Presented by the Florida College of Emergency Physicians

in conjunction with the Florida Emergency Medicine Foundation

Exhibitor & Sponsor Prospectus
We would like to invite you to join us on August 4-7, 2016 at the Naples Grande Beach Resort for our annual meeting of the Florida College of Emergency Physicians (FCEP) – Symposium by the Sea – and welcome your participation as a sponsor and exhibitor.

Our meeting offers your company a unique opportunity to present products and services to board certified emergency physicians, residents, medical students and others. We are focused partnering our attendees with our exhibiting vendors and developing long lasting relationships that enable our members to remain on the cutting edge in the field of...

We have put a great deal of thought into designing our exhibit hall around the needs of our sponsors and exhibitors. Here are just a few of the details we are working on to increase traffic and your exposure to our attendees:

- Early Bird Booth Reservations - Page 3
- Unique Sponsor & Advertising Opportunities – Page 5 & 6
- New Exhibit Hall Hours – Page 4
- Wine & Cheese Reception in the Exhibit Hall on Friday Evening
- Exhibit Hall located next to General Session – Entrance through the exhibit hall
- Food & Beverage Breaks in the Exhibit Hall
- Product Showcases in the Hall during Exhibit Hours
- Attendee Photo Booth & Professional Headshots Inside the Exhibit Hall
- Passport to Prizes Exhibit Hall Game
- Breakfast with Exhibitors on Sunday Morning

We understand and appreciate that your contribution is crucial to the success of Symposium by the Sea. Thank you for taking the time to review the enclosed information – we look forward to seeing you in August!

Rene Mack, MD, Symposium by the Sea 2016 Program Chair

Melissa Keahey, Meetings & Events Manager
Symposium by the Sea is an educational opportunity designed for the busy emergency physician, resident, nurse, physician assistant, and allied health professionals with a high-demand for information regarding their ever-changing practice environment. In addition to education sessions, the conference features other exciting events:

- Simulation Wars “SimWars”
- Florida EM Resident’s Case Presentation Competition (CPC)
- Wine, Beer & Cheese Reception with Exhibitors
- Medical Student Forum
- EM Resident’s Association of Florida Job Fair
- Social events on Friday and Saturday Evenings

Naples Grande Beach Resort
472 Seagate Drive
Naples, FL 34103
1-844-210-5931
Group Code: EMLRC-Symposium by the Sea 2016
Reservation Deadline: Friday, July 4, 2016

- $189/night plus applicable state and local taxes*
- Self-Parking: Complimentary
- Valet Parking: $18 per day (discounted)

*Includes $10 resort fee, internet access in guest rooms and common areas, (2) complimentary drinks, bicycle rentals, range balls at the Naples Grande Golf Club, beach chaise, 24-hour fitness center access, tennis court fees, and kids club.

FCEP encourages all exhibitors to make reservations prior to the July 4, 2016 reservation deadline. After this date, regular room rates may apply. Reservations should be made directly with the Naples Grande Beach Resort as the ONLY official housing provider for Symposium by the Sea 2016. We do not use 3rd party reservation companies - protect yourself against room block scams and fees.

Booth Exhibitor Information

Early Bird Booth Reservation Deadline: April 30, 2016

Submit your completed exhibitor registration form and payment in full by COB April 30, 2016 to take advantage of discounted exhibit booth fees and receive PREMIUM booth placement in our exhibit hall.

<table>
<thead>
<tr>
<th>Exhibit type</th>
<th>Description</th>
<th>Early Bird Booth Cost</th>
<th>After April 30, 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’x16’ Exhibit Booth</td>
<td>Includes: 10’x16’ carpeted booth with blue/white draped back and side walls, (2) 6’ tables, (4) chairs, wastebasket, (4) exhibitor badges, and a booth identification sign (160 sq. ft.)</td>
<td>$1,800</td>
<td>$2,200</td>
</tr>
<tr>
<td>8’x10’ Exhibit Booth</td>
<td>Includes: 8’x10’ carpeted booth with blue/white draped back and side walls, (1) 6’ table, (2) chairs, wastebasket, (2) exhibitor badges, and a booth identification sign (80 sq. ft.)</td>
<td>$1,000</td>
<td>$1,200</td>
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</table>
The Exhibit Hall will be located in the Royal Palm Ballroom.

THURSDAY, AUGUST 4
2-5 p.m.: Exhibitor Move-in/Setup

FRIDAY, AUGUST 5
7-10 a.m.: Exhibitor Move-In/Setup
10 a.m.-3 p.m.: Exhibits Open
10-10:30 a.m.: Break in the exhibit all for attendees
2-2:15 p.m.: Break in the exhibit all for attendees
3-4 p.m.: EMRAF Networking Reception Setup (Royal Palm Foyer)
5-6 p.m.: EMRAF Networking Reception
6-8 p.m.: Wine, Beer & Cheese Reception

SATURDAY, AUGUST 6
9 a.m.–1 p.m.: Exhibits Open (Scheduled attendee breaks at 9:30 and noon)
1-3:30 p.m.: Exhibitor Move-out/Tear-Down

SUNDAY, AUGUST 7
8-9 a.m.: Breakfast with Exhibitors (Passport to Prizes Game Drawings at 8:45 am)
Sponsorship Packages

All sponsorships include an exhibit booth in a premium location, logo or text recognition on conference materials, and a digital attendee mailing list. See each package for additional benefits!

<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Cost</th>
<th>Package Description</th>
</tr>
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</table>
| **Platinum Sponsorship** | $7,500 | 10’x16’ Booth  
- Additional logo recognition on mobile app and social media sites  
- Pre-conference feature email promotion  
- Syllabus advertisement  
- Full page EMpulse ad  
- Participation in Passport to Prizes exhibit hall game  
- 3 bottles of wine to pour at the Wine & Cheese Reception  
- 8 representative registrations |
| **Gold Sponsorship**   | $4,500 | 8’x10’ Booth  
- Additional logo recognition on mobile app and social media sites  
- Syllabus advertisement  
- Half page EMpulse ad  
- Participation in Passport to Prizes exhibit hall game  
- 3 bottles of wine to pour at the Wine & Cheese Reception  
- 6 representative registrations |
| **Silver Sponsorship** | $2,500 | 8’x10’ Booth  
- Logo recognition on conference materials  
- Participation in the Passport to Prizes exhibit hall game  
- 4 representative registrations |

To inquire about a customized sponsor package, contact Melissa Keahey at mkeahey@emlrc.org.

Sponsorship & Advertising Opportunities

Wi-Fi Sponsor - $5,000 (Exclusive)
Help attendees access the conference mobile application and electronic course materials. Includes: logo recognition on Wi-Fi splash page, conference materials, mobile app, social media, and (3) floor decals; pre and post conference digital mailing list; (1) exclusive pre-conference feature email promotion; participation in the Passport to Prizes exhibit hall game; (1) 8’ x 10’ exhibit booth in premium location with (4) representative registrations.

Product Showcase - $1,000 – Only 4 available!
Sponsoring vendors will have the opportunity to showcase their products and/or services to our attendees, within our exhibit hall and coinciding with scheduled attendee breaks. Includes basic audio visual (projector, screen, mic and sound) and logo recognition on conference materials. (4) 15-minute spots available.

Attendee Photo Booth - $4,000 (Exclusive)
Photo booth visitors receive UNLIMITED 4 x 6 print outs designed with logos of sponsoring exhibitor using green screen technology. Includes 8’ x 10’ exhibit booth located next to the photo booth; (2) representative registrations; logo recognition on conference materials; pre and post conference digital mailing list; electronic images and contact list of photo booth visitors.

Continental Breakfast - $5,000 (Exclusive)
Attendees would enjoy a continental breakfast sponsored by your company. Breakfast will be set inside the exhibit hall at or near your exhibit booth. Includes 8’ x 10’ exhibit booth; (2) representative registrations; logo recognition on conference materials and food stations.
Lunch in the Exhibit Hall - $1,500 (Partial)

Coffee/Refreshment Break- $3,000 (Exclusive); $1,850 (Partial)
Spaced at convenient times during the conference schedule and set near your exhibit booth. Includes logo recognition on conference materials and refreshment stations.

EMRAF Networking Reception
Increase your recruitment opportunities with members of the Emergency Medicine Residents Association of Florida while sharing employment opportunities by sponsoring this event. Each sponsorship includes logo recognition on conference materials and food stations.
• Libations (open bar) - $2,000 (Exclusive)
• Hi-top Table Display - $800

Tote Bags* - $1,500 (Exclusive)
Give attendees a convenient way to carry their course handouts while featuring your corporate logo!

Name Badges* - $1,000 (Exclusive)
Advertising does not get much easier! Your corporate logo will be displayed on all attendee name badges.

Lanyards* - $1,000 (Exclusive)
Each lanyard is an 18” fabric tie that features the sponsoring company’s logo as well as the Symposium by the Sea logo.

Wine, Beer & Cheese Reception - $350/$1,000
This event takes place on Friday, August 5, 6-8 p.m., inside the exhibit hall. Three bottles of wine to be poured at your booth ($350) or in-booth beer station ($1,000 exclusive).

Passport to Prizes Exhibit Hall Game - $150 (plus a mandatory prize donation with $200 minimum value)
Boost your booth traffic with a guaranteed opportunity to start the conversation with our attendees! Each attendee will receive a passport game card with the participating company logos and booth numbers. Attendees will be required to visit the booths of ALL participating exhibitors and receive their passport stamp to be entered to win fabulous prizes. Prize not included. Deadline to register: July 1, 2016.

Email & Social Media Promotion - $300
Includes: logo recognition, a 50-word text section and a link to your website, inserted into two promotional emails highlighting different aspects of the conference sent to over ten thousand recipients; sponsor recognition through Twitter and Facebook.

Syllabus Advertisement - $375/$200
The conference syllabus is distributed to all attendees. It includes complete details of all the conference’s events and activities – extending brand awareness and enhancing the effectiveness of your listing. Advertising in the syllabus is a great way to stand out and drive buyers to your booth. Full Page (5”x 8”), B/W - $375 | 1/2 Page (5”x 4”), B/W - $200

Registration Packet Insert - $250
Include your own flyer or postcard (provided by sponsoring company) in each attendee’s registration packet.

Mobile App Advertisement - $150
Put yourself in the hands of the attendees with this innovative advertisement. The conference mobile app provides attendees with conference information and allows them to be engaged during the entire conference.

* Subject to ACCME standards of commercial support.
Assignment of Space
Exhibit space will be assigned upon receipt of completed registration form and registration fee.

Application and payment must be received at the EMLRC office by July 3, 2016 to reserve space and to be included in the attendee conference materials.

Booth preferences will be considered in the following order:
1. Exhibiting companies who are also sponsors
2. Exhibitors requiring 2 booth spaces (10’x16’)
3. Exhibitors requiring only 1 booth

A company’s relevance to emergency medicine may also be a factor in positioning. After the Early Bird deadline, space will be assigned on a first-come, first-assigned basis.

Booth Relocation
EMLRC reserves the right to change booth assignments to accommodate cancellations, consolidation, or for any reason as needed.

Exhibit Services Contractor
All registered exhibitors will receive an Exhibitors Kit from Goben Convention Services via email. The kit will contain all exhibit services available and an order form.

Cancellation Policy
Exhibits:
Cancellations must be made in either email, fax, or letter form, and received no later than July 1, 2016. Upon confirmation you will receive a 50% refund. NO refunds will be administered after July 1, 2016.

Sponsors:
Sponsorships of either Silver, Gold, Platinum, or Exclusive in nature are non-refundable once made.

Exhibitor Liability
Exhibiting organizations assume full responsibility for their professional/personal property and obtaining insurance to protect against lost or stolen items. The exhibitor understand that neither the Florida College of Emergency Physicians nor the hotel parties maintain insurance covering the exhibitor’s property and it is the sole responsibility of the exhibitor to obtain such insurance.

Rules & Regulations

1. Exhibitor is responsible for compliance with the American with Disabilities Act (ADA) within its booth and assigned space.
2. Attire of exhibit personnel should be consistent with the professional atmosphere of the conference.
3. Demonstrations by exhibitors may not interfere with normal traffic flow nor infringe on neighboring exhibits. Demonstrations are not permitted outside of the exhibitors assigned booth space.
4. Canvassing or distribution of advertising materials by an exhibitor is not permitted outside of the exhibitor’s booth space.
5. Canvassing or marketing any products or services in any part of the exhibit hall or meeting rooms by anyone representing a non-exhibiting company is strictly prohibited.
6. FCEP must be notified of an exhibitor’s intent to distribute food or beverage in the exhibit hall. All such items must be approved by EMLRC/FEMF/FCEP and ordered directly from the Naples Grande Beach Resort. Exhibitors are not permitted to bring in outside food or beverages.
7. Subletting or sharing of booth space is not permitted unless approved by EMLRC/FEMF/FCEP.
8. ACCME Agreement. Exhibiting/Sponsoring companies are required to abide by the rules and regulations set forth by the ACCME’s Standards of Commercial Support and the EMLRC/FEMF/FCEP. Exhibiting/Sponsoring companies agree to have no involvement or influence with/over the content of the CME portion of the sponsored activity. Entities who are defined as commercial interests by the ACCME are required to sign a Letter of Agreement of Commercial Support.
9. Giveaways. Exhibiting companies are permitted to distribute giveaways. All giveaways must be approved by EMLRC/FEMF/FCEP and ordered directly from the Naples Grande Beach Resort. Exhibitors are not permitted to bring in outside food or beverages.
10. Sales. The purpose of commercial exhibits is to further the education of attendees through product and service displays and demonstrations. Direct selling is acceptable as long as the product is pre-approved by EMLRC/FEMF/FCEP. Products must not be in direct competition with EMLRC/FEMF/FCEP products. A sales list should be provided to EMLRC/FEMF/FCEP for approval prior to the event.
11. Management. EMLRC/FEMF/FCEP reserves the right to interpret, amend and enforce these regulations as it deems appropriate to ensure the success of the exhibition.
12. Promotion. Product promotion material is prohibited during CME activity and must be kept separate from CME.
13. EMLRC/FEMF/FCEP reserves the right to reject for any reason any exhibit application submitted; to reject, prohibit, restrict or otherwise require modification of any exhibit for any reason; and to evict or bar any exhibitor whose conduct or materials are objectionable to EMLRC/FEMF/FCEP for any reason.
SBS 2016 SPONSORSHIP AND EXHIBIT REGISTRATION FORM

ORGANIZATION NAME - AS TO APPEAR ON CONFERENCE MATERIALS

MAILING ADDRESS

WEBSITE ADDRESS

CORPORATE EMAIL ADDRESS

PHONE

FAX

EMAIL EXHIBITOR SERVICE KIT TO:

EXHIBIT CONTACT PERSON

TITLE

EXHIBIT CONTACT PHONE

EXHIBIT CONTACT FAX

DESCRIPTION OF SERVICE/PRODUCT TO BE EXHIBITED

CUSTOMIZE YOUR PACKAGE

<table>
<thead>
<tr>
<th>SPONSORSHIP OPPORTUNITIES</th>
<th>Platinum</th>
<th>$7,500</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold</td>
<td>$4,500</td>
<td></td>
</tr>
<tr>
<td>Silver</td>
<td>$2,500</td>
<td></td>
</tr>
</tbody>
</table>

EXHIBIT SPACE (Early Bird/Open Round)

| 8'x10' Booth               | $1,000/$1,200 |
| 10'x16' Booth              | $1,800/$2,200 |

ADDITIONAL OPPORTUNITIES

| Tote Bags                  | $1,500 (exclusive) |
| Name Badges                | $1,000 (exclusive) |
| Lanyards                   | $1,000 (exclusive) |
| Email/Social Media         | $300 |
| Syllabus Ad - Full Page    | $375 |
| Syllabus Ad - Half Page    | $200 |
| Registration Insert        | $250 |
| Mobile App Ad              | $150 |
| Passport to Prizes         | $150 |
| Wi-Fi Sponsor              | $5,000 |
| Photo Booth                | $4,000 (exclusive) |
| Partial Photo Booth        | $2,000 (1 of 2) |
| Networking Reception Tabletop| $800 |
| NR Libations               | $2,000 (exclusive) |
| Wine & Cheese              | $350 |
| Wine & Cheese Keg          | $800 (exclusive) |
| Continental Breakfast      | $5,000 (exclusive) |
| Partial Breakfast          | $2,750 (1 of 2) |
| Coffee/Refreshments        | $3,000 (exclusive) |
| Partial Coffee/Refresh.    | $1,850 (1 of 2) |
| Additional Reps            | $30 (each) |
| (2 included w/ each booth) | Specifying how many |

$ ___________ Total Fees

FIRST CHOICE | SECOND CHOICE | THIRD CHOICE

PAYMENT INFORMATION

All major credit cards are accepted. Make checks payable to EMLRC and mail to 3717 S. Conway Rd., Orlando, FL 32812.

Phone: 800-766-6335 | Fax: 407-281-4407 | Federal Tax ID #59-3001777

[   ] VISA   [   ] MASTERCARD   [   ] AMEX   [ ] DISCOVER

CREDIT CARD NUMBER

EXPIRATION DATE

BILLING ZIP CODE

CARDHOLDER NAME

CARDHOLDER SIGNATURE

ACCME AGREEMENT

I/We agree to abide by all rules and regulations listed and which are part of the agreement between my/our company and the Emergency Medicine Learning & Resource Center. I/We also agree to comply with ACCME Standards for Commercial Support. I/We also agree to have no involvement or influence with the content of the CME portion of the conference. You are hereby authorized to reserve space for my/our company for Symposium by the Sea 2016.

SIGNATURE

DATE RECEIVED:  
TIME:  
PAID IN FULL DATE:  
ASSIGNED:  

FCEP  |  FEMF