



PRIMARY CARE
INNOVATIONS

BUILDING A COMMUNITY OF INNOVATORS

EXHIBIT PROSPECTUS

INVITATION TO EXHIBIT

On behalf of course directors Dr. Ryan Nall, MD and Dr. Rob Hatch, MD, I am writing to request your support as an exhibitor for the upcoming Primary Care Innovations Conference. This program, now in its 7th year, will be held at the Harrell Medical Education Building in Gainesville, FL.

The intended audience consists of 75-100 Primary Care Physicians, Physician Assistants, Nurses, Pharmacists, Physical Therapists, and Social Workers who are interested in improving and innovating in primary care. This conference is a great opportunity to make and solidify relationships, fulfill your marketing needs and sales objectives through person-to-person communication and marketing.

The agenda can be found on the program website at <http://primarycareinnovations.cme.ufl.edu/agenda>

Exhibits will be located outside the meeting room, near the area where breakfast, lunch and refreshment breaks will be served. Please submit the [Exhibitor Contract](#) if you are able to participate, and review the information in this prospectus for important details. Please note that the Exhibitor Contract is due as soon as your organization has approved participation, and payment is expected prior to the conference.

We appreciate your support of our programs, and hope that you and/or another representative will be able to join us. Please don't hesitate to contact us if you have any questions or need additional information .

Best,



Alexandria Heverly

CME Conference Planner

UF Continuing Medical Education

PO Box 100233, Gainesville, FL 32610

352-733-0064 phone

352-733-0007 fax

What Past Participants Said:

"This was one of the best conferences I have been to!"

"Content, speakers, and quality of organization and facilities were excellent!"

"The content was truly great and the keynote speaker was excellent as well – really helped set the stage for the rest of the day."

"Good networking available at the conference during breaks, which is a major important thing about attending a conference in general."

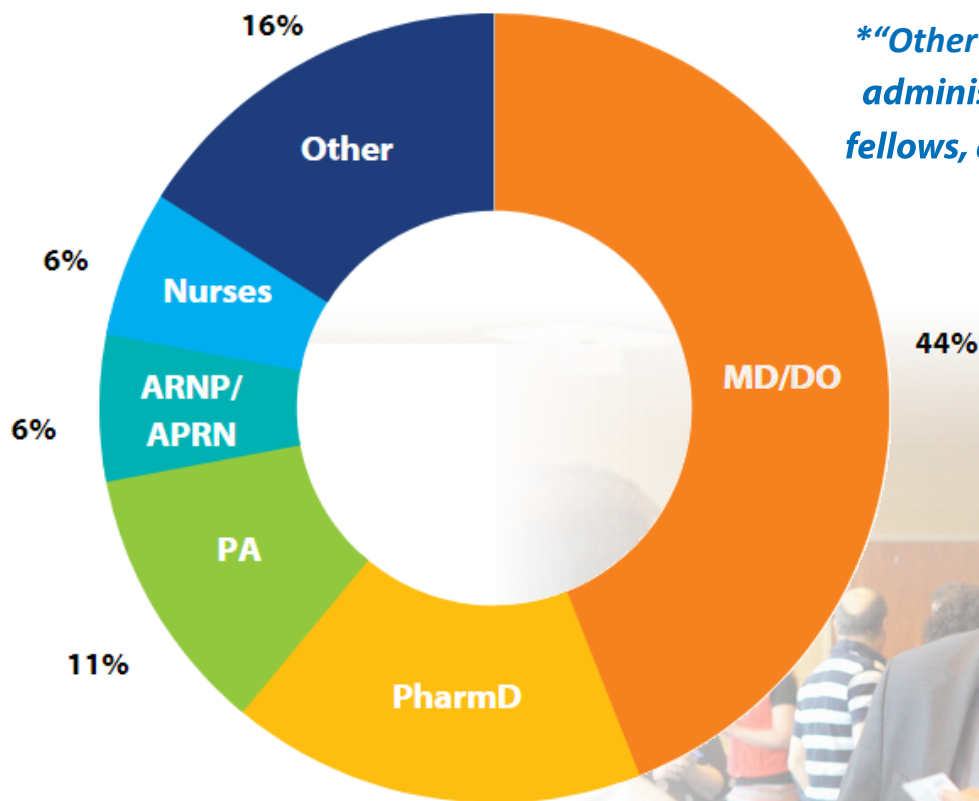
"Loved the energy and all speakers/classes"

"Truly fantastic program and I would definitely attend again!"

"The best location-and beautiful building- clean-open -sunny"

98% of attendees would consider attending again in the future!

Attendee Demographics:



**"Other" includes medical assistants, administrators, students, residents, fellows, and all other attendees of the conference*

This conference is for anyone and everyone working to improve primary care – medical assistants, nurses, nurse practitioners, pharmacists, administrators, students, residents, fellows, IT specialists, receptionists, physical and occupational therapists, physician assistants and physicians. This conference will attract the interdisciplinary primary care community.

EXHIBIT DATES AND HOURS

Please note that while there are dedicated exhibit hours during the conference, **the exhibit hall is open to participants and faculty at all times during the conference.**

Friday, March 22, 2024	
7:15 am – 8:00 am	SET-UP
8:00 am – 9:00 am	Exhibit Time—Registration and Breakfast
10:15 am – 10:45 am	Exhibit Time—Break
12:40 pm – 12:55 pm	Exhibit Time—Lunch Pick Up
Anytime after 12:55pm	BREAK-DOWN

~2 hours of Exhibit Time!

2024 Topics will be released in January!

Click [HERE](#) to stay updated on the 2024 agenda!

Examples of innovative talks from previous years can be viewed at our conference recap pages:

[2022 Recap](#)

[2021 Recap](#)



[Click Here to Exhibit!](#)

EXHIBIT FEE: \$750

INCLUDED IN EXHIBIT FEE

- One 6ft table
- Free “non-credit seeking” conference registration for up to 2 reps

Breakfast and lunch, contingent upon availability

- Priority placement of your logo on the exhibit acknowledgement sign, and recognition as a premier exhibitor

PAYMENT INFORMATION

Payments can be made online or by check.

Online

To make your payment online, please visit primarycareinnovations.cme.ufl.edu and click on the Exhibits tab. All major credit cards are accepted.

By check

Checks should be made payable to the University of Florida.

Our tax ID # is 59-6002052.

All checks sent by **FedEx** should be sent to

**UF Continuing Medical Education
1329 SW 16th Street, Suite 2106
Gainesville, FL 32608**

All checks sent by **regular mail** should be sent to

**UF Continuing Medical Education
P.O. Box 100233
Gainesville, FL 32610**



LOCATION INFORMATION



UF Harrell Medical Education Building

1104 Newell Drive
Building 214
Gainesville, FL 32601

SHIPPING INFORMATION

The Harrell Medical Education Building will **not** be accepting packages in advance of the conference.

If you need to ship a package to the conference, please contact the event planner, Alexandria Heverly, in advance for an alternate solution:

Alexandria Heverly
alexandriaa23@ufl.edu
Phone: (352) 733-0064
Fax: (352) 733-0007

EXHIBIT RULES AND REGULATIONS

Exhibitors agree to hold the University of Florida harmless from and against any and all claims and damages arising out of exhibitors' negligence or willful misconduct as a result of exhibitors exhibiting at Primary Care Innovations 2024 in Gainesville, FL. Exhibitors also agree to abide by policies and regulations of the venue, the Harrell Medical Education Building.

ACCME Guidelines

No materials promoting the goods and/or services of a commercial entity shall be displayed or distributed in the same room immediately before, during or after an educational activity certified for credit takes place. Representatives of commercial companies may attend an educational activity but may not engage in sales activities while in the room where the educational activity takes place.

Booth Assignment

Booths will be assigned at the discretion of the CME office.

Exhibit No-Shows

A company that reserves booth space and fails to inform the CME office in writing of its plans not to attend automatically forfeits 100% of the total cost of the exhibit space assigned. Exhibiting companies will be considered a no-show if the booth space is unoccupied by 10am on the day you are scheduled to exhibit.

Subletting Space

Subletting of exhibit space is prohibited. Sharing of exhibit space is not permitted unless it is within divisions of the same company and approved by the CME office.