5TH ANNUAL

PAIN CARE FOR PRIMARY CARE

Solving Clinical Challenges—Improving Patient Care

Exhibit and Promotional Sponsorship Prospectus

November 16-17, 2018
Addiction Pre-conference Workshop
November 15, 2018
Wyndham San Diego Bayside
San Diego, California

Meeting Chair
Paul J. Christo, MD, MBA
Johns Hopkins University School of Medicine

• Interact directly with primary care clinicians to identify areas where new therapies could improve patient outcomes.

• Educate and build relationships with physicians, NPs, and PAs in primary care treating patients with pain and pain-related issues.

• Inform primary care clinicians on the latest pharmacologic therapies and medical devices for the treatment of patients with pain and pain-related issues.

Opportunities include:

• Satellite Symposia (CME or Promotional)
• Sponsorship
• Exhibiting

• Faculty Roundtables
• Focus Groups
• Advertising on E-dailies

A National Educational Event for Primary Care Clinicians

www.pcpc-cme.com
About Pain Care For Primary Care (PCPC)

Pain Care for Primary Care is a 2-day continuing medical education event for primary care clinicians dedicated to improving care for the more than 100 million Americans who experience pain — a population larger than those with heart disease, cancer, and diabetes — combined.

Benefits of Exhibiting at Pain Care for Primary Care

- Face-to-face contact with nearly 400 physicians and advanced practice clinicians practicing on the frontlines of primary care, treating patients with pain and pain-related issues.
- Conference schedule and layout configured to maximize one-on-one contact between attendees and exhibitors.
- Opportunities for cost-effective distribution of print and online enduring materials to the wider audience of The Journal of Family Practice®, Family Practice News, Clinician Reviews®, Federal Practitioner®, Emergency Medicine®, and Internal Medicine News®.

About the Organizers

The Journal of Family Practice® is peer-reviewed and indexed and provides all office- and hospital-based family physician readers with timely, practical, and evidence-based information that they can immediately put into practice. Research and applied evidence articles, plus patient-oriented departments like Practice Alert, PURLs, and Clinical Inquiries are available in print and on the website (www.jfponline.com).

The American Pain Society is a multidisciplinary community that brings together a diverse group of scientists, clinicians, and other professionals to increase the knowledge of pain and transform public policy and clinical practice to reduce pain-related suffering. (www.americanpainsociety.org)
Audience Demographics

Our 2017 meetings attracted nearly 600 primary care clinicians who wanted to learn how they can better care for their patients presenting with chronic and acute pain.

**Experience – Years since completing residency:**
- 20+ years: 43%
- 11 to 15 years: 19%
- 16 to 20 years: 14%
- 6 to 10 years: 13%
- 1 to 5 years: 12%
- Other: 14%

**Type of Practice:**
- Office-Based: 40%
- Clinic-Based: 38%
- Hospital-Based: 12%
- Research/Academic: 2%
- Other: 8%

What Attendees Are Saying About Pain Care for Primary Care

““The information provided will be very helpful for my future utilization.”
– MD, Lakewood Ranch, FL

“This was an excellent presentation (Opioid REMS Course) with practical information – very helpful in my practice as a family physician/hospice physician.”
– MD, Columbia, SC

“Have been to other pain conferences in the past. In comparison, I found the amount of information more digestible and I appreciate the more intimate venue.”
– APRN FNP-BC Kansas City, KS

“I loved the conference – will definitely come back next year!”
– MD, Lawrence, MA
Opportunities to Educate Primary Care Clinicians

Sponsored Symposia & Product Theaters
Presenting a sponsored symposium or product theater at PCPC offers a convenient, cost-effective vehicle to educate primary care clinicians on the latest pharmacotherapies and medical devices to improve patient care. We provide a turnkey package that allows you to focus solely on presenting compelling, practice-changing content.

Benefits of Presenting Your Symposium/Product Theater at PCPC include:

Strong Attendance, Highly Qualified Audience
Your content deserves the attention of an engaged audience eager to learn about the latest advances in pain management and pain-related issues. Attendees of PCPC are highly qualified clinicians looking to embrace the latest pharmacologic therapies and technological breakthroughs. All sponsored symposia/product theater at PCPC are scheduled during mealtime—without competing activities—ensuring robust participation levels from these uniquely qualified clinicians.

Multi Platform Promotion
Your symposium/product theater will benefit from our promotional efforts before and throughout the conference. In addition to handouts and signage onsite, inclusion on our website and in eblasts prior to the conference will help drive awareness of your program. The sooner you reserve, the more exposure you will receive.

Superb Cost Efficiency and High ROI
At PCPC you will benefit from the high participation level of a mealtime symposium/product theater—without the additional cost of food and beverage. (Food and beverage are covered by Pain Care for Primary Care registration fees, making the Sunshine Act not applicable.) You’ll save on AV too, because your session will take place in the same room as the general sessions, saving you any additional audio/visual charges.

Symposium Fees:
CME/CE Symposium: $49,500
Promotional Symposium: $49,500 (Lunch)
Promotional Symposium: $44,500 (Breakfast or Dinner)

Symposium Fee includes:
° Exclusive access to all conference attendees, no other activity will compete with your session
° Use of main conference room, including audio/visual equipment and staff
° Pre-conference and onsite promotion
Food & beverage is included in the overall conference registration fee. This makes the Sunshine Act not applicable.

Enduring Materials
Extend the Impact of Your Symposium/Product Theater Long Beyond the Live Event
An integrated package from PCPC offers face-to-face, print and online opportunities to disseminate your content across multiple channels and maintain a presence throughout the year.

Formats Include
Print Supplements
Available in various sizes, polybagged with, or tipped into the host journal. All content will undergo the journal’s peer-review process and will be posted on the respective journal’s website for a full year.

Webcasts
A webcast of your session will be posted online for one full year, and exposed to thousands of primary care clinicians.

eNewsletters
Deliver your program to primary care clinicians with pre-and post-event eNewsletters. For more information contact Wendy Raupers (551) 427.7140

Distribution Channels
See page 8 of this prospectus

For More Information on Sponsored Symposia Opportunities Please Contact:

ROB FREY
Director, Professional Relations and Development, American Pain Society
(847) 375-6470
rpfrey@americanpainsociety.org

WILL SCHMITT
Account Manager
(973) 290-8253
w.schmitt@globalacademycme.com

WENDY RAUPERs
Vice President, Custom Solutions
(551) 427.7140
wraupers@mdedge.com

www.pcpc-cme.com
### Sponsorship Opportunities

#### Focus Groups

Conducting a focus group at PCPC is a great opportunity to get critical input and feedback on your products and services and to educate key influencers in an intimate setting. Focus group moderator, discussion guide, and post report will be provided.

#### Posters

Posters provide Sponsors with an additional opportunity to reach attendees who want to achieve a higher level of learning. Posters instruct, educate and keep primary care clinicians up to date on the latest findings, science and ideas for better patient outcomes. Posters have a way of generating a “buzz” among attendees creating even more opportunities to network and connect.

#### Banner Advertisements on E-Dailies

See your banner or skyscraper ad featured on an email blast of daily meeting coverage deployed at the conclusion of each day. The e-blast will be sent to more than 50,000 clinicians. Meeting coverage content will be created onsite by our editorial staff to include up-to-the-minute conference developments. This is a unique opportunity to connect your product with our exceptional content.

#### Faculty Roundtable

Host a faculty roundtable with key opinion leaders in the specialty. This is a rare opportunity for give and take with nationally recognized primary care clinicians in an intimate and relaxed setting.

#### Refreshment Sponsor

See your logo showcased for an entire day as the sponsor of that day’s morning and afternoon refreshments.

- Your sponsorship will be acknowledged:
  - On signage throughout the exhibit hall on the day of your sponsorship
  - In a pre-conference email to all attendees
  - In handouts distributed to attendees at registration
  - On paper goods used during AM and PM coffee and snack breaks
  - On the event website

*The sooner you reserve your sponsorship, the more exposure you will receive!*

#### Demonstration Rooms

Place your product in the hands of top clinicians in a private demonstration room where you can fully and confidentially display its unique qualities.

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**For More Information on Exhibit and Sponsorship Opportunities Please Contact:**

**ROB FREY**  
Director, Professional Relations and Development, American Pain Society  
(847) 375-6470  
rpfrey@americanpainsociety.org

**WILL SCHMITT**  
Account Manager  
(973) 290-8253  
w.schmitt@globalacademycme.com

**WENDY RAUPERS**  
Vice President, Custom Solutions  
(551) 427-7140  
wraupers@mdedge.com

[www.pcpc-cme.com](http://www.pcpc-cme.com)
I. COMPANY INFORMATION

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Contact Name</th>
<th>Title</th>
<th>Email</th>
<th>Phone</th>
<th>Fax</th>
<th>Street</th>
<th>City/State/Province</th>
<th>Zip</th>
<th>Country</th>
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</thead>
</table>

Authorized Signature: __________________________ Date: ________

(Your signature indicates acceptance of the contract terms and conditions.)

II. PARTICIPATION LEVEL (Please check one.)

<table>
<thead>
<tr>
<th>Benefits Available to Sponsors</th>
<th>Gold</th>
<th>Silver</th>
<th>Exhibit Only</th>
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<tbody>
<tr>
<td>Complimentary Registrants</td>
<td>8</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Additional Registrants</td>
<td>$250</td>
<td>$750</td>
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<tr>
<td># of 6’ display tables in exhibit area</td>
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<td>1</td>
<td>1</td>
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<tr>
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<td>Not available</td>
<td>Not available</td>
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<tr>
<td>Post-show email blast to PCPC attendees</td>
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<td>Not available</td>
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<tr>
<td>Banner ad on PCPC e-daily</td>
<td>No charge</td>
<td>$3,950</td>
<td>$5,500</td>
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<tr>
<td>Ad in on-site program book</td>
<td>No charge</td>
<td>No charge</td>
<td>$1,950</td>
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<tr>
<td>Insert distributed in tote bag</td>
<td>No charge</td>
<td>No charge</td>
<td>$1,500</td>
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*Product Theater: Breakfast/Dinner Lunch: 

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<td>$44,500</td>
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<td>$49,500</td>
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CME Symposia: 

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Demonstration Room: 

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<tr>
<td>$2,500 per day</td>
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<td>$4,950 per day</td>
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Refreshment Break Sponsor: 

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<tr>
<td>$2,450</td>
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Faculty Roundtable (Physician Honoraria additional): 

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<td>$5,000</td>
<td>$7,500</td>
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Enduring materials: Call Wendy Raupers 551-427-7140

On-site Focus Group (Physician honoraria additional): 

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Posters: $695 per poster

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*All meals are included in the participants’ PCPC registration fee and are not the responsibility of the sponsor/supporter.

III. PAYMENT INFORMATION

Calculation of total fee (Insert fees from section II). (Additional registrations will be billed separately.)

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Product Theater/Lunch</th>
<th>Faculty Roundtable</th>
<th>Total Fee</th>
<th>Amount Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Additional Registrants</td>
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IV. PAYMENT TERMS

50% of total fee must accompany all contracts submitted before July 9, 2018. The remaining balance of 50% is due October 15, 2018. 100% must accompany all contracts submitted after July 9, 2018.

V. METHOD OF PAYMENT: (Tax ID #: 27-0893910)

Credit Card: [ ] AMEX [ ] VISA [ ] MC [ ] CHECK enclosed. Payable to Global Academy For Medical Education/PCPC2018.

Authorized Card Holder: __________________________ Date: ________

Authorized Signature: __________________________
1. Conditions of Exhibitors and Sponsorship: Eligibility to participate at the 2018 Pain Care for Primary Care (PCPC) is determined solely by the producers. Exhibitors and sponsors may not assign, sublicense, or apportion any part of their exhibit space to a third party without the written consent of 2018 PCPC.

2. Exhibitors/sponsors must wear their conference name badge at all times while in the conference and exhibit areas. Name badges may not be reassigned to other persons.

3. Exhibitors/sponsors may attend conference sessions, on a space-available basis, using the seats in the rear row(s) only. Exhibitors/sponsors may not participate in the conference proceedings by speaking, commenting or asking questions.

4. Exhibitors/sponsors may not hold any educational, informational, or social event for attendees of the 2018 PCPC, except those contracted through 2018 PCPC.

5. 2018 PCPC shall be entitled to terminate this Agreement forthwith, close the exhibit, and remove the exhibitor’s/sponsor’s property from the exhibit/conference area at any time for failure by the exhibitor/sponsor or any of its officers, agents, employees, or other representative to perform, meet, and/or observe any term, condition, or rules set forth in these terms and conditions and such exhibitor/sponsor shall not be entitled to a refund of any payment.

6. Cancellation and Reduction of Exhibitor/Sponsorship Level and/or Additional Opportunities: Cancellation of this contract or reduction of exhibitor/sponsor level and/or additional opportunities must be in writing. If cancellation or reduction of exhibitor/sponsor level and/or additional opportunities occurs, applicant will be liable for payment on the following schedule:
   - If cancellation or reduction occurs up to July 9, 2018, applicant will be liable for 50% of the total fee.
   - If cancellation or reduction occurs on or after July 9, 2018, applicant will be liable for 100% of the total fee.

2018 PCPC reserves the right to cancel the event on its own accord in the event of insufficient physician registration. If this occurs, the only liability 2018 PCPC will have is to refund all exhibitor/sponsor payments received to date.

7. Exhibitor Indemnification: Exhibitors and their agents agree to protect, indemnify, defend, and hold harmless the 2018 PCPC and Global Academy for Medical Education and their respective employees, partners, and agents against all claims or liability, including but not limited to injuries and damages to persons or property, governmental charges or fines, and attorneys fees arising out of or caused by negligence or wrongful acts of the exhibitor or its agents or employees.

8. Force Majeure: The performance of this agreement by either party is subject to acts of God, war, terrorism, government regulation, disaster, fire, strikes, civil disorder, curtailment of transportation facilities, or other similar cause beyond the control of the parties making it inadvisable, illegal, impractical, or impossible to hold a successful meeting. This contract may be terminated without penalty for any one or more of such reasons by written notice from one party to the other.

9. Acceptance of this application by 2018 PCPC constitutes a contract. Exhibitor/Sponsor agrees to abide by the contract terms and conditions appearing on this form for 2018 PCPC.
Our Affiliated Publications Include

**The Journal of Family Practice®**
The Journal of Family Practice® is a peer-reviewed, indexed and evidence-based journal that translates the results of the most relevant and valid research into up-to-date diagnostic and treatment recommendations to meet the needs of 95,000 practicing family physicians.
www.jfponline.com

**Family Practice News®**
For 40 years, Family Practice News® has been the leading independent newspaper for the family physician. Readers rely on Family Practice News® for breaking news and insightful commentary—in a clear, concise, accessible format—that can be used daily in practice. Family Practice News® is published twenty times per year, circulates to all family physicians and related subspecialists, and provides articles researched, written and produced by a full-time staff of professional medical journalists.
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For 43 years, Internal Medicine News® has been the leading independent newspaper for internal medicine. Readers rely on Internal Medicine News® for breaking news and insightful commentary—in a clear, concise, accessible format—that can be used daily in practice. Internal Medicine News reaches all internists and related subspecialists with articles researched, written, and produced by a full-time staff of professional medical journalists.
www.internalmedicinenews.com

**Clinician Reviews®**
Clinician Reviews® is a leading source of peer-reviewed, clinically relevant content and practical, relevant professional information for NPs and PAs. For more than 20 years, Clinician Reviews® has been dedicated to keeping the ever-growing NP/PA professions up to date with the latest advances in all aspects of primary care medicine. The journal reaches more than 75,000 NPs and PAs each month.
www.clinicianreviews.com

**Federal Practitioner®**
Federal Practitioner® is a monthly, peer-reviewed clinical journal serving more than 35,000 physicians, clinical pharmacists, physician assistants, advanced practice nurses, and medical center administrators working within the Department of Veterans Affairs, the Department of Defense, and the Public Health Service. www.fedprac.com

**Emergency Medicine®**
Emergency Medicine® has been on the front lines of the emergency medicine marketplace for more than 40 years. It is the only practical, clinical publication for the specialty, reaching office- and hospital-based physicians in emergency medicine and the rapidly growing and dynamic market of urgent care. The journal reaches 34,000 physicians monthly. www.emed-journal.com