

● ● ● Primary Care Trends

PORTLAND, OR | SEPTEMBER 18-19

HONOLULU, HI | NOVEMBER 21-22

Exhibitor Prospectus 2020





You're Invited!

On behalf of the planning committee, we extend this opportunity to exhibit at the 2020 Primary Care Trends conference. Primary Care Trends is a two-day conference designed to provide primary care providers with strategies to improve quality and efficiency in their practices. This conference is planned with and for primary care providers and is a collaborative effort among clinicians from key local organizations.

This is a collegial conference with exhibit sessions. You will have the opportunity with Primary Care Clinicians as they benefit from the learning environment. As you connect with attendees, you will reach entire networks of physicians, physician assistants, nurse practitioners, and professionals.

Horizon CME works to ensure a positive and mutually enriching experience for everyone involved. Your participation would greatly enhance this Primary Care Trends conference.

Exhibit Information

WHAT TO EXPECT

Exhibitors make a vital contribution to our organizational mission and to the overall experience of the attendees.

All attendees will be encouraged to visit the exhibits. This is an opportunity to learn about the products and services that can help improve the quality, safety, and outcomes in primary care.

Traffic in the Exhibitor Hall will be maximized with at least 3.5 hours of exhibit time. Breakfast and break refreshments will be served in the Exhibit Hall to encourage providers to visit with exhibitors. Additionally, an exhibitor passport will be provided to attendees to visit exhibitors where they will have you acknowledge their visit for entry into a raffle for a gift card each day. Gift cards are provided by Horizon CME — no sponsor funds are included in this program.

We looking forward to your support. The planning committee has created a unique conference with a focus on quality and efficiency that will meet the educational needs of primary care providers.

BENEFITS OF SPONSORSHIP & TABLETOP EXHIBIT

- Face to face interaction
- Showcase products and services to clinicians
- Educate attendees about new products and services
- Increase exposure, market/brand awareness, and mindshare
- Gain valuable input and feedback

EXHIBITOR PASSPORT

In order to encourage attendees to visit all tabletop exhibits, we have an “Exhibit Passport” program. Each exhibit table will have a stamp, hole punch, or sticker to use on the passport of each conference attendee who visits your exhibit table. Horizon CME will host the Passport program. Horizon CME planning committee will have a drawing at the close of the conference to win an Amazon gift card (gift card provided by Horizon CME and sponsorship fees are not included in this program).

Sponsorship Opportunities

EXHIBIT TABLE TOP [\$1,500]

This sponsorship includes the following:

- Complimentary registration for two (2) representatives
- Acknowledgment on conference materials
- Breakfast and breaks will be held in Exhibit Hall
- “Passport Program”
- Final attendee list
- At least 3.5 hours of Exhibit time

LUNCH SYMPOSIUM [\$15,000]

This 50-minute non-CE program is a promotional, informational presentation that can address a specific drug or product. The sponsoring company is responsible for appointing a speaker and topic. Applications must be submitted and approved to secure a slot. Applications are available by contacting the Program Director at marsha.jack@horizoncme.com. Only one slot is available for each day of the conference.

This sponsorship includes:

- Room rental fee, room set up, podium. Lunch provided by Horizon CME
- 50-minute slot for presentation with no other event during this time
- Complimentary registration for two (2) representatives
- At your request, a copy of any conference presentation slides
- Pre- and post-conference attendee list
- Acknowledgment on conference materials and Horizon CME website

NOTE: The Exhibit Table Top is not included with this package but is available for an additional \$1,500.

PRICING & DEADLINES

Exhibit Table Top \$1,500

Lunch Symposium \$15,000

Deadlines for Registration

Portland: August 21, 2020

Honolulu: October 15, 2020

Primary Care Trends 2020 Registration Form

Registration Deadline is two (2) weeks prior to CME activity start date

COMPANY AND ON-SITE REPRESENTATIVE INFORMATION

Primary On-site Contact Name: _____

Email: _____ Phone: _____

2nd On-site Contact Name: _____

Email: _____ Phone: _____

Company Name for Printed Acknowledgment: Information listed below will be displayed in the final program Sponsorship Acknowledgments. Information will be printed exactly as it appears below.

Company/Organization Name: _____

Location	Exhibit Table Top \$1,500	Lunch Symposium \$15,000
Portland, OR: September 18–19, 2020		
Honolulu, HI: November 21–22, 2020		
Totals:		

PAYMENT TOTAL: _____

By submitting the registration form, Supporter/Exhibitor agrees to the pricing herein with balance due two (2) weeks prior to date of selected location, unless other arrangements have been made.

Payment is non-refundable.

Payments to Horizon CME for exhibits and sponsorships are non-refundable. If a conference is postponed, all payments associated with exhibits or sponsorships will be automatically transferred to the new date for the subject conference. Any Company electing not to participate in a conference held by Horizon CME for which payments were made for exhibit or sponsorship will forfeit all money to Horizon CME by the Company.

☐ **Check** Payable to: Horizon CME - PCT
(memo Portland and/or Honolulu)
Mail to: Horizon CME
9123 SE St Helens St #280
Clackamas, OR 97015

☐ **Credit Card** (3% convenience fee)

[Click here to pay online with a credit card!](#)

[or]

Card Number: _____

Expiration Date: _____ CVV Code: _____

Name on Card: _____

Signature: _____

Exhibitor Agreement

The ACCME defines a Commercial Interest as “any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients. The ACCME does not consider providers of clinical service directly to patients to be commercial interests.”

_____ (hereby referred to as “Company”) is considered an ACCME defined Commercial Interest and thereby agrees to the following:

EXHIBITOR agrees to abide by ACCME Standards for Commercial Support as stated at www.accme.org:

SCS 4.2: “Product-promotion material or product-specific advertisement of any type is prohibited in or during CME activities. The juxtaposition of editorial and advertising material on the same products or subjects must be avoided. Live (staffed exhibits, presentations) or enduring (printed or electronic advertisements) promotional activities must be kept separate from CME.”

Live, face-to-face CME, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during or after a CME activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or in the place of the CME activity.

TERMS AND CONDITIONS

- EXHIBITORS are prohibited from distributing pharmaceuticals or other samples and promotional materials (i.e. pens, pads, etc.). Educational materials may be distributed within the designated exhibitor hall only, not within the educational space.
- EXHIBITORS agree to abide by the HORIZON CME policy to NOT hold any ancillary events in association with the APP Oncology Summit unless otherwise agreed upon by HORIZON CME. HORIZON CME reserves the right to refuse exhibit space to EXHIBITOR in the event of a violation of this policy.
- All commercial support associated with this activity will be given with the full knowledge of Horizon CME. No additional payments, goods, services or events will be provided to the course director(s), planning committee members, faculty, joint sponsor, or any other party involved with the activity.
- Completion of this agreement represents a commitment and payment is due and collectible by the ACTIVITY DATE unless otherwise agreed upon by the HORIZON CME. HORIZON CME reserves the right to refuse exhibit space to EXHIBITOR in the event of nonpayment or Code of Conduct violation. No refund is made as a result of such action.
- HORIZON CME agrees to provide exhibit space and may acknowledge EXHIBITOR in activity announcements. HORIZON CME reserves the right to assign exhibit space or relocate exhibits at its discretion.
- Insurance — Company must carry comprehensive general liability insurance, with combined single limits of not less than \$2 million. It is mutually agreed that Horizon CME shall not be liable to Company for any damage to or for the loss or destruction of exhibits or the property of Company, except for damage, loss or injury caused by or resulting from the negligence of Horizon CME, its employees, representatives and/or agents. The above-named Company expressly waives all claims for any such damage, loss, except for damage, loss caused by or resulting from the negligence of Horizon CME, its employees, representatives and/or agents.
- Cancellation — Company must send written notice of cancellation to Horizon CME. No refunds will be issued for cancellations.
- Payments — Payments to Horizon CME for exhibits and sponsorships are non-refundable. If a conference is postponed, all payments associated with exhibits or sponsorships will be automatically transferred to the new date for the subject conference. Any Company electing not to participate in a conference held by Horizon CME for which payments were made for exhibit or sponsorship will forfeit all money to Horizon CME by the Company.
- HORIZON CME Federal Tax ID number is 14-1990948

Conditions & Guidelines Agreement Statement: By signature below Company agrees to abide by the guidelines provided above.

Company Representative Print Name & Title

Company Representative Signature

Date