16th Annual Midwest Hospital Medicine Conference

October 22–24, 2020

Virtual Exhibitor & Corporate Advertising Information Packet

midwesthospitalmedicine.com
Please Join Us

The 16th Annual Midwest Hospital Medicine Conference is a certified continuing medical education activity that will be sponsored by Northwestern University. This educational initiative includes a 2.5 day interactive live CME activity developed and delivered by internationally recognized thought leaders in the field of hospital medicine.

Northwestern University is pleased to provide the following opportunities for organizations to promote and educate attendees about their products and services. Whether you are displaying your products virtually or interacting with physicians in the virtual exhibit hall, your message will reach over 250 physicians and allied health care professionals.

About the Conference

Title: 16th Annual Midwest Hospital Medicine Conference

Date: October 22 - October 24, 2020

Location: Virtual Conference

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.
2020 Virtual Exhibit Opportunities Midwest Hospital Medicine

$5,000 GOLD
- Recognition in print
- Premium listing: company name and web link on website
- 3 Complimentary Registrations
- Virtual Exhibit Booth
- Chat with Attendees
- Official email blast to entire Hospital Medicine database

$4,000 SILVER
- Recognition in print
- Premium listing: company name and web link on website
- Virtual Exhibit Booth
- Chat with Attendees
- 2 comp registrations

$3,000 Bronze
- Company name and web link on website
- Virtual Exhibit Booth
- Chat with Attendees
- 1 comp registration

Exhibits in the Virtual Exhibit Hall will be accessible to all meeting participants October 22 - 24, 2020.
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.
2020 Virtual Sponsorship Opportunities

Share and Wear  $15,000

- Official Hospital Medicine T-shirts
- Company name and logo on sleeve, displayed on twitter and live on conference
- Company name and website link on the conference website
- Company name on the conference program
- 3 Complimentary Registrations

Med-cookie  $10,000

- Custom made Hospital Medicine Conference Cookies, complete with your logo and a special note of gratitude to your company on each individual box
- Company name and logo on individual box, delivered to attendees registered by September 21, 2020, to be opened and enjoyed live on the first conference day!
- Company name and website link on the conference website
- Company name on the conference program
- 2 Complimentary Registrations
2020 Virtual Sponsorship Opportunities

Virtual Break Music  $2,500
• Custom playlist during a ten-minute break
• Company name and logo, or product displayed on screen for paid break time
• Company name and website link on the conference website
• Company name on the conference program
• 1 Complimentary Registration

Water Bottles  $10,000
• Company name along with conference logo on reusable water bottles delivered to attendees registered by September 21, 2020.
• Company name and website link on the conference website
• Company name on the conference program
• 2 Complimentary Registrations

Safety Swag Bags  $10,000
• Company name on the Skyhook Headset and Headphone Holder for Desktop Monitors
• Company name on the Touchless Black Sanitary Key
• Company name on a Safety Webcam Cover
• Company name and website link on the conference website
• Company name on the conference program
• 2 Complimentary Registrations
2020 Virtual Sponsorship Opportunities

SongDivision!  $15,000

• Show the attendees an incredible time with world-class music and entertainment, filled with unparalleled music talent, charismatic hosts, and interactive experiences that are customized to the conference!
• Company name displayed during each musical and gameshow performance
• Sponsor an interactive and highly entertaining experience for the conference
• Company name and website link on the conference website
• Company name on the conference program
• 3 Complimentary Registrations

Coffee Cups  $7,500

• Company name along with Hospital Medicine logo on reusable coffee cups to be delivered to attendees registered by September 21, 2020.
• Company name and website link on the conference website
• Company name on the conference program
• 2 Complimentary Registrations
Exhibit Guide

Exhibit Dates: October 22 - October 24, 2020

Exhibit Location: Virtual

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

Thursday October 22, 2020:
7:30 am - 4:55 pm Breaks

Friday October 23, 2020:
8:30 am - 5:10 pm Breaks

Saturday October 24, 2020:
7:15 am - 12:00 pm AM Break

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

How to Register for Exhibit Space:

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

Meeting Achievements
C/O 16th Annual Midwest Hospital Medicine Conference
567 West 250 South
Hebron, IN 46341
Or via email: lisa@meetingachievements.com
Or via fax: 219.548.8619

Exhibit Representation: At least one representative must be available at the virtual display during exhibit hours.
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Total Amount: Please Sign and return attached “Exhibitor/Support Agreement Rules” also.

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Exhibitor space is limited  Deadline for exhibitor/support space is September 15, 2020 or when space reaches capacity (whichever comes first). All exhibitors & supporters will receive a confirmation letter with additional logistic details.
☐ 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, 567 West 250 South, Hebron, IN 46341

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

Check one:  
- VISA
- Mastercard
- American Express

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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:**

lisa@meetingachievements.com

**Faxed to:** 1.219.548.8619, Attn: Lisa Kaszubski

**Mail to:**
Meeting Achievements  
Attn: C/O Midwest Hospital Medicine  
567 West 250 South, Hebron, IN 46341

**Questions:**

Lisa Kaszubski, symposium organizer for the  
16th Annual Midwest Hospital Medicine Conference  
1.219.465.1115 telephone  
1.219.548.8619 fax  
lisa@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.
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
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/](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.
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
Please list the names of all representatives scheduled to be onsite:

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

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**Company Representative (2): (Gold, Silver)**

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

**Company Representative (3): (Gold)**

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**Company Representative (4): (fee applies for all levels)**

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