Exhibitor's Prospectus Packet

CALL TO EXHIBITORS





PRIMARY CARE UPDATE APRIL 30, 2019

NICHOLSON CONFERENCE CENTER NICHOLSON TOWER, 5TH FLOOR 940 NE 13TH STREET OKLAHOMA CITY, OK 73104

LIMITED SPACE AVAILABLE!

Secure your space by April 19, 2019

WHY EXHIBIT

AT THE 21ST ANNUAL PRIMARY CARE CONFERENCE

- Aggressive pre-conference promotion, including direct mail to over 25,000 health care professionals in the region, email blasts and website marketing.
- Exhibit hours are scheduled to provide maximum visibility and exposure.
- Extensive advertising, including your organization's name, will be added to future promotional and advertising material in 2020.
- Exhibits will be placed in a designated area and high attendance is anticipated. Exhibitor badges allow access to morning and afternoon breaks, lunch, and lectures. Times allotted in the program for exhibits:

7-7:45 a.m. 10:15-10:40 a.m. 12:35-1:35 p.m. 3:35-4 p.m.

INTENDED AUDIENCE

AND SCOPE OF PRACTICE

This activity is intended for family physicians, general internists, physician assistants, advanced practice nurses and other health care professionals who provide primary care to patients.

This activity was developed for participants with a scope of practice that includes and provides comprehensive medical care, health maintenance and preventive services to adult patients. It also includes the appropriate use of consultants, health services and community resources, in all practice settings.

WHO WILL YOU REACH?

Our prediction of the number of attendees for this conference is based on our aggressive marketing efforts and statistics from 2017's attendees. We will advertise to physicians, physician assistants and nurse practitioners from Oklahoma, Kansas, Texas, and Arkansas.

ABOUT

THE 21ST ANNUAL PRIMARY CARE UPDATE

This intensive three-day course includes a review and update on major subject areas in family medicine.

The course is taught by more than 20 faculty members selected for their expertise in areas related to the successful delivery of family health care and patient outcomes

The University of Oklahoma College of Medicine faculty is nationally recognized for their expertise in the management of complex conditions that is unavailable elsewhere in the state, region or sometimes even the nation.

The course combines best-practice strategies and education through case studies and lectures. A complete syllabus is provided as an online resource for today's office practice.

2017 ATTENDEE STATISTICAL BREAKDOWN

72% M.D. and D.O. attendees

28% P.A., N.P. and other health care professionals

88% Oklahoma

5% Kansas

3% Texas

3% Arkansas

1% Missouri

EXHIBITOR APPLICATION AGREEMENT

Online registration is highly recommended. To register online, go to cme.ouhsc.edu.

Thank you for agreeing to exhibit at our educational activity. (Please complete this form.)

□ Exhibit \$600 □ Non-Profit Exhibit \$250

Exhibit Hours (April 30 Only):

7-7:45 a.m., 10:15-10:40 a.m., 12:35-1:35 p.m., 3:35-4 p.m.

Name(s) of On-Site Repr	resentative(s): (Please print) (Company/Exhibit N	ame:	
Name 1:					
Mailing Address:					
City:				State:	Zip:
Cell Phone:				Fax:	Email:
Name 2:					
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Tiouse make endeks		April 19, The Univ Office of P.O. Box Phone:	2019, to secure your creatity of Oklahon Continuing Profe 26901, AAT 4000, (405) 271-2350 e) Tax ID # 73-156-3	our exhibit space t la College of Med ssional Developr Oklahoma City, (t. 8 or Fax (405)	dicine nent, OK 73126-0901
Payment by credit card,	please check one	e of the following:			
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Amount \$	Card Number_			Expiration Date	9
Signature				Today's Date _	
Name (as it appears on	card): Please Prin	t			
AGREED TO EXHIBIT:					
Name:		Signa	ture:		Date:

EXHIBITORSGENERAL INFORMATION

- · All exhibitors will be recognized in participant syllabus.
- Exhibit spaces each consist of a 6-foot table with two chairs.
 Exhibit fees include two complimentary exhibitor registrations.
 Booths requiring additional exhibitors will be charged an additional \$85 per exhibitor. Spaces are available on a first-come basis.
- As an exhibitor, you are allowed to attend the CME accredited sessions as an observer only. You are not allowed to ask or answer questions or make any comments.
- Exhibitors will be responsible for setting up and dismantling their own exhibit materials. The Office of Continuing Professional Development and the Nicholson Conference Center are not responsible for any items left unattended.
- The Nicholson Conference Center is unable to store display material and/or show merchandise. At the conclusion of the last exhibit break (3:35–4 p.m.) all related equipment, crates, etc., must be removed from the premises.
- The conference welcomes samples of your products, if applicable, for distribution to the participants. This has proven to be an effective method of advertising at conferences. Please remember that all exhibit materials and "giveaways" must be kept at your table and cannot be distributed at the registration table, in or around the education room or in or around the meal and break
- Exhibitors can set up in the exhibit area on Tuesday, April 30, beginning at 6 a.m.

UNLOADING AND PARKING

The University of Oklahoma Health Sciences Center is a medical campus and most on-campus parking is reserved for patients and their families. You will be able to unload your materials at Nicholson Tower, but will need to park in the reserved spaces at the Embassy Suites Oklahoma City-Downtown Medical Center, 741 N. Phillips, Oklahoma City, OK 73104. Transportation will be available to take you back to Nicholson Tower. A map and further instructions will be sent upon confirmation of your exhibit space.



EXHIBITS

NICHOLSON CONFERENCE CENTER
NICHOLSON TOWER
940 NE 13TH STREET. OKLAHOMA CITY. OK 73104

EXHIBIT NAME

PLEASE PRINT OR TYPE:

EXHIBIT DESCRIPTION

Exhibitors are required to provide a description of their exhibit, not to exceed 50 words. This will appear in all registration packets, further increasing the exposure of your exhibit. You may list the types of products, product names, or services your represent.

2017 PRIMARY CARE UPDATE EXHIBITORS

CareATC • Integris • Oklahoma Foundation for Medical Quality (OFMQ) • Oklahoma Primary Care Association (OKPCA)

OU Medicine • Pfizer • PLICO • Stillwater Medical Center

The University of Oklahoma is an equal opportunity institution. www.ou.edu/eoo. For more information contact Susie Dealy, (405) 271-2350, ext. 1, or email susie-dealy@ouhsc.edu or go online cme.ouhsc.edu. 200 copies of this publication were printed by CPD and University Printing Services at no cost to the taxpayers of Oklahoma. (#144571, 1/2019)