July 26 - 27, 2019
13th Annual Update in Liver & Gastrointestinal Diseases
Hot Topics for Clinical Practice

Dr. Roberto Firpi, Course Director

Exhibit Prospectus
Opal Sands
Clearwater Beach, FL
INVITATION TO EXHIBIT

On behalf of course director Roberto J. Firpi, MD, MS, I am writing to request your support as an exhibitor for the upcoming 13th Annual Update in Liver & Gastrointestinal Diseases. This program, now in its 13th year, will be held at the Opal Sands in Clearwater Beach, Florida.

The intended audience consists of ~130 Specialty Physicians, Physician Assistants, Nurses, and Researchers who are interested in the latest updates in Liver and Gastrointestinal Diseases. This conference is a great opportunity to make and solidify relationships, and fulfill your marketing needs and sales objectives through person-to-person communication and marketing.

An agenda can be found on the program website at http://liverconference.cme.ufl.edu/agenda/

Exhibits will be located in the Opal Ballroom Foyer, 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
352-733-0155 phone
352-733-0007 fax
What Past Participants Said:

“Very well organized program. Excellent reputation has built over the last several years. Have always enjoyed this conference and will continue to attend. The administrative staff is very efficient and supportive.”

“Great format with speakers followed by questions.”

“It is very good and the topics have varied for the last couple years. This years conference was very interesting with very good speakers and good time frames for each speaker.”

“Topics were interesting with good speakers!”

“Gained excellent info and new options for management of post liver transplant patients!”

“One of the best University CME GI Conferences I have ever been to.”

Attendee Demographics:

The key target audience for the 13th Annual Update in Liver & Gastrointestinal Diseases is Specialty Physicians, Physician Assistants, Nurses, and Researchers. This conference targets currently-practicing physicians by offering practical, clinically-applicable updates in many areas of liver and gastrointestinal diseases.
**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>Friday, July 26, 2019</th>
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<tbody>
<tr>
<td>4:30 pm – 6:00 pm</td>
<td>SET-UP</td>
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<tr>
<td>6:00 pm – 7:00 pm</td>
<td>Exhibit Time—Registration</td>
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<td>7:00 pm – 8:30 pm</td>
<td>Exhibit Time—Welcome Meet and Greet</td>
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<th>Saturday, July 27, 2019</th>
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<tr>
<td>6:30 am – 7:30 am</td>
<td>Exhibit Time—Registration &amp; Breakfast</td>
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<tr>
<td>9:00 am – 9:15 am</td>
<td>Exhibit Time—Break</td>
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<tr>
<td>10:30 am – 10:45 am</td>
<td>Exhibit Time—Break</td>
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<tr>
<td>12:05 pm – 12:15 pm</td>
<td>Exhibit Time—Break</td>
</tr>
<tr>
<td>Any time after 12:15 pm</td>
<td>BREAK-DOWN</td>
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**2019 Topics Include**

- What’s New in IBD in 2019?
- Bariatric Endoscopy
- HCC: Changing Rules on Screening, Treatment and Organ Allocation
- New Management Strategies for PBC
- Drug Monitoring in IBD
- Pancreatic Cancer

Click [HERE](#) to view the full agenda!
Exhibit Fee: $2,500

Included in All Exhibit Booth Rentals

- One 6 foot draped table and chairs
- Exhibit Space for entire length of meeting
- Free “non-credit seeking” registration for up to 2 representatives
- Breakfast and snacks for 2 representatives

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 liverconference.cme.ufl.edu and 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
LOCATION INFORMATION

Opal Sands
430 South Gulfview Blvd
Clearwater Beach, FL 33767

To book your room:
Please call the Opal Sands at 855-335-1087
OR
Visit liverconference.cme.ufl.edu/venue/

SHIPPING INFORMATION

Please send all shipments to:

Opal Sands
Group: UF CME, Update in Liver and Gastrointestinal Diseases, July 26 - 27

Attention: Lynne Grant
Hold for: Your name and company
430 South Gulfview Blvd
Clearwater Beach, FL 33767

Hotel's Box Handling Fees per Day

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<th>Description</th>
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<tr>
<td>Pallet</td>
<td>$100.00 per pallet</td>
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<tr>
<td>50lbs or less</td>
<td>$5.00 per box</td>
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<tr>
<td>50-75lbs</td>
<td>$8.00 per box</td>
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<tr>
<td>75-150lbs</td>
<td>$10.00 per box</td>
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Packages should arrive at the hotel no earlier than five (5) days prior to the date required.

All shipping costs are the responsibility of the exhibitor.

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 13th Annual Update in Liver & Gastrointestinal Diseases in Clearwater Beach, FL. Exhibitors also agree to abide by policies and regulations of the venue, the Opal Sands.

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 by June 1, 2019, 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.