



## **Chicago Essential Evidence Update Conference March 20-21, 2020 University of Illinois at Chicago**

### **Exhibitor Prospectus**

#### **Benefits of Exhibiting**

The Chicago Essential Evidence Update offers the opportunity for our partners to network, showcase products and resources at a CME event at the University of Illinois at Chicago. This conference offers networking with Chicagoland area physician leaders, primary care physicians, nurses and other health care professionals.

#### **Exhibit Days: March 20-21, 2020**

Both scheduled and open exhibit times; exhibitors are welcome to set up in the morning before attendees arrive and stay throughout the conference day.

**Location Information:** University of Illinois at Chicago - 901 S Marshfield Chicago, IL  
Molecular Biology Research Building [Campus map](#) (MBRB next to Ashland)

#### **\$750 Exhibitor / Supporter**

- Exhibit opportunity at the Essential Evidence Update Conference
- Company Logo and click-through link on conference web page
- Designated exhibit breaks for networking scheduled in attendee program agenda
- Opportunity to network with attendees during breakfast, lunch and breaks both days of conference
- Company representative may attend the educational sessions (NO marketing in/near CME room)
- Acknowledgement on the continuous-looping conference slideshow
- Recognition in conference program book and/or on-site event signage
- Place brochure/flier in Attendee Packet (provide 75 copies)
- Pre-registration attendee list for networking: Final attendee list will be emailed post event

#### **\$250 Supporter**

- Advertisement on the continuous-looping conference slideshow
- Recognition in conference program book and/or on-site event signage
- Place brochure/flier in Attendee Registration Packet (provide 75 copies)
- A copy of the final conference attendee list will be emailed to you post-conference

#### **Attendee Profile**

Approximately 75-100 physicians and primary care healthcare professionals are expected to attend.

## Chicago Essential Evidence Update

Join the IAFP and the UIC Department of Family Medicine for a two-day conference that will provide an engaging, rapid-fire review of the most important research publications of the past two years. The panel of expert Family Physicians will present and critically appraise new research evidence and meta-analyses that will either change your practice or confirm that your current approaches are supported by solid evidence from randomized trials and other high-quality studies. This CME activity is designed to address primary care clinicians' knowledge and educational needs through short presentations that review and analyze recent findings from pertinent clinical research, with a specific focus on research studies that have immediate implications for practice.

### 2020 Schedule – tentative

#### Friday, March 20

7:15-8:00 am	Registration/Continental Breakfast/Exhibits	3:30-4:00 pm	Lower GI
8:00-8:15 am	Welcome and Introduction	4:00-4:30 pm	Dr. Haslam, Dr. Wick Drug Evaluation
8:15-8:45 am	Screening	4:30-5:00 pm	Editor's Choice 1
8:45-9:15 am	Anticoagulation and Atrial Fibrillation		
9:15-9:45 am	Vitamin D		
9:45-10:15 am	PURLS 1		
10:15-10:45 am	Break and Exhibits		
10:45-11:15 am	Acute respiratory infections		
11:15-11:45 am	PURLS 2		
11:45-12:15 pm	CV disease (CHD/PVD)		
12:15-1:00 pm	Lunch		
1:00-1:30 pm	Dermatology Update		
1:30-2:00 pm	Pediatric potpourri		
2:00-2:30 pm	Dementia		
2:30-3:00 pm	Break and Exhibits		
3:00-3:30 pm	Musculoskeletal		

#### Saturday March 21

7:30- 8:00 am	Registration and Continental Breakfast
8:00-8:30 am	Chest Pain Evaluation
8:30-9:00 am	COPD and Asthma Update
9:00-9:30 am	Help Desk Answers
9:30-10:00 am	Hyperlipidemia
10:00-10:30 am	Break and Exhibits
10:30-11:00 am	Editor's Choice 2
11:00-11:30 am	Exercise and Rehab
11:30-12:00 pm	Clinical Inquiries
12:00-12:30 pm	Geriatrics
12:30-12:45 pm	Closing and Complete Evaluations

## Learning Objectives

**Using an engaging, rapid-fire, literature review format for presentations & discussions, attendees will be able to;**

- Be aware of and interpret the most recently published data from research and clinical trial articles that have clinical implications for family medicine
- Describe updates in clinical decision tools for screening and differential diagnosis of those diseases;
- Compare and contrast the efficacy and safety of new pharmaceutical treatments and those with newly expanded indications;
- Review evidence-based clinical practice guidelines with implications for family medicine

## Exhibit Contract Rules and Regulations

### Exhibit Support fee includes:

- Tabletop display (size TBD) to exhibit information/materials
- Company name listed in the conference program materials
- Company representative may attend the educational sessions, but NOT promote any materials (ACCME rules prohibit commercial presence in or immediately outside education rooms)
- Lunch and networking opportunity for supporting company representative
- Conference list of program attendees onsite and via email

**Contract:** The Rules and Regulations become binding upon acceptance of this contract between the applicant, inclusive of employees and agents, and the Illinois Academy of Family Physicians (IAFP).

**Use of Exhibit Space:** No exhibitor may assign or sublet any portion of their exhibit space to another exhibitor without the permission of IAFP. The rights and privileges of any exhibitor shall not be infringed upon by another. Interviews, demonstrations, distribution of literature or samples or discussions, etc. must be made inside the exhibitor's booth. Canvassing outside the booth is forbidden.

### Cancellation Policy of Exhibit Sponsorship:

Exhibit space that has been assigned and confirmed by IAFP may be canceled by written notice to Desma Rozovics at [drozovics@iafp.com](mailto:drozovics@iafp.com).

If notice of cancellation is received:

- with at least 30 days prior to start of meeting- Exhibitor forfeits 50% of total cost
- with less than 30 days prior to meeting start - Exhibitor forfeits 100% of total cost

Company will still receive written and online promotion as stated in benefits

**Rules for Exhibits:** a) No combustible materials may be used in the exhibits and all exhibits must conform to Fire Department Regulations. b) Nothing is to be tacked, nailed, screwed or otherwise affixed to the columns, walls, floors, furniture or other properties of the building. c) It is the responsibility of the exhibitor to install, or make arrangements to install, the exhibit before the published start of the exhibit hours and to dismantle and remove the exhibit immediately after the published close of the exhibit hours. d) Any property shipped to or from the exhibit hall for display at the

IAFP's clinical meetings is the sole risk and responsibility of the exhibitor. (e) Exhibits must be staffed at all times during exhibit hours. (f) No objectionable lights or noises will be allowed in any exhibitor's space. g) IAFP reserves the right, without notice, to modify the meeting agenda, hours of exhibition and location of exhibitors should circumstances warrant.

**Cancellation of Clinical Meeting:** Should any situation arise that is beyond the control of the IAFP that prevents the opening of a meeting, the holding of a meeting and/or the exhibit portion, the IAFP will not be liable for any expenses or losses incurred by the exhibitor.

**Space Assignment:** Space assignments will be made by IAFP and IAFP reserves the right to make changes in assignments at any time.

**Exhibitor Fees and Terms:** An exhibitor application must be accompanied by full payment. Payment must be received in full prior to the start of the meeting.

**Exhibitor Agreement:** Exhibitor agrees to occupy space unless previous arrangements are made in writing with the IAFP, booth space not occupied by the exhibiting company at time of meeting opening may be forfeited without refund to the exhibitor, and the space may be resold or used by the Academy.

**Signage:** Signs and banners within each booth must contain content that is appropriate and professional. The IAFP reserves the right to require any exhibitor to remove signs or banners that it deems inappropriate or unprofessional.

*Contact Desma at [drozovics@iafp.com](mailto:drozovics@iafp.com) or 312-301-6232 for more information*