



THE UNIVERSITY OF
CHICAGO MEDICINE &
BIOLOGICAL SCIENCES

Exhibitor & Corporate Advertising Information Packet

*27th Annual Primary Care
Orthopaedics Course*

June 8-10, 2022

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 **June 8-10, 2022**.

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.



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 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.



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: June 8 – 10, 2022

Exhibit Location: Millennium Knickerbocker Hotel Chicago
163 E. Walton Pl, Chicago, IL 60611

Expected Attendance: 200

Display Hours for Virtual Exhibit Hall:	Wednesday, June 8, 2022	6:15am – 7:05am, 10:00am – 10:30am, 12:45pm – 1:30pm CT
	Thursday, June 9, 2022	6:45am-7:45am, 10:15am- 10:45am, 12:30pm-1:30pm CT
	Friday, June 10, 2022	6:45am–7:15am, 10:00am- 10:30am, 12:15pm-1:30pm CT

Exhibitor Admission to General Session:

Your exhibit permits you to attend any session for which there are no optional fees. Workshops would be subject to additional 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 **2022 PCOC**

567 West 250 South, Hebron, IN 46341

Or via email: Lisa@meetingachievements.com

2022 Exhibit Opportunities

Exhibits in the Exhibit Hall will be accessible to all meeting participants June 8-10, 2022

\$5,000 Gold

- ❖ Tabletop display in premier location
- ❖ Recognition in print
- ❖ 3 Complimentary Registrations
- ❖ Official email blast to entire PCOC database – drafted by exhibiting company – sent by organizer.

\$3,000 Silver

- ❖ Tabletop display in superior location
- ❖ Recognition in print
- ❖ 2 Complimentary Registrations

\$1,800 Bronze

- ❖ Tabletop display
- ❖ Recognition in print
- ❖ 1 complimentary registration

Tabletop exhibits will be visible and accessible to all meeting participants on June 8-10, 2022. The exhibit fee includes one six-foot skirted table, 2 chairs, and one copy of the program materials.

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

2022 Exhibit Opportunities

Exhibits in the Virtual Exhibit Hall will be accessible to all meeting participants June 8-10, 2022

Product Theater

The Product Theater will be available during the lunch hour on Day 1 (\$5,000 – 45 minutes) and Day 2 (\$6,000 – 1 hour) 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

2022 Sponsorship Opportunities

PT Sponsorship Opportunity

Exhibitors who represent Physical Therapy companies (or other entities who do not provide material goods) may sponsor breakfast and lunch on one day of the course.

3 available

Sponsorships will be announced at General Sessions (i/e/ “Today’s breakfast and lunch are brought to you by ”

Sponsorships may bring the following visual materials:

- Tent cards to place on tables
- A poster and easel to display at breakfast and lunch
- Visual materials should use the following format:
“Today’s (breakfast or lunch) is sponsored by
(Company Name and/or logo).

This opportunity is limited to one sponsor per day.

2022 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

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

2022 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

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

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.

ITEM	PRICE	SELECT
GOLD	\$5,000	<input type="checkbox"/>
SILVER	\$3,000	<input type="checkbox"/>
BRONZE	\$1,800	<input type="checkbox"/>
PRODUCT THEATER	\$6,000	<input type="checkbox"/>
PT SPONSORSHIP	VARIES List Option: _____	<input type="checkbox"/>
WATER BOTTLES	\$10,000	<input type="checkbox"/>
SWAG BAG	\$10,000	<input type="checkbox"/>
SHARE AND WEAR	\$15,000	<input type="checkbox"/>
COFFEE CUPS	\$7,500	<input type="checkbox"/>

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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:

Payment Details

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

Important Deadline: May 20, 2022

- 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: _____

Exhibit Rules & Regulations

1. 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.
2. No application form will be processed without payment in full.
3. Due to the nature of the conference, no refunds will be offered.
4. 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.
5. Display materials that may be deemed by the conference organizers to detract from the dignity of the exhibit show will not be permitted.
6. All signage, and logos, to be provided by supporting company, must adhere to conference specifications.
7. 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.
8. 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
- Pharmaceutical Research and Manufacturers of America (PhRMA) Code of Interaction with Healthcare Professionals – revised July 2008

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/>.

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 Name, Insignia, Logo or Acronym

The University of Chicago and Meeting Achievements names, insignias, logos and acronyms 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

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Standard for Commercial
Support 4: Appropriate
Management of Associated
Commercial Promotion

Liability and Security

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 The University of Chicago and Meeting Achievements 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. The Conference 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/Sponsor 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.

The exhibitor and the provider agree to abide by all requirements of the Accreditation Council for Continuing Medical Education's Standards for Integrity and Independence in Accredited Continuing Education as stated at www.accme.org, including Standard 4.2: "The accredited provider must ensure that learners can easily distinguish between accredited education and other activities."

Company Name:

Name: _____

Signature: _____

Date: _____

Email: _____

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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): (Gold/Silver/Bronze)

Name

Title

Phone

Email

Company Representative (2): (Gold/Silver) (Bronze \$ 595)

Name

Title

Phone

Email

Company Representative (3): (Gold) (Silver/Bronze \$ 595)

Name

Title

Phone

Email

Company Representative (4): (Gold/Silver/Bronze \$ 595)

Name

Title

Phone

Email