

Exhibitor's Prospectus Packet

# CALL TO EXHIBITORS



THE UNIVERSITY OF OKLAHOMA



CONTINUING PROFESSIONAL  
DEVELOPMENT



## PRIMARY CARE UPDATE APRIL 30, 2019

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

**LIMITED SPACE AVAILABLE!**

Secure your space by April 19, 2019

For conference information go online: [cme.ouhsc.edu](http://cme.ouhsc.edu)

## 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.

## 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.

## 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.

## 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 Representative(s): (Please print)      Company/Exhibit Name: \_\_\_\_\_

**Name 1:** \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

**Name 2:** \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

This application constitutes an understanding and agreement to comply with the exhibit instructions as stated in the Exhibit General Information. I/we authorize the Office of Continuing Professional Development of the University of Oklahoma Health Sciences Center to reserve space for this exhibit under contract with the Reed Conference Center for the 20th Annual Primary Care Update, May 2–6, 2017.

**\*Please make checks payable to OUHSC/CPD.** Return **Exhibitor Application Agreement, Exhibit Description, and payment by April 19, 2019**, to secure your exhibit space to:  
**The University of Oklahoma College of Medicine**  
**Office of Continuing Professional Development,**  
**P.O. Box 26901, AAT 4000, Oklahoma City, OK 73126-0901**  
**Phone: (405) 271-2350 ext. 8 or Fax (405) 271-3087**  
**Federal Tax ID # 73-156-3627**

Payment by credit card, please check one of the following:

We accept:     **Visa**     **Master Card**     **Discover**

Amount \$ \_\_\_\_\_ Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_ Today's Date \_\_\_\_\_

Name (as it appears on card): Please Print \_\_\_\_\_

AGREED TO EXHIBIT:

Name: \_\_\_\_\_ Signature: \_\_\_\_\_ Date: \_\_\_\_\_

