

UAB - 2021 Update in Gastroenterology, Hepatology & Advanced Endoscopy

CALL FOR EXHIBITORS

Location: Sheraton Birmingham Hotel
2101 Richard Arrington Jr Blvd N
Birmingham, Alabama 35203

Date: August 13-14, 2021

Who Are We?

As the sponsor of this CME program, the University of Alabama at Birmingham Division of Gastroenterology and Hepatology has a national reputation as a leader in gastroenterology and liver disease healthcare and research. As a part of our commitment to provide affordable up-to-date scientific and medical information to providers of patients with gastrointestinal and liver diseases in our region, we depend on your support to be able to continue to provide a scientific/clinical healthcare program of this caliber.

Who Attends?

This meeting continues to grow. 2019 brought approximately 300 attendees including physicians, advanced practice practitioners, nurses, and other healthcare professionals from around the state of Alabama, as well as neighboring states in the southeast. We were virtual in 2020 with over 100 attendees virtually. We look forward to an in-person event in 2021 in a larger venue to allow for more attendees in addition to a simultaneous but separate nursing conference. This provides a unique opportunity for your organization to interact with regional providers who have an interest in gastroenterology/hepatology.

Why Exhibit?

Exhibits are highly valued by our attendees, especially those who practice in the rural areas outside of Birmingham. As exhibitors, you have the unique opportunity to share with them the latest in technology, software products, textbooks, pharmaceuticals, and other items of interest. The exhibits, which are strategically located outside of the meeting rooms, will be where attendees congregate during the continental breakfast and breaks. Our previous programs have been known for value, affordability and positive return on your financial investment. Consider taking advantage of this opportunity.

What Do We Provide?

The Exhibit Fee of \$2,000 will provide you a designated exhibit area where you will building invaluable relationships and show your support as an industry leader and have the opportunity to speak with the participating health care providers. Each exhibit booth will have an exhibitor sign, 2 chairs/skirted table and a wastebasket. The number of available exhibit booths is limited.

New this year is an opportunity to exhibit in a larger location where you will have the opportunity to provide a hand-on experience to our guests with novel devices or equipment. For an Exhibitor fee of \$5,000 you will be provided with two skirted tables, 4 chairs and wastebasket, along with 1 table in the open exhibitor area. This **special exhibitor space is for companies that have equipment to display and demonstrate** and will be in a space which will provide with you “teaching” space for attendee’s. **This space is limited to 4 companies and will be reserved as requested on a first come basis.**

*Please note that we cannot provide extension cords. We ask that you bring your own cord if your display or equipment requires power. If you require a power source, we will make effort to place you near an outlet but an extension cord may be required depending on configuration, but you must check that on your registration form. Please let us know by sending an email labeled "Exhibitor – Special Request" to smcfall@uabmc.edu .

We reserve the right to amend the floor plan and booth assignments.

Payment

Exhibit Fee is \$2,000 USD for single table space.

Exhibit Fee of \$5,000 USD for double table, reserved, prime exhibitor location along with 1 table in regular exhibitor space.

Space allocation (location) is competitive and **will be assigned based on the date payment is received. Deadline for registration is midnight July 16, 2021.** Online registration will be available soon at www.uab.edu/gihepconf

Cancellation Policy

Notification of an exhibitor's decision to cancel must be sent in writing via email to Sheri McFall at smcfall@uabmc.edu . It is the exhibitor's responsibility to assure the cancellation was received. **No refund will be granted after July 16, 2021.**

Exhibit Dates and Hours

Exhibitor Set-Up

August 12, 2021 begins at 4:00 PM. Please do not arrive earlier than that. We will have someone on site at the Exhibitor Registration Desk from 4:00 PM until 7:00 PM to assist and answer any questions. **You will be required to sign in Friday and Saturday mornings at the designated Exhibitor Check-in.** Your exhibitor information packet and name tags will be available on Thursday at 4pm or you may pick it up Friday morning when you sign in. The exhibitor desk will be staffed beginning at 6:30 AM on August 13, 2021.

Meeting Hours

Friday, August 13, 2021 - 7:45 AM - 5:00 PM

Saturday, August 14, 2021 - 7:45 AM – 12:00 Noon

Hotel Reservations

Course Location: Sheraton Birmingham Hotel, Birmingham, Alabama 2101 Richard Arrington Jr. Boulevard North Birmingham, Alabama 35203 Tel: 205-324-5000

A block of rooms has been reserved for this meeting. Reservations MUST BE MADE NO LATER THAN JULY 28, 2021 by calling the hotel at 205-324-5000 or online at : <https://book.passkey.com/e/50097200>

Guestroom rates for this meeting are \$141.00 per night. An additional charge will be assessed for local, state and lodging taxes. Please **mention the UAB 2021 Update in Gastroenterology, Hepatology and Advanced Endoscopy conference when scheduling to receive the conference discount.** Check in at the hotel begins at 4:00 PM and check out time is 11:00 AM

Shipping information for Conference Materials

You will be responsible for any incurred costs for shipping your conference materials to the hotel in advance. Below is all information regarding shipping of conference material.

Ship to: Sheraton Birmingham Hotel
2101 Richard Arrington Jr., Blvd. N.
Birmingham, Alabama 35203
ATTENTION: UAB 2021 Update in GIHEP
YOUR NAME
COMPANY

Each Exhibitor, once onsite, needs to liaise with the conference staff member at the Exhibitor Check In to have their items delivered to their booth. If you prefer to have your materials delivered before you arrive to check in, please let us know in advance and our staff person will arrange.

Below is the hotel policy on shipping and receiving of conference materials. **YOU WILL BE RESPONSIBLE FOR COSTS INCURRED.**

SHIPPING AND RECEIVING POLICIES:

The hotel is pleased to accept and store all boxes and shipments required for scheduled meetings/programs according to the following policies: All boxes must be labeled with group name, date of program, group on-site contact as well as the catering representative in charge of your meeting/group. The hotel will not assume any responsibility for the damage or loss of any merchandise or articles left or sent into the hotel prior to, during, or following your function. The hotel cannot assume responsibility for storage of boxes received more than (3) days prior to the scheduled meeting/program. After your event, any boxes to be shipped out of the hotel must be properly packaged and labeled with shipping address, return address and method of payment. Package handling fees vary from \$5.00 upwards.

Shipping & Receiving Hours of Operation are Monday thru Sunday from 7:00 am to 5:00pm. Hours may be adjusted based on the needs of the groups in-house. The hotel is not responsible for packing or for supplying any packing materials. Any materials left behind without shipping instructions will be discarded within three business days.

INCOMING PACKAGES

0-5 lbs	\$5.00 each
6-20 lbs	\$10.00 each
21-50 lbs	\$15.00 each
Over 50 lbs	\$25.00 each
Crates	\$50.00 each
Pallets	\$75.00 each

**Storage is charged as follows after the third business day;
(not including Saturday or Sunday)**

0-50 lbs	\$5.00 each per day
Over 50 lbs	\$7.00 each per day
Crates	\$10.00 each per day
Pallets	\$15.00 each per day

Exhibitor Attendance at the Educational Sessions

Registered exhibitors are welcome to attend an educational session. **HOWEVER, exhibitors that enter the educational session to hear a specific talk must NOT discuss their products or services within the education session.** With the increased scrutiny of industry physician relationships by federal and state governments, and medical organizations themselves, it is imperative that we ensure the education sessions maintain their objectivity and independence from industry, and foster professional behavior by speakers, attendees and industry representations.

Therefore we expect that industry representatives/exhibitors:

- Refrain from asking any questions of the speakers in the meeting room.
- Hold any questions for speakers until they are outside of the meeting room.
- Respect the information acquired in the educational sessions. The information cannot be sensationalized or used in advertising.

If this privilege is misused, it may result in an exhibitor being asked to leave the premises and not being accepted to exhibit in future years and/or a change in this policy.

How do I apply/register?

Please fill out the 2021 Update in Gastroenterology and Hepatology Exhibitor Registration/Application form attached.

Attached in this packet you will find the following to assist you in your registration process:

- 1) Director's Letter
- 2) Exhibitor Agreement (**UAB SOM- Continuing Medical Education Exhibitor form MUST be completed**)
- 3) Exhibitor Registration form – registration is not complete until we receive this form from you!
- 4) W9 for The University of Alabama at Birmingham
- 5) Meeting agenda

Please send your completed registration information to Sheri McFall at smcfall@uabmc.edu or register/pay online. **Please note that registration is not complete until we receive your registration form (attached), exhibitor agreement and payment. ALL three items must be received before registration is marked received/complete.**

For additional information or to pay online: www.uab.edu.gihepconf *WEBSITE SHOULD BE OPEN BY MID APRIL.

**The University of Alabama at Birmingham Division of
Gastroenterology & Hepatology**

In conjunction with the Division of Continuing Medical Education

***“2021 Update in Gastroenterology, Hepatology and
Advanced Endoscopy”***

August 13-14, 2021

Sheraton Birmingham Hotel
Birmingham, Alabama

Exhibitor Opportunities

<p align="center">Exhibit Fee</p> <p align="center">\$2,000</p>	<p align="center">Benefits</p> <ul style="list-style-type: none"> ➤ Recognition in the course syllabus distributed to all attendees ➤ One tabletop exhibit spaces ➤ Opportunity to speak with the participating physicians and healthcare providers. ➤ <u>Meeting Hours</u> Friday, August 13, 2021 - 6:30 AM – 5:00 PM Saturday, August 14, 2021 - 6:30 AM – 11:00 AM
<p align="center">Exhibit Fee</p> <p align="center">\$5,000</p> <p>LIMITED TO 4 SPACES and spaces are given based on completion of all forms and payment received</p>	<p align="center">Benefits</p> <ul style="list-style-type: none"> ➤ Recognition in the course syllabus distributed to all attendees ➤ One tabletop exhibit space in General Exhibit area PLUS ➤ Two tabletop exhibit spaces in “preferred” space dedicated for hands on device exhibit presentations ➤ Opportunity to speak with the participating physicians and healthcare providers. ➤ <u>Meeting Hours</u> Friday, August 13, 2021 - 6:30 AM – 5:00 PM Saturday, August 14, 2021 - 6:30 AM – 11:00 AM
<p>For More Information:</p>	<p>Email: Sheri McFall smcfall@uabmc.edu or Jacalyn Witherspoon jywitherspoon@uabmc.edu</p>
<p>Exhibitor Payments:</p>	<p>Check should be made payable to:</p> <p>UAB Division of Gastroenterology/Hepatology Attn. Sheri McFall BDB 398 1720 2nd Avenue South Birmingham, Alabama 35294</p> <p>or pay online at www.uab.edu/gihepconf</p>
<p>UAB Federal Tax #</p>	<p>636005396</p>

EXHIBITOR REGISTRATION FORM

“2021 Update in Gastroenterology, Hepatology and Advanced Endoscopy”

August 13-14, 2021

Sheraton Birmingham Hotel

Birmingham, AL

PLEASE PRINT OR TYPE INFORMATION – please include the name of rep who will be in charge of exhibit

COMPANY INFORMATION

Exhibiting Company Name to appear on promotions: _____

Company Contact: _____ Email: _____

Primary Phone: _____ Alternative Phone: _____ Fax: _____

Company Address: _____

City/State/Zip: _____

EXHIBITOR OPPORTUNITIES (please complete with name and email – this is registration)

Representative's name / E-mail (we will use this to confirm meeting information with those who will be attending):

1. _____ / _____

2. _____ / _____

3. _____ / _____

4. _____ / _____

METHOD OF PAYMENT

Visa, MasterCard, American Express – may be paid on-line ONLY via the Exhibitor link on the Conference website at: www.uab.edu/gihepconf

Registration form and Letter of Agreement must be faxed to 205-975-9777.

Checks should be made payable to:

UAB Division of Gastroenterology & Hepatology

Mail to: Division of Gastroenterology & Hepatology

Attn: Sheri McFall

1720 - 2nd Avenue South, BDB 398

Birmingham, Alabama 35294-0012

Return this registration form and signed Exhibitor Letter of Agreement to Sheri McFall at address above; email to smcfall@uabmc.edu or Fax 205-975-9777. Registration is NOT complete until all items received with payment. You will receive confirmation from us when registration completed.