



THE UNIVERSITY OF
CHICAGO MEDICINE &
BIOLOGICAL SCIENCES

Virtual Exhibitor & Corporate Advertising Information Packet

*27th Annual Primary Care
Orthopaedics Course*

October 13-15, 2021

The University of Chicago
Department of Orthopaedic
Surgery and Rehabilitation
Medicine

Conference Directors:

Sherwin S.W. Ho, MD

Michael J. Lee, MD

Please join us

On behalf of The University of Chicago, Department of Orthopaedic Surgery and Rehabilitation Medicine, we invite you to exhibit at the **27th Annual Primary Care Orthopaedics** to be held **October 13-15, 2021**.

About the Conference

This 27th Annual Course will provide a complete review of basic principles of orthopaedic care. Particular attention will be paid to the diagnosis and initial management of the orthopaedic problems most commonly seen by the primary care giver. Formal question and answer periods will follow each topic session, paneled by the faculty. We will feature daily "Spotlight Lectures" as related to current and hot topics on orthopaedic issues.

The field of Orthopaedics continues to grow at a rapid pace, with a large increase in knowledge, technology, and specialization. This has made it difficult to keep abreast of all the latest advances for orthopaedic surgeons and primary care givers alike. Upon completion of this activity participants will be better able to diagnose common orthopaedic problems utilizing enhanced physical exam skills; determine any appropriate imaging studies to order and interpret the results; safely manage those problems which are appropriately treated by a primary care giver; and determine which problems need to be referred to an orthopaedist and the urgency of referral.



We hope you will join us virtually along with our growing number of exhibitors!

This conference offers a tremendous opportunity to showcase your company products, services and achievements in front of a wide array of key decision makers. Increase your company profile by participating as an exhibitor at this exciting event.

Last year's conference drew over 200 participants including physicians specializing in Family Medicine, Internal Medicine, Sports Medicine, Pediatrics, Physical Medicine and Rehabilitation, and Emergency Medicine; as well as Nurse Practitioners, Nurse Case Managers, Physical Therapists, Occupational Therapists, Athletic Trainers and other Health Professionals interested in the diagnosis and management of common orthopaedic problems. Also in attendance will be our course faculty, including over 20 orthopaedic surgeons at the University of Chicago.



2021 Virtual Exhibit Opportunities

Exhibits in the Virtual Exhibit Hall will be accessible to all meeting participants October 13-15, 2021

\$5,000 Gold

- ❖ Recognition in print
- ❖ Premium listing: company name and web link on website
- ❖ 3 Complimentary Registrations
- ❖ Virtual Exhibit Booth
- ❖ Imbed video capability
- ❖ Chat with Attendees
- ❖ Available for registrants to schedule time on Zoom
- ❖ Official email blast to entire PCOC database

\$3,000 Sliver

- ❖ Recognition in print
- ❖ Premium listing: company name and web link on website
- ❖ Virtual Exhibit Booth
- ❖ Imbed video capability
- ❖ Chat with Attendees
- ❖ 2 Complimentary Registrations

\$2,000 Bronze

- ❖ Company name and web link on website
- ❖ Virtual Exhibit Booth
- ❖ Chat with Attendees
- ❖ 1 complimentary registration

*Additional conference registration may be purchased at an industry rate of \$595

2021 Virtual Exhibit Opportunities

Exhibits in the Virtual Exhibit Hall will be accessible to all meeting participants October 13-15, 2021

\$6,000 Product Theater

The Product Theater will be available during the lunch hour and day 1 and 2 of the conference

The Product Theater will include:

- ❖ Exclusive opportunity to present to attendees and Q&A following presentation.
- ❖ A personal note with your logo and a special note of gratitude from your company will be delivered to recipient emails.
- ❖ Company name and website link on the conference website
- ❖ 2 Complimentary registrations

2021 Virtual Sponsorship Opportunities

Share and Wear \$15,000

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

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 conference website
- ❖ Company name on the conference program
- ❖ 1 Complimentary Registration

2021 Virtual Sponsorship Opportunities

Water Bottles \$10,000

- ❖ Company name along with conference logo on reusable water bottles delivered to each registrant
- ❖ Company name and website link on the conference website
- ❖ Company name on the conference program
- ❖ 2 Complimentary Registrations

Safety Swag Bag \$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

2021 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 PCOC logo on reusable coffee cups to be delivered to each registrant
- ❖ Company name and website link on the conference website
- ❖ Company name on the conference program
- ❖ 2 Complimentary Registrations

Exhibit Guide

We are pleased to provide the following opportunities for organizations to advertise their products and services to attendees of the conference.

General Exhibit Information

Exhibit Dates: October 13 - October 15, 2021

Exhibit Location: Virtual

Expected Attendance: 250

Display Hours for Virtual Exhibit Hall:	Wednesday, October 13, 2021	7:00 am – 5:40 pm CT
	Thursday, October 14, 2021	7:45 am – 5:40 pm CT
	Friday, October 15, 2021	7:15 am – 3:00 pm CT

Exhibitor Admission to General Session:

Your exhibit permits you to attend any session for which there are no optional fees.

Exhibit Representation:

At least one representative must be available at the virtual display during exhibit hours.

How to Register for Exhibit Space:

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

Meeting Achievements

C/O **2021 PCOC**

567 West 250 South, Hebron, IN 46341

Or via email: lisa@meetingachievements.com

Please note:

Any special events (i.e. any organized social events or programs and seminars during and around the conference days) must be in consultation with, and formally pre-approved by the conference organizers. Without exception, all exhibitors and attendees of the conference are required to strictly adhere to this condition.

Additional Information:

For general questions and additional information regarding exhibitor registration, please contact Lisa Kaszubski of Meeting Achievements, our planning partner via Email lisa@meetingachievements.com



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Virtual Exhibitor Application/Contract

**Complete, sign, and return the Application/Contract and Registration Form.
Enclose a check payable to the University of Chicago.**

Company Name:

Display Name (if different from company name):

Contact Name (to whom all correspondence is sent):

Title:

Exhibitor Address:

City, State, and Zip:

Phone:

Fax:

Email:

Display Fees

Product Theater Fee – \$6,000

Gold Exhibit Display Fee - \$5,000

Silver Exhibit Display Fee - \$3,000

Bronze Exhibit Display Fee - \$2,000

Sponsorship

Payment Details

Check # Enclosed ___ payable to:
The University of Chicago (Federal Tax ID#:
36-2177139)

Important Deadline: September 14, 2021

- Payment is due.
- Company information is due for the program materials.

Mail: (Check Payments only) Meeting Achievements
c/o 2021 PCOC
567 West 250 South, Hebron, IN 46341

We agree to abide by all of the contract provisions governing this exhibit and which are parts of this application. Acceptance of the application by the University of Chicago constitutes a contract.

Authorized Signature: _____

Date: _____

Exhibits and exhibitors are subject to the following regulations. The term “University” herein refers to The University of Chicago.

The University of Chicago has produced this continuing medical education event for the registered physician, scientific researcher, nurse and other allied health professionals. Exhibitor is expected to display their products and/or discuss their services with awareness of the professional and practical needs of conference attendees. The University reserves the right to refuse space that, in its sole opinion, is unlikely to contribute to the overall objectives of this educational activity.

Exhibitor Representative Responsibilities: Exhibitor must name at least one person to be the official onsite representative and responsible party. The official representative will receive all relevant materials relating to the educational activity. That representative shall be authorized to enter into such agreements as may be necessary for fulfillment of obligations to the University and to other contractors and subcontractors. At least one representative must be at the display during exhibit times.

Payments and Cancellations: Payment in full for exhibit space is due no later than September 14, 2021. Exhibitors who cancel before September 14, 2021 will receive a refund less a \$500 cancellation fee. Exhibitors who cancel on or after September 14, 2021, will receive no refund. No cancellations shall be acknowledged unless received by the University in writing. The date upon which the notice of cancellation is received shall apply as the official date of cancellation.

Space Agreement: This application for exhibit space, the notice of assignment by the University and the full payment of rental charges, together constitute an agreement for a right to use the space. Exhibitors will be assigned space on a first-come, first-serve basis. The 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 exhibit show.

Use of Exhibit Space: No Exhibitor shall assign, sublet or share the whole or any part of the space allotted without the consent of the University and approval of the terms thereof. No Exhibitor is permitted to show goods other than those manufactured or handled in their regular course of business. No firm or organization not assigned space will be permitted to solicit business in any manner within the exhibit area.

Sound Devices and Noise Level: The use of devices for the mechanical reproduction of sound is prohibited. Any demonstrations or presentations must be conducted at a low volume so nearby exhibitors are not disturbed.

Entertainment: The Exhibitor agrees not to sponsor group functions such as hospitality suites, tours, film showings, speeches or other activities during the meeting and exhibition hours that would in any way interfere with member attendance at regular University education sessions or meetings or induce visitors away from the Meeting. The Exhibitor must receive approval from the University in advance for any intended group functions.

Direct Selling: In the event that Exhibitor engages in on-location transactions, Exhibitor will be responsible for complying with all federal, state and local laws regarding sales taxes and laws that may pertain to such sales.

General Restrictions: (A) Exhibitor can distribute only those foods and drink samples that are manufactured or handled by them in the regular course of business. (B) The University reserves the right to restrict exhibits that, because of noise, methods of operation or for any reason become objectionable, and also to prohibit or evict without refund any exhibit or person that in the opinion of the University may detract from the general character of the Meeting. (C) No display material exposing an unfinished surface to neighboring exhibitors or an aisle will be permitted. (D) Exhibitor is not permitted to set up displays in hotel rooms, hotel suites or lobbies.

Liability and Insurance: Exhibitor will take reasonable precautions to safeguard exhibit. The University will not be liable for loss or damage to property of the Exhibitor or exhibitor representatives or employees from theft, fire, accident or any other cause beyond its control. Exhibitors are advised to insure themselves at their own expense against property loss or damage and against liability for personal injury. The University's liability for injury to persons or loss or damage to property shall be limited to such as may be caused by its negligence. Exhibitor will indemnify the University against, and hold harmless from, negligence of the Exhibitor in connection with its use of display space.

Standard 4.1 Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.

Standard 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. For print, advertisements and promotional materials will not be interleaved within the pages of the CME content. Advertisements and promotional materials may face the first or last pages of printed CME content as long as these materials are not related to the CME content they face and are not paid for by the commercial supporters of the CME activity. For computer based, advertisements and promotional materials will not be visible on the screen at the same time as the CME content and not interleaved between computer 'windows' or screens of the CME content. (Supplemented February 2014; the information that follows previously appeared in ACCME policies. No changes have been made to the language.) Also, ACCME-accredited providers may not place their CME activities on a Web site owned or controlled by a commercial interest. With clear notification that the learner is leaving the educational Web site, links from the Web site of an ACCME accredited provider to pharmaceutical and device manufacturers' product Web sites are permitted before or after the educational content of a CME activity, but shall not be embedded in the educational content of a CME activity. Advertising of any type is prohibited within the educational content of CME activities on the Internet including, but not limited to, banner ads, subliminal ads, and pop-up window ads. For computer based CME activities, advertisements and promotional materials may not be visible on the screen at the same time as the CME content and not interleaved between computer windows or screens of the CME content. For audio and video recording, advertisements and promotional materials will not be included within the CME. There will be no 'commercial breaks.' For live, 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 place of the CME activity. (Supplemented, February 2014; the information that follows previously appeared in ACCME policies. No changes have been made to the language.)

For Journal-based CME, None of the elements of journal-based CME can contain any advertising or product group messages of commercial interests. The learner must not encounter advertising within the pages of the article or within the pages of the related questions or evaluation materials.

Standard 4.3 Educational materials that are part of a CME activity, such as slides, abstracts and handouts, cannot contain any advertising, corporate logo, trade name or a product-group message of an ACCME-defined commercial interest.

Standard 4.4 Print or electronic information distributed about the non-CME elements of a CME activity that are not directly related to the transfer of education to the learner, such as schedules and content descriptions, may include product-promotion material or product-specific advertisement.

Standard 4.5 A provider cannot use a commercial interest as the agent providing a CME activity to learners, e.g., distribution of self-study CME activities or arranging for electronic access to CME activities.

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Exhibitor/Supporter Registration Form

Exhibitors receive one conference registration per display purchased. The full registration pass admits the exhibitor representative to all general sessions, meal functions and/or social events.

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

Company Representative (1): One Full Pass included with Bronze, Silver, Gold, Product Theater

Name _____

Title _____

Phone _____ Email _____

**Company Representative (2): One Full Pass included with Silver, Gold, Product Theatre -
Additional cost for Bronze**

Name _____

Title _____

Phone _____ Email _____

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Exhibitor/Supporter Registration Form

Company Representative (3): One Full Pass included with Gold - Additional cost for Bronze, Silver

Name _____

Title _____

Phone _____ Email _____

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

Name _____

Title _____

Phone _____ Email _____

*Additional conference registration may be purchased at an industry rate of \$595

Is this your first time exhibiting at this meeting? Yes No

How did you hear about this meeting? Mailing Email Internet Colleague

Other, please specify _____