INVITATION TO EXHIBIT

On behalf of course director Andres Pineda, MD, FACC, FSCAI, I am writing to request your support as an exhibitor for the upcoming UF Health Jacksonville Heart and Valve Disease Conference. The inaugural event will be held at the Sawgrass Marriott in Ponte Vedra Beach, Florida.

The intended audience consists of an estimated 100-125 cardiologists, internal medicine specialists, residents, fellows, cardiovascular technologists, nurse practitioners, and other medical providers interested in the management of cardiovascular disease. 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 heartandvalve.cme.ufl.edu

Exhibits will be located outside the meeting room, near registration and 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. Of note, within each tier of exhibitors, selection of booth space is prioritized based on the timing of submission of the contract.

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
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, September 21, 2019</th>
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<tbody>
<tr>
<td>6:15 am – 7:00 am</td>
<td>SET-UP</td>
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<tr>
<td>7:00 am – 7:50 am</td>
<td>Exhibit Time—Registration and Breakfast</td>
</tr>
<tr>
<td>10:00 am – 10:30 am</td>
<td>Exhibit Time—Break</td>
</tr>
<tr>
<td>12:20 pm – 12:30 pm</td>
<td>Exhibit Time—Lunch Pickup Break</td>
</tr>
<tr>
<td>3:05 pm – 3:35 pm</td>
<td>Exhibit Time—Break</td>
</tr>
<tr>
<td>Anytime after 3:35 pm</td>
<td>BREAK-DOWN</td>
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</table>

Total of 2 hours!

Topics Include

- Current Challenges and the Future of TAVR
- Transcatheter Mitral Valve Repair
- Transcatheter Mitral Valve Replacement
- Cardiogenic Shock and Left Ventricular Support
- Left Atrial Appendage Closure

Click [HERE](#) to view the full agenda!
## Gold Exhibitor

- $5,000
- Optional Triple Booth (18’ Table Space)
- Gold Logo Placement on Exhibitor Acknowledgement Sign (See Page 5 for example)
- Access for up to 4 reps
- 2nd Choice on Booth Space

## Silver Exhibitor

- $4,000
- Optional Double Booth (12’ Table Space)
- Silver Logo Placement on Exhibitor Acknowledgement Sign (See Page 5 for example)
- Access for up to 3 reps
- 3rd Choice on Booth Space

## Bronze Exhibitor

- $3,000
- Single Booth (6’ Table Space)
- Standard Logo Placement on Exhibitor Acknowledgement Sign (See Page 5 for example)
- Access for 2 rep
- First come first serve for remaining booth spaces

See next page for Platinum Exhibit Options!
# PLATINUM EXHIBIT OPTIONS

## PLATINUM EXHIBIT + BREAKFAST ACKNOWLEDGEMENT - $15,000

A platinum exhibit includes all items included in a gold exhibit and first choice on exhibit space (in the order of which platinum exhibitors signed up). Additionally, platinum + breakfast sponsors receive exclusive acknowledgement with your company logo and name on printed signage next to the food and beverage served during the **breakfast**. You also have the option to provide custom coffee cups and/or napkins (with conference organizers’ approval) to maximize the number of impressions your brand receives.

## PLATINUM EXHIBIT + BREAK 1 - $12,500

A platinum exhibit includes all items included in a gold exhibit and first choice on exhibit space (in the order of which platinum exhibitors signed up). Additionally, platinum + break 1 sponsors receive exclusive acknowledgement with your company logo and name on printed signage next to the food and beverage served during the **morning break**. You also have the option to provide custom coffee cups and/or napkins (with conference organizers’ approval) to maximize the number of impressions your brand receives.

## PLATINUM EXHIBIT + LUNCH PICKUP - $7,500

A platinum exhibit includes all items included in a gold exhibit and first choice on exhibit space (in the order of which platinum exhibitors signed up). Additionally, platinum + lunch pickup sponsors receive exclusive acknowledgement with your company logo and name on printed signage next to the food and beverage served during **lunch pickup**. You also have the option to provide custom coffee cups and/or napkins (with conference organizers’ approval) to maximize the number of impressions your brand receives.

## PLATINUM EXHIBIT + BREAK 2 - $12,500

A platinum exhibit includes all items included in a gold exhibit and first choice on exhibit space (in the order of which platinum exhibitors signed up). Additionally, platinum + break 2 sponsors receive exclusive acknowledgement with your company logo and name on printed signage next to the food and beverage served during the **afternoon break**. You also have the option to provide custom coffee cups and/or napkins (with conference organizers’ approval) to maximize the number of impressions your brand receives.
Thank you for your support!

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

PLATINUM EXHIBITORS
(YOUR LOGO HERE)

GOLD EXHIBITORS
(YOUR LOGO HERE)

SILVER EXHIBITORS
(YOUR LOGO HERE)

BRONZE EXHIBITORS
(YOUR LOGO HERE)
Included in All Exhibit Booth Rentals

- 6ft draped table and chairs (quantity determined by exhibit level)
- Electrical Service (based on availability)
- 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 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 exhibitors in the hall.

Payment Information

Payments can be made online or by check.

Online

To make your payment online, please visit heartandvalve.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**

Sawgrass Marriott
1000 PGA Tour Blvd.
Ponte Vedra Beach, FL 32082

Please note there is no room block for the conference. General reservations may be made by calling (904) 285-7777. We recommend making reservations early to get the best rate available!

**SHIPPING PROCEDURES**

Please send all shipments to:

Sawgrass Marriott Golf Resort & Spa
1000 PGA Tour Boulevard
Ponte Vedra Beach, Florida 32082
Attn: Michelle Hood, Event Manager
Hold for Hotel Guest Info *

(*Name of the hotel guest that will be signing for the package along with the name of the Conference) and box numbers: Example “1 of 8”.

<table>
<thead>
<tr>
<th>Small Packages</th>
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<tbody>
<tr>
<td>Letters/Packs</td>
<td>$3.00</td>
</tr>
<tr>
<td>1-10 lbs</td>
<td>$5.00</td>
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<tr>
<td>11-20 lbs</td>
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<table>
<thead>
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<tbody>
<tr>
<td>21-45 lbs</td>
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<tr>
<td>46-70 lbs</td>
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<table>
<thead>
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<th>Large Packages</th>
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</thead>
<tbody>
<tr>
<td>71-100 lbs</td>
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<tr>
<td>101-150 lbs</td>
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<table>
<thead>
<tr>
<th>Freight</th>
<th></th>
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<tbody>
<tr>
<td>Crates, Pallets and cases up to 500lbs</td>
<td>$150.00</td>
</tr>
<tr>
<td>Crates, Pallets and cases over 500lbs</td>
<td>$0.30 / lb</td>
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</tbody>
</table>

All shipping costs are the responsibility of the exhibitor.

**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 UF Health Jacksonville Heart and Valve Disease Conference in Ponte Vedra Beach, FL. Exhibitors also agree to abide by policies and regulations of the venue, the Sawgrass Marriott.

**ACCMCE 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.

**Exhibit No-Shows**

A company that reserves booth space and fails to inform the CME office in writing of its plans not to attend (at least 2 weeks in advance of the conference) 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. No refunds will be available.

**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.