities of the exhibitor.

Terms and Conditions

If applicable, as a condition for exhibiting, each exhibitor shall agree to observe all stated policies in this document. NUFSM reserves the right to refuse exhibit space to any applicant at its sole discretion.

If exhibiting at the conference, the undersigned has read the enclosed Exhibit/Support Agreement and agrees to abide by these regulations. Failure to abide by these regulations will result in forfeiture of all monies paid or due under the terms of the agreement.



Company Name: _____

Signature: _____ Date: _____

Name (print): _____

Email: _____

Please sign and return

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Exhibitor/Supporter Registration Form

Please list the names of all representatives scheduled to be onsite:

Company Representative (1): (Gold, Silver, Bronze)

Name _____

Title _____

Phone _____ Email _____

Company Representative (2): (Gold)

Name _____

Title _____

Phone _____ Email _____