INVITATION TO EXHIBIT

On behalf of course director Ellen Zimmerman, MD, I am writing to request your support as an exhibitor for the upcoming 2nd Annual Inflammatory Bowel Disease Conference. This program will be held at the Orlando World Center Marriott, in Orlando, Florida.

The intended audience consists of ~60 gastroenterologists, primary care physicians, nurse practitioners, physician assistants and other allied health care professionals involved in the management of patients with IBD. 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.

A draft agenda can be found on the program website at http://ibd.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,

Gianna Gamache
CME Conference Coordinator
UF Continuing Medical Education
PO Box 100233, Gainesville, FL 32610
352-733-0064 phone
352-733-0007 fax
What Past Participants Said:

“Loved everything about it!”

“I think the program is excellent. You have excellent speakers, good number of credits, and great locations.”

“I believe the conference was well prepared and organized and I was very happy I chose to participate.”

“Really enjoyed path, radiology and medico legal aspects – very useful.”

“Very informative conference.”

“Content and speakers were very good.”

“This was a very inclusive conference from MD’s to attorneys to pharmacist as well as radiology and pathology. Great conference.”

Attendee Demographics:

The key target audience for the Inflammatory Bowel Disease 2018 remains the gastroenterologists, primary care physicians, nurse practitioners, physician assistants and other allied health care professionals involved in the management of patients with IBD. This conference will help referring physicians use medications wisely, monitor patients effectively, and refer patients for consultation and advanced care appropriately.
**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.*

<table>
<thead>
<tr>
<th>Saturday, March 10, 2018</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 am – 7:00 am</td>
<td>SET-UP</td>
</tr>
<tr>
<td>7:00 am – 7:50 am</td>
<td>Exhibit Time - Registration and Breakfast</td>
</tr>
<tr>
<td>9:40 am – 10:00 am</td>
<td>Exhibit Time - Break</td>
</tr>
<tr>
<td>11:40 am – 12:10 pm</td>
<td>Exhibit Time - Lunch Pick Up</td>
</tr>
<tr>
<td>Anytime after 12:10 pm</td>
<td>BREAK-DOWN</td>
</tr>
</tbody>
</table>

Total of 1.65 hours!

---

**2018 Topics Include**

- Hot Topics in IBD for 2018
- New Therapies for IBD
- **Pro-Active Drug Monitoring - A Practical Approach**
- Resources for Working with Insurers and Pharma
- Case Presentations
- Mesalamine, gut-targeted steroids, and others

[Click HERE to view the full agenda!]
EXHIBIT FEE: $2,500

INCLUDED IN ALL EXHIBIT BOOTH RENTALS

• One 6ft draped table and chairs
• Free “non-credit seeking” conference registration for up to 2 reps
• Electrical Service (based on availability)
• Breakfast, lunch, and snacks, contingent upon availability

PARTICIPANT RAFFLE

We encourage participants to interact with exhibitors by raffling off a prize at the end of the conference. For participants to enter the raffle, they must take their raffle card to all of the exhibitors in the hall and have them sign off. This serves to “break the ice” between the exhibitors and participants as well as encourage the participants to interact with every exhibitor in the hall.

PAYMENT INFORMATION

Payments can be made online or by check.

Online
To make your payment online, please visit http://ibd.cme.ufl.edu/ click on the registration 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
720 SW 2nd Ave, Suite 575
Gainesville, FL, 32601

All checks sent by regular mail should be sent to
UF Continuing Medical Education
P.O. Box 100233
Gainesville, FL, 32610
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 the 2nd Annual Inflammatory Bowel Disease in Orlando, FL. Exhibitors also agree to abide by policies and regulations of the venue, the Orlando World Center Marriott.

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