



6th Annual Chicago Essential Evidence Update April 12-13, 2019 University of Illinois at Chicago Exhibitor Prospectus

Benefits of Exhibiting

Chicago Essential Evidence Conference offers the opportunity for our partners to network at an exclusive Chicago-based Primary Care conference. Exhibits will be featured in the atrium and main registration area for ease of networking with Chicago and surrounding area physician leaders, family medicine physicians, nurses and other health care professionals in primary care.

Exhibit Days – April 12 and 13, 2019

Both scheduled and open exhibit times; exhibitors are welcome to set up in the morning before attendees arrive and stay throughout both days of the conference.

Location Information:

University of Illinois at Chicago - Molecular Biology Research Building, 901 S Marshfield, Chicago, IL

\$1000 Exhibitor / Supporter

- Exhibit space for both days at the conference event
- Company Logo and click-through link on conference web page
- Designated exhibit breaks for networking scheduled in attendee program agenda
- Opportunity to network with attendees during breakfast, lunch and breaks both days of conference
- Company representative may attend the educational sessions (marketing in/near CME room prohibited)
- Advertisement on the continuous-looping conference slideshow
- Recognition in conference program book and on-site event signage
- Place brochure/flier in Attendee Packet (provide 100 copies)
- Pre-registration attendee list for networking: Final attendee list will be emailed post event

\$500 Essential Evidence Supporter / Friend

- Advertisement on the continuous-looping conference slideshow
- Recognition in conference program book and on-site event signage
- Place brochure/flier in Attendee Registration Packet (provide 100 copies)
- A copy of the final conference attendee list will be emailed to you post-conference

Attendee Profile

Approximately 100 physicians and primary care healthcare professionals from around the Chicagoland area are expected to attend.

Chicago Essential Evidence Update

The faculty will provide an engaging, rapid-fire review of the most important research publications of the past two years. They will present and critically appraise new research evidence and meta-analyses that will either change your practice or confirm that your current approaches are supported by solid evidence from randomized trials and other high-quality studies.

Primary care physicians, more than any other health care provider, are required to be knowledgeable of the most recent practices in a wide array of medical specialties. These physicians face an almost overwhelming task of staying abreast of current research and assessment for clinical implications. This CME activity is designed to address primary care clinicians' knowledge and educational needs through short presentations that review and analyze recent findings from pertinent clinical research, with a specific focus on research studies that have immediate implications for practice.

2019 Schedule – tentative

Friday

7:30-8:00 Registration and Breakfast
8:00-8:15 Introduction and Welcome
8:15-8:30 Introduction to the Course
8:30-9:00 Cardiovascular update
9:00-9:30 Diet, nutrition, obesity
9:30-10:00 Break
10:00-10:30 Depression and Anxiety
10:30-11:00 Help Desk Answers
11:00-11:30 Cerebrovascular Disease
11:30-12:00 PURLS 1
12:00-12:45 Lunch
12:45-1:15 Pediatric Potpourri
1:15-1:45 Clinical Inquiries
1:45-2:15 PURLS 2
2:15-2:45 Integrative Medicine potpourri

2:45-3:15 Break
3:15-3:45 Diabetes/endocrine
3:45-4:15 hyperlipidemia
4:15-5:00 Editor's Choice 1

Saturday

7:30- 8:00 Registration and Continental Breakfast
8:00-8:30 Headache/neuro update
8:30-9:00 Hypertension
9:00-9:30 Sleep problems
9:30-10:00 Musculoskeletal
10:30-11:00 UGI Problems
11:00-11:30 Prevention and Screening
11:30-12:00 Dysuria, vaginitis, UTI
12:00-12:30 Editor's Choice 2
12:30-12:45 Closing and Complete Evaluations

Learning Objectives

Using an engaging, rapid-fire, literature review format for presentations & discussions, attendees will be able to;

- Be aware of and interpret the most recently published data from research and clinical trial articles that have clinical implications for family medicine, including:
 - discussing the research evidence for new and revised diagnostic, screening and treatment approaches for HIV pre-exposure prophylaxis, cardiac and peripheral vascular disease, musculoskeletal conditions, asthma, pediatrics, liver and GI conditions, Vitamin D supplementation, men's health, USPSTF screening recommendations, women's health, hyperlipidemia, acute respiratory infections, exercise and rehabilitation, cancer surveillance and adolescent medicine as they relate to primary care practitioners;
- Describe updates in clinical decision tools for screening and differential diagnosis of those diseases;
- Compare and contrast the efficacy and safety of new pharmaceutical treatments and those with newly expanded indications;
- Review evidence-based clinical practice guidelines with implications for family medicine.

Exhibit Contract Rules and Regulations

Chicago Essential Evidence Update support fee includes:

- Tabletop display (size TBD) to exhibit information/materials
- Company name listed in the conference program materials
- Company representative may attend the educational sessions, but NOT promote any materials (*ACCME rules prohibit commercial presence in or immediately outside education rooms*)
- Lunch and networking opportunity for supporting company representative
- Conference list of program attendees onsite and via email

Contract: The Rules and Regulations become binding upon acceptance of this contract between the applicant, inclusive of employees and agents, and the Illinois Academy of Family Physicians (IAFP).

Use of Exhibit Space: No exhibitor may assign or sublet any portion of their exhibit space to another exhibitor without the permission of IAFP. The rights and privileges of any exhibitor shall not be infringed upon by another. Interviews, demonstrations, distribution of literature or samples or discussions, etc. must be made inside the exhibitor's booth. Canvassing outside the booth is forbidden.

Cancellation Policy of Exhibit Sponsorship:

Exhibit space that has been assigned and confirmed by IAFP may be canceled by written notice to Desma Rozovics at drozovics@iafp.com.

If notice of cancellation is received:

- with at least 30 days prior to start of meeting- Exhibitor forfeits 50% of total cost
- with less than 30 days prior to meeting start - Exhibitor forfeits 100% of total cost

Company will still receive written and online promotion as stated in benefits

Rules for Exhibits: a) No combustible materials may be used in the exhibits and all exhibits must conform to Fire Department Regulations. b) Nothing is to be tacked, nailed, screwed or otherwise affixed to the columns, walls, floors, furniture or other properties of the building. (c) It is the responsibility of the exhibitor to install, or make arrangements to install, the exhibit before the published start of the exhibit hours and to dismantle and remove the exhibit immediately after the published close of the exhibit hours. (d) Any property shipped to or from the exhibit hall for display at the

IAFP's clinical meetings is the sole risk and responsibility of the exhibitor. (e) Exhibits must be staffed at all times during exhibit hours. (f) No objectionable lights or noises will be allowed in any exhibitor's space. g) IAFP reserves the right, without notice, to modify the meeting agenda, hours of exhibition and location of exhibitors should circumstances warrant.

Cancellation of Clinical Meeting: Should any situation arise that is beyond the control of the IAFP that prevents the opening of a meeting, the holding of a meeting and/or the exhibit portion, the IAFP will not be liable for any expenses or losses incurred by the exhibitor.

Space Assignment: Space assignments will be made by IAFP and IAFP reserves the right to make changes in assignments at any time.

Exhibitor Fees and Terms: An exhibitor application must be accompanied by full payment. Payment must be received in full prior to the start of the meeting.

Exhibitor Agreement: Exhibitor agrees to occupy space unless previous arrangements are made in writing with the IAFP, booth space not occupied by the exhibiting company at time of meeting opening may be forfeited without refund to the exhibitor, and the space may be resold or used by the Academy.

Signage: Signs and banners within each booth must contain content that is appropriate and professional. The IAFP reserves the right to require any exhibitor to remove signs or banners that it deems inappropriate or unprofessional.

Contact Desma at drozovics@iafp.com or 312-301-6232 for more information