5th Annual
Women and Heart Disease Conference:
New Therapies in Cardiovascular Disease

Saturday, February 2, 2019  |  Jacksonville, FL

Exhibit Prospectus
INVITATION TO EXHIBIT

On behalf of course director Gladys Velarde, MD, FACC, I am writing to request your support as an exhibitor for the upcoming Women and Heart Disease Conference. This program, now in its 5th year, will be held at the River Club in Downtown Jacksonville, FL.

The intended audience consists of ~75 Cardiologists, Family Medicine, Internal Medicine physicians, Nurses, Pharmacists, and Allied Health Professionals. 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: https://womensheart.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
Profile of Attendees

On average, 71% of conference attendees live and practice in Jacksonville and 45% are UF Faculty or Staff.

Attendees Specialize In:

- MD/DO: 57%
- NP’s: 9%
- PharmD: 8%
- Nurses: 8%
- PA’s: 15%
- Other: 8%

The key target audience for Women and Heart Disease remains the diverse group of healthcare providers engaged in the care of patients with heart disease. The conference is designed to address awareness, treatment and the importance of risk factor modification to clinicians in interpreting women’s cardiovascular symptoms, allowing for earlier recognition and better outcomes.
**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>Saturday, February 2, 2019</th>
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<tbody>
<tr>
<td>7:30 am – 7:00 am</td>
<td>SET-UP</td>
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<tr>
<td>7:00 am – 7:45 am</td>
<td>Exhibit Time—Registration and Breakfast</td>
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<tr>
<td>9:45 am – 10:15 am</td>
<td>Exhibit Time—Break</td>
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<tr>
<td>12:00 pm – 1:00 pm</td>
<td>Exhibit Time—Lunch with Participants</td>
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<tr>
<td>Anytime after 1:00 pm</td>
<td>BREAK-DOWN</td>
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**Total of 2.25 hours!**

**2019 Topics Include**

- New Therapies for Atrial Fibrillation
- Impact of Cancer Treatment on a Woman’s Heart
- Impact of Sex in the Diagnosis and Treatment of Pulmonary Hypertension
- Impact of Gender on TAVR and Mitral Valve Therapies
- And more!

Click [HERE](#) to view the full agenda!
<table>
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<tr>
<th>EXHIBITOR LEVEL</th>
<th>COST</th>
<th>ADVANTAGES</th>
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| **GOLD EXHIBITOR** | **$1,000** | Optional Double Booth (12’ Table Space)  
Priority Logo Placement on Exhibitor Acknowledgement Sign  
Access for up to 3 reps  
1st Choice on Booth Space |
| **SILVER EXHIBITOR** | **$875** | Single Booth (6’ Table Space)  
Priority Logo Placement on Exhibitor Acknowledgement Sign  
Access for up to 2 reps  
2nd Choice on Booth Space |
| **BRONZE EXHIBITOR** | **$750** | Single Booth (6’ Table Space)  
Standard Logo Placement on Exhibitor Acknowledgement Sign  
Access for up to 2 reps  
First come first serve for remaining booth spaces |

**UF Exhibitors - $400 (includes Bronze Exhibitor items)**
Thank you for your support!

We would like to thank the following exhibitors for their support!

- **GOLD EXHIBITORS**
  (YOUR LOGO HERE)

- **SILVER EXHIBITORS**
  (YOUR LOGO HERE)

- **BRONZE EXHIBITORS**
  (YOUR LOGO HERE)
INCLUDED IN ALL EXHIBIT BOOTH RENTALS

• One 6ft table and chairs
• Free “non-credit seeking” conference registration for reps
• Breakfast, lunch, and snacks, contingent upon availability

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 womensheart.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

Jacksonville River Club
1 Independent Dr # 3500, Jacksonville, FL 32202
(904) 354-1111

Click Here to Exhibit!

SHIPPING INFORMATION

The River Club does not accept any packages for event materials. If any do arrive, they will be sent back to the delivery carrier. Instead, please send them to your hotel, or to the CME office to arrive no later than 5 days prior to the conference. Please email Conference Coordinator with ggamache@ufl.edu if there are packages you need to ship. We apologize for any inconvenience.

PARKING INFORMATION

The Jacksonville River Club is located on the 34th and 35th floors of the Wells Fargo Building.

A complimentary parking garage is located underneath the building, with the entrance off of Laura Street. Once the garage parking is full, please park in the JAX Center 9 story parking garage located at West Bay Street.

Please remember to bring your parking ticket upstairs and The River Club will validate your parking.

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 Women and Heart Disease Conference in Jacksonville, FL. Exhibitors also agree to abide by policies and regulations of the venue, the River Club.

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.