

**Update in Nephrology &
Hypertension 2018**

**Common Nephrology
Syndromes – What Every
Primary Care Physician
Should Know**

Exhibit Prospectus



INVITATION TO EXHIBIT

On behalf of course director Ronald L. Mars, MD, FACP, FASN, I am writing to request your support as an exhibitor for the upcoming Update in Nephrology and Hypertension 2018. This program, now in its 10th year, will be held at the Omni Downtown in Jacksonville, Florida.

The intended audience consists of ~65 Primary Care Physicians, Physician Assistants, Specialty Physicians, Nurses as well as Fellows and Residents who are interested in the latest updates in Nephrology. 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://neph.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:

"Very helpful in provision of specialized care for patient with CKD as well as when to refer."

"Speakers [were] knowledgeable and experts in their field."

"Information was excellent, location excellent, food excellent."

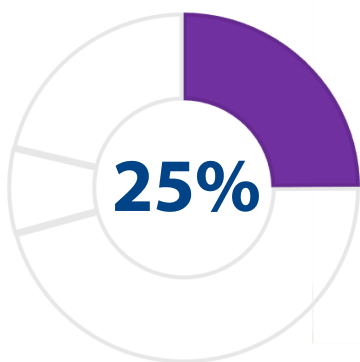
"The program was very informative and the speakers were well known doctors."

"An overall great conference!"

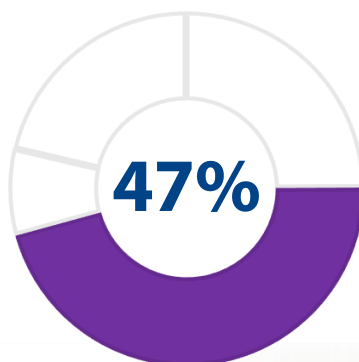
"Great Doctors: thank you for sharing your knowledge"

100% of attendees would consider attending again in the future!

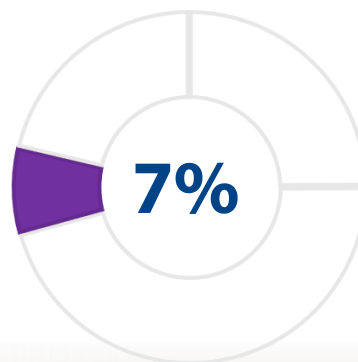
Attendee Demographics:



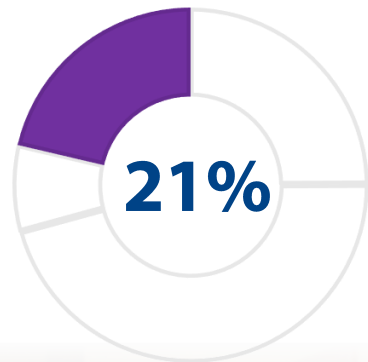
RN/ARNP



MD/DO



NP/PA



Other

The key target audience for the Update in Nephrology & Hypertension 2018 remains the Primary Care Physicians, Physician Assistants, Specialty Physicians, Nurses as well as Fellows and Residents . This conference targets currently-practicing physicians by offering practical, clinically-applicable updates in many areas of nephrology.

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.**

Saturday, April 7, 2018

7:00 am – 8:00 am	SET-UP
8:00am – 8:25 am	Exhibit Time—Registration and Breakfast
10:30am – 11:00 am	Exhibit Time—Break
12:30pm – 12:45 pm	Exhibit Time—Lunch Pick Up
Anytime after 12:45pm	BREAK-DOWN

Total of 1.15 hours!

2018 Topics Include

Cardio-Renal Syndromes

Update in Hypertension Management

Rhabdomyolysis

Acute Kidney Injury (AKI) for the PCP

Basics of Kidney Transplantation

Hematuria

Click [HERE](#) to view the full agenda!

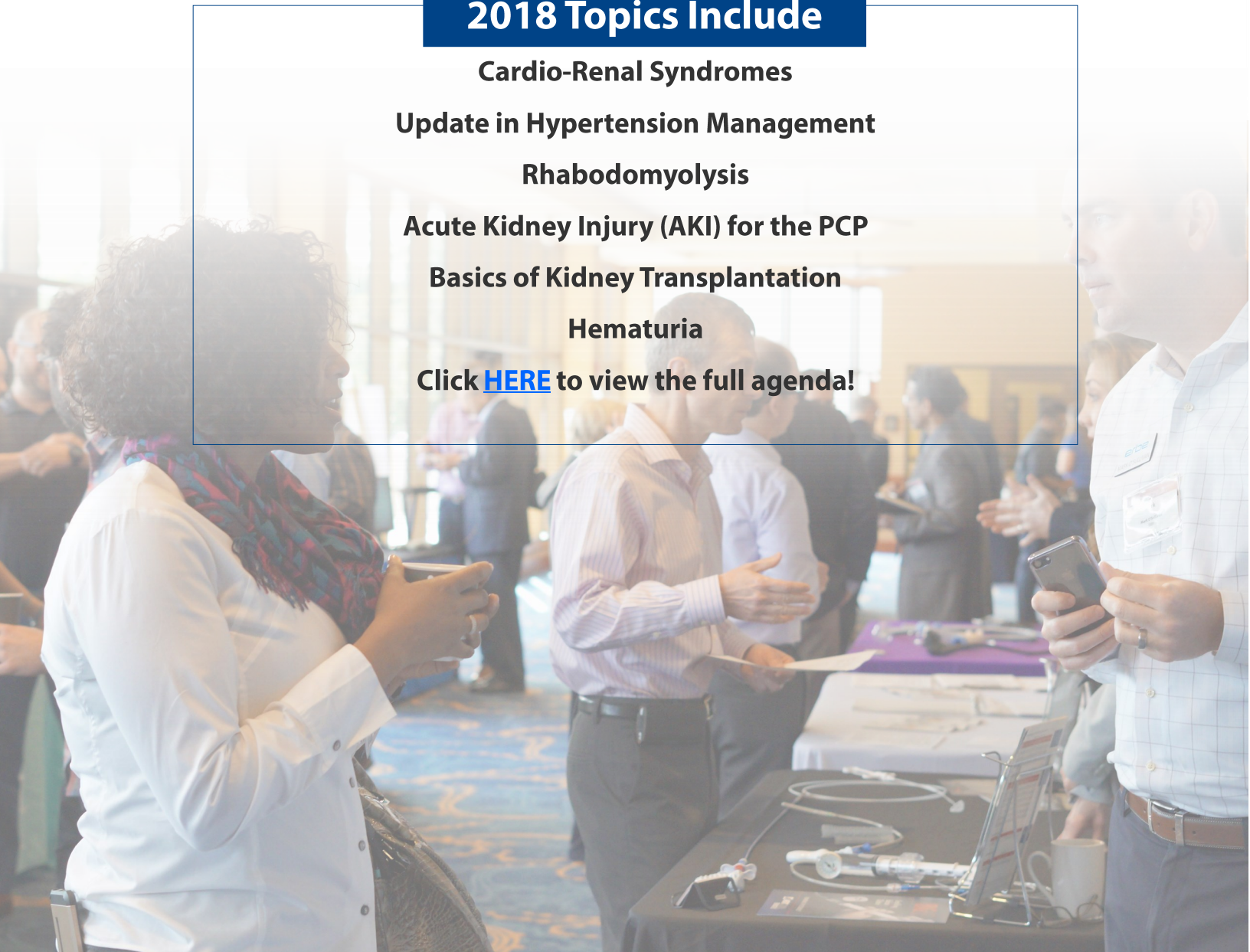


EXHIBIT FEE: \$499

[Click Here to Exhibit!](#)

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 neph.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



Omni Jacksonville
245 Water Street
Jacksonville, FL 32202

To book your room please call the Omni Jacksonville at:
904-355-6664.

SHIPPING INFORMATION

Please send all shipments to :

ATTN: Gianna Gamache, Conference Coord.
Contact: 813-504-7368
Group: UF CME, Update in Nephrology
245 Water Street
Jacksonville, FL 32202
Catering Manager: Marianna Gioia
Number of Boxes: (1 of 2, 2 of 2...)

Hotel's Shipping Fees by Weight

First Package 3lb. or less....Free

1-10 lbs.....\$5

10-50 lbs.....\$10

50+ lbs.....\$20

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 Update in Nephrology and Hypertension in Jacksonville, FL. Exhibitors also agree to abide by policies and regulations of the venue, the Omni Downtown Jacksonville

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.