



AT THE FOREFRONT
UChicago
Medicine

Commercial Exhibit Invitation

On behalf of the University of Chicago Departments of Radiology and Surgery, we would like to invite you to be an industry partner and showcase your products as an exhibitor for this exciting new CME program. **How to Save a Life: IR and Surgical Management of the Trauma Patient** will be held October 24-26, 2021 at The Grand Floridian Resort, Disney World in Orlando, FL.

This multidisciplinary meeting will promote the efficient management of the trauma patient, and all major topics in the global treatment of the trauma patient will be presented by experts in the field. It will highlight the important partnership of interventional radiology and trauma surgery. In doing so, it will bring experts in the field to present the multi-faceted approach to care for one of the most challenging types of patient to care for: the critically-ill acute trauma patient. Furthermore, most of the program will surround current endovascular and interventional techniques and state-of-the-art equipment used to perform life-saving procedures by both interventional radiologists and trauma surgeons. Endovascular therapies of focus will include (but not limited to) embolization, balloon occlusion, stent and stent-graft placement, as well as other downstream interventions (i.e. gastrostomy, drain placement, etc.)

We anticipate at least 100 attendees including interventional radiologists, and trauma surgeons as well as other surgical sub-specialties, intensivists, ER physicians, technologists, nurses, and other healthcare professionals who care for critically-ill acute trauma patient. CME credits will be provided by the University of Chicago Pritzker School of Medicine. The agenda and other details are available for review on our website at: <https://cme.uchicago.edu/SaveALife2020>

Exhibitions will include one six-foot table for the duration of the conference and conference meals. Per CME requirements, exhibits will be located outside the meeting room, near where breakfast and refreshment breaks will be served. One representative will be provided a registration badge to attend.

There are three recognized levels for exhibition: \$15,000 for platinum, \$10,000 for gold, and \$5,000 for basic exhibition. Gold and platinum exhibitors will receive one additional complimentary registration and priority locations for exhibit space. Platinum exhibitors will be provided an additional table and an opportunity for exclusive product demonstration. All exhibitors will be acknowledged in the meeting materials provided to attendees.

To reserve exhibit space, please complete the registration form below or register online at <https://cme.uchicago.edu/SaveALife2020>. If the suggested levels and options do not suit your needs, please contact us at cme@dt.com to customize a sponsorship package. We appreciate your support and hope you will be able to join us.

Sincerely,

Course Director

Jeffrey A. Leef, MD

Associate Professor of Radiology
Medical Director of Weiss Radiology
University of Chicago Medicine

Course Co-Director

Kenneth L. Wilson, MD, FACS

Associate Professor of Surgery
University of Chicago Medicine



EXHIBIT SPACE RESERVATION CONTRACT
How to Save a Life: IR and Surgical Management of the
Trauma Patient
 October 24-26, 2021
 Walt Disney World, Orlando, FL

Company Name: _____

Address: _____

City: _____ State/Province: _____ Zip: _____ Country: _____

Telephone: _____ Fax: _____

Exhibitor Contact Information (who will receive exhibit materials and is official representative)

Contact Name: _____ Title: _____

Address: _____

City: _____ State/Province: _____ Zip: _____ Country: _____

Telephone: _____ Fax: _____ E-Mail: _____

Authorized Signature: _____

Title: _____

Product/Service(s) to be displayed: _____

1. Tabletop Exhibit

| Exhibitor Level / category: | Exhibit fee | Complimentary registrations |
|--|--------------------|------------------------------------|
| Basic exhibitor | \$5,000 | 1 |
| Gold exhibitor | \$10,000 | 2 |
| Platinum exhibitor including product demonstration | \$15,000 | 2 |

2. Payment: Total = _____

Please make checks payable to: Direct Travel

Mail to: Direct Travel 301 N. Main Street, Suite 2602; Winston-Salem, NC 27101, Attn: UChicago CME

Please contact cme@dt.com with questions and alternative payment options if needed.



TERMS AND CONDITIONS FOR COMMERCIAL EXHIBITORS

1. Exhibitor agrees to abide by ACCME Standards for Commercial Support as stated at www.accme.org: SCS 4.2: “Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME.” “Life, face-to-face CME, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during or after a CME activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or in the place of the CME activity.”
2. Exhibitor may distribute promotional materials at their exhibit space only. Distribution of pharmaceuticals or other samples is prohibited.
3. All commercial support associated with the activity will be given with the full knowledge of the provider. No additional payments, goods, services or events will be provided to the course directors, planning committee members, faculty, joint sponsor, or any other party involved with the activity.
4. Completion of this agreement represents a commitment and payment is due and collectible by the activity date unless otherwise agreed upon by the provider. Provider reserves the right to refuse exhibit space to exhibitor in the event of non-payment or Code of Conduct violation.
5. Provider agrees to provide exhibit space and may acknowledge exhibitor in activity announcements.
6. Provider reserves the right to assign exhibit space or relocate exhibits at its discretion.
The exhibitor and the provider agree to abide by all requirements of the Accreditation Council for Continuing Medical Education *Standards for Commercial Support of Continuing Medical Education*.
7. No refunds will be issued for cancellations.