

PRESENTED BY:

Clinician
Reviews

PCRG-US
Primary Care Respiratory Group

4TH ANNUAL
Cardiovascular
& Respiratory
SUMMIT
CARPS

EXHIBIT AND PROMOTIONAL SPONSORSHIP PROSPECTUS

CARPS

JULY 25-27, 2019

**CARIBE ROYALE
ORLANDO, FLORIDA**

Pre-conference Workshops July 24

Exhibits July 25-26



- Educate and build relationships with NPs and PAs practicing in primary care and internal medicine
- Inform NPs and PAs of the latest pharmacologic and medical device advances for the treatment of patients with cardiovascular and respiratory disease
- Interact directly with NPs and PAs to identify areas where new therapies could improve patient outcomes

TOPICS INCLUDE: (subject to change)

- CAD
 - Hypertension
 - COPD
 - Cardiology Cases
 - Asthma
 - Chronic Cough
 - Diabetes
 - Dyslipidemia
 - Heart Failure
 - Cardiac Pharmacology
 - Pneumonia, Bronchitis
 - Chronic Sinusitis
 - Women and Heart Disease
- Optional Pre-conference Workshops**
- EKG
 - Spirometry
 - Kidney



ABOUT CARPS

The Cardiovascular and Respiratory Summit (CARPS) is a 2.5 day national continuing medical education event for NPs and PAs in Primary Care. The Summit is designed to educate NPs and PAs in the clinical diagnosis and treatment of common cardiovascular and respiratory diseases. Due to the shortage and dwindling number of primary care physicians, educating advanced practice clinicians on these most prevalent diseases is more essential than ever.

CARPS also offers optional pre-conference hands-on workshops on EKG, Spirometry, and Kidney.

BENEFITS OF EXHIBITING AT CARPS

- CARPS will provide face-to-face contact with 300+ NPs and PAs practicing on the frontlines of primary care, treating patients with cardiovascular and respiratory diseases.
- Conference schedule and layout configured to maximize one-on-one contact between attendees and exhibitors.
- Opportunities for cost-effective distribution of enduring materials to the wider audience of *Clinician Reviews*, *The Journal of Family Practice*, *Family Practice News*, *Federal Practitioner*, and *Cardiology News*.
- Higher ROI for your marketing dollar—much greater than larger association events yield.
- Exhibitor package includes 6' draped table, two chairs, carpet and wastebasket.



PROGRAM CO-CHAIRS

Program Co-Chairs



Mary Lou Hayden, RN, MS, FNP-BC, AE-C
Asthma and Allergy Nurse Practitioner
Certified Asthma Educator
University Place, Washington



John G. McGinnity, MS, PA-C
Professor
Director, PA Program
Michigan State University College of Osteopathic Medicine
E. Lansing, Michigan



Mary Ellen Roberts, DNP, RN, APN-C, FAANP, FAAN, FNAP
Director, DNP Program
Seton Hall University
Adult & Acute Care Nurse Practitioner
Salerno Medical Associates
South Orange, New Jersey

Keynote Speaker



Wendy L. Wright, MSN, ANP-BC, FNP-BC, FAANP, FAAN, FNAP
Owner and Family Nurse Practitioner
Wright & Associates Family Healthcare, PLLC
Amherst, New Hampshire

Faculty



Brian K. Bizik, PA-C
Physician Assistant
Terry Reilly Health Center
Conference Coordinator
Past- President
Association of PAs in Allergy, Asthma & Immunology
Twin Falls, Idaho



Leslie L. Davis, PhD, RN, ANP-BC, FAANP, FPCNA, FAHA
Assistant Professor of Nursing
The University of North Carolina
Greensboro, North Carolina



Michelle R. Dickens, MSN, RN, FNP-C, AE-C
Nurse Practitioner
Certified Asthma Educator
CoxHealth Ferrell Duncan Clinic Department of Allergy & Immunology
Faculty Member
Missouri Telehealth Network. Asthma ECHO Program
University of Missouri
Springfield, Missouri



Christine Kessler, Kessler, MN, ANP-BC, CNS, BC-ADM, FAANP
Nurse Practitioner
Co-Chair Metabolic & Endocrine Disease Summit (MEDS)
King George, Virginia



Denise K. Link, MPAS, PA-C, FNKF
Nephrology Physician Assistant
University of Texas Southwestern Medical Center
Dallas, Texas



Sally K. Miller, PhD, APN, FAANP
Nurse Practitioner
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Senior Lecturer, Fitzgerald Health Education Associates, Inc.
Owner, Sahara Family Practice
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Gabriel Ortiz, MPAS, PA-C, DFAAPA
Physician Assistant
Pediatric Pulmonary Service
Clinical Educator
Thermo Fisher Scientific
El Paso, Texas



Daniel T. Thibodeau, MHP, PA-C, DFAAPA
Associate Professor
Director of Clinical Education Recruitment and Support
Eastern Virginia Medical School
Norfolk, Virginia

THE NEED:

Cardiovascular Disease Prevalence

Cardiovascular disease has been the **No. 1** killer of Americans since 1920.

By **2035**, nearly half of the U.S. population will have some form of cardiovascular disease.

In 2016, CVD cost America **\$555 billion**. By 2035, the cost will skyrocket to \$1.1 trillion.

(Source: American Heart Association)

Respiratory Disease Prevalence

Currently in the United States, more than **25 million people** have asthma. Approximately **14.8 million adults** have been diagnosed with COPD, and approximately 12 million people have not yet been diagnosed. Annual health care expenditures for asthma alone are estimated at **\$20.7 billion**.

(Source: Office of Disease Prevention and Health Promotion)

Why NPs and PAs?

With the dwindling number of primary care physicians combined with the addition of nearly 32 million patients into the system as a result of healthcare legislation, educating primary care NPs and PAs on diagnosing and treating prevalent conditions such as cardiovascular and respiratory disease has never been more critical.

- Both NPs and PAs have prescribing authority in all 50 states.
- NPs and PAs are projected to grow 31-37% through 2026.

(Source: Bureau of Labor Statistics, U.S. Dept of Labor, Occupational outlook Handbook, May 2017 Edition, Healthcare Occupations)

NPs and PAs:

See an average of **139 patients** per week

Write an average of **143 RXs** per week

Write approximately **966 million** RXs annually

(Source: ©Kantar Media, 2018 Physician Assistants/Nurse Practitioners Readership Study, Profiling Data)

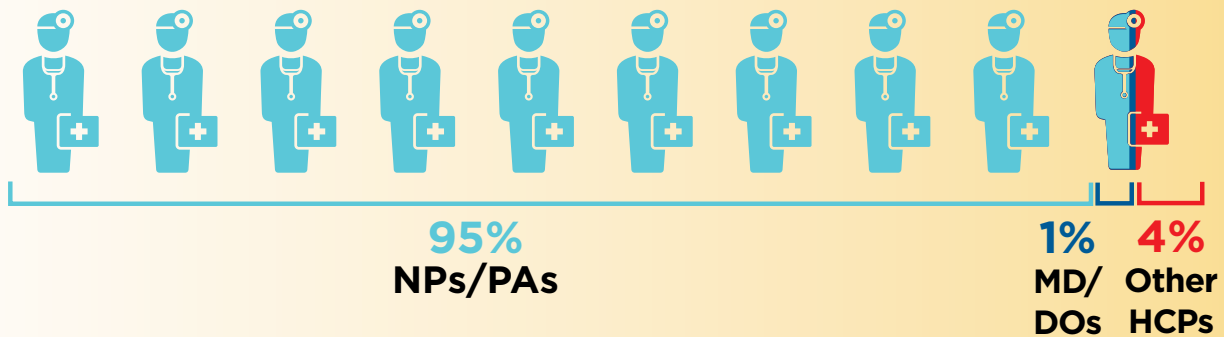
NP/PA Estimated Number of Annual Office Visits/Primary Diagnosis Groups in the Office Setting

Diagnosis Group	Estimated # of Visits (millions)
Essential Hypertension	4.5
Acute Upper Respiratory Infections	2.5
Diabetes	3.7
Heart Disease (excluding ischemic)	1.6
Disorders of Lipid Metabolism	1.5

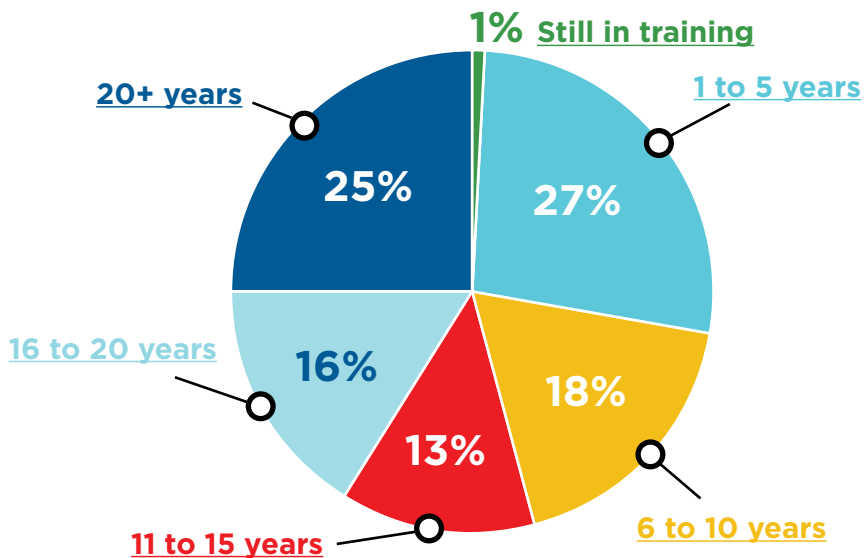
(Source: CDC/NCHS, National Ambulatory Medical Care Survey, 2015-Tables 16&27)

AUDIENCE DEMOGRAPHICS

Types of degrees held by clinicians attending CARPS:

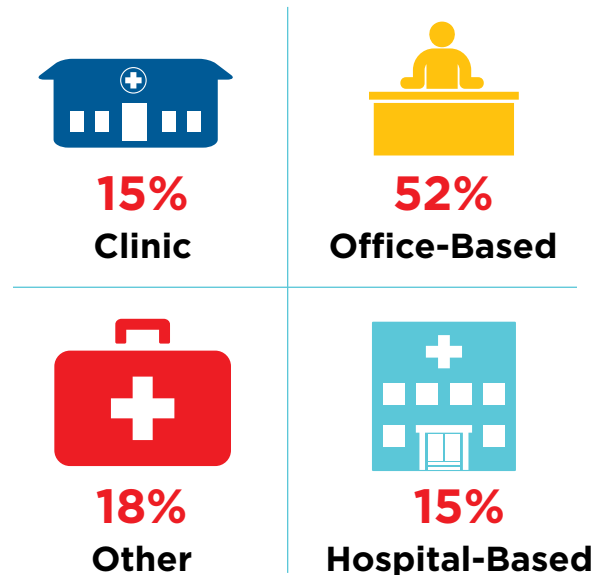


Years since completing advanced degree:

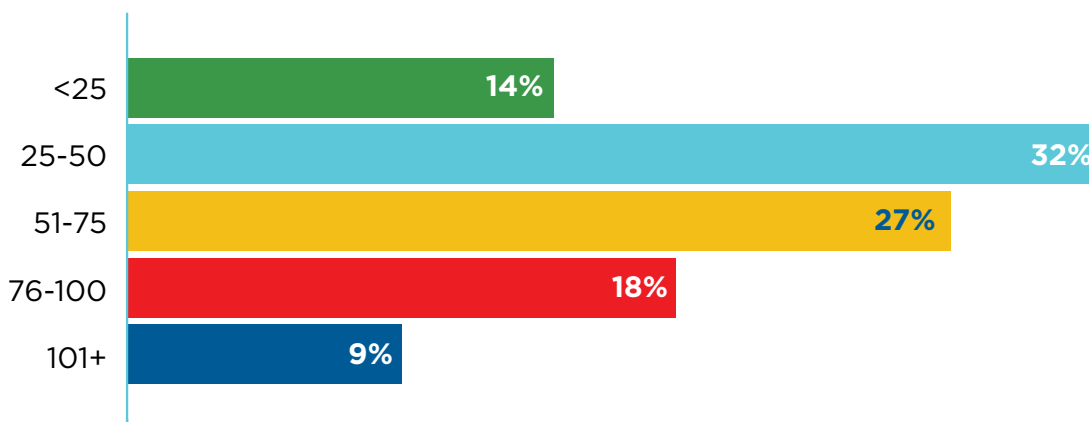


Attendees have been in practice an average of 12 years

Type of practice:



Patients seen per week:



76% of NPs and 67% of PAs Rank **symposia/conferences** as a top source of **clinical information**

(Source: Kantar Media-Sources & Interactions 2017-PA/NP Edition: Tables 104 & 106)

OPTIMIZE THE OPPORTUNITY TO EDUCATE NPS AND PAS

CME/CE SYMPOSIA & PRODUCT THEATERS

Presenting a supported CME/CE symposium or product theater at CARPS offers a convenient, cost-effective vehicle to educate NPs and PAs on the latest pharmacotherapies and medical devices to improve patient care. We provide a turnkey package that allows medical education companies to focus solely on presenting compelling, practice-changing content.

BENEFITS OF PRESENTING A SYMPOSIUM/ PRODUCT THEATER AT CARPS INCLUDE:

Strong Attendance, Highly Qualified Audience

CARPS participants are an engaged audience eager to learn about the latest advances in the treatment of cardiovascular and respiratory diseases. Attendees are highly qualified clinicians looking to embrace the latest pharmacotherapies and devices.

All CARPS supported symposia/product theaters are scheduled— without competing activities—ensuring robust participation levels from these uniquely qualified advanced practice clinicians.

Multi-Platform Promotion

In addition to handouts and signage onsite, inclusion in eblasts and on our Web site prior to the conference will help drive awareness of your program.

The sooner you reserve, the more exposure the program will receive.

Superb Cost Efficiency and High ROI

At CARPS you will benefit from the high participation level of a symposium/product theater—without the additional cost of food and beverage. (Food and beverage costs are covered by registration fees.) 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.

FEE INCLUDES:

- Access to all conference attendees
- Use of main conference room, including audiovisual equipment and staff
- Pre-conference and onsite promotion
- Food & beverage at no additional cost to the grantor/sponsor.

CME/CE SYMPOSIUM FEE: \$39,500

**PRODUCT THEATER FEE DURING
BREAKFAST:** \$34,500

PRODUCT THEATER FEE DURING LUNCH: \$39,500

TIME SLOTS

DURING BREAKFAST

Thursday, July 25

Friday, July 26

Saturday, July 27

MID-MORNING (CE/CME ONLY)

Thursday, July 25

Friday, July 26

Saturday, July 27

DURING LUNCH

Thursday, July 25

Friday, July 26

ENDURING MATERIALS - EXTEND THE IMPACT OF YOUR SYMPOSIUM/PRODUCT THEATER LONG BEYOND THE LIVE EVENT

An integrated package from CARPS offers face-to-face, print, and online opportunities to disseminate your content across multiple channels to maximize it's exposure throughout the year.

DISTRIBUTION CHANNELS INCLUDE

Clinician Reviews THE JOURNAL OF FAMILY PRACTICE FEDERAL PRACTITIONER Cardiology News

Family Practice News Internal Medicine News

See page 6 for more information.

FORMATS INCLUDE

Webcasts

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

Print supplements

Available in various sizes, polybagged with, or tipped into the host journal. All content will be posted on the respective journal's website for one full year.

eNewsletters

Deliver your program to primary care clinicians with pre-and post-event eNewsletters.

SPONSORSHIP OPPORTUNITIES

MAXIMIZE YOUR EXPOSURE WITH OUR AUDIENCE OF NPs and PAs

DEMONSTRATION ROOMS

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

FOCUS GROUPS

Conducting a focus group at CARPS 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.

REFRESHMENT SPONSOR

4 Available

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 addition to handouts and signage onsite, inclusion in eblasts and on our website prior to the conference will help drive awareness
- On paper goods used during AM and PM coffee and snack breaks
- On the event Web site

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



BANNER AD ON POST-CONFERENCE E-NEWSLETTER

See your banner ad featured on an email blast of meeting coverage deployed at the conclusion of the event. The e-blast will be sent to approximately 75,000 clinicians. Meeting coverage content will be created 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.

POSTER SESSIONS

Submit your industry-sponsored abstract for display at CARPS poster sessions. Limited space available. First come. First served.

EXCLUSIVE OPPORTUNITY CONFERENCE APP – NEW FOR 2019!

Maximize your company/brand's exposure by powering the Conference App that CARPS attendees will use to access the agenda, presentations, Q&A, and much more throughout the conference.

Your sponsorship includes:

- Your logo displayed on the splash screen upon opening
- Up to three of your banners rotating at the top of the App
- Your logo on a navigation icon linking to your website.



FOR MORE INFORMATION
PLEASE CONTACT:

GUY PAWLAK

NATIONAL ACCOUNT MANAGER

973-206-2328

g.pawlak@globalacademycme.com

WENDY RAUPERS

SALES DIRECTOR

(SYMPOSIA/PRODUCT THEATER)

551-427-7140

wraupers@mdedge.com

MAXIMIZE YOUR DISTRIBUTION TO THE PRIMARY CARE MARKET



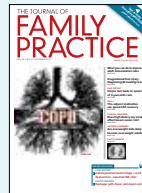
CLINICIAN REVIEWS®

Clinician Reviews® is a leading source of peer-reviewed, practical, clinical content that engages PAs and NPs in a collaborative and collegial approach to health care. For

29 years, *Clinician Reviews*® has kept NPs and PAs in primary care up-to-date on all aspects of clinical practice. 2019 brings a significantly expanded digital presence via enhanced specialty coverage in dermatology, neurology, oncology, pediatrics, and rheumatology. *Clinician Reviews*®, endorsed by the American Society of Endocrine PAs, the Association of Family Practice PAs and NPs, the International Organization of Multiple Sclerosis Nurses, the National Kidney Foundation-Council of Advanced Practitioners, and National Organization for Rare Disorders, serves the combined NP/PA market. The *Clinician Reviews*® Web site (mdedge.com/clinicianreviews, part of the MDedge™ web portal,) provides access to multiple CE/CME offerings, in-depth clinical review articles, and interactive medical quizzes in dermatology, cardiology, and radiology. Daily Rounds e-newsletters, delivered to an average of 75,000 engaged NPs and PAs, alert them to what's new and relevant to their practice. In addition, *Clinician Reviews*® presents 2 live educational events for NPs and PAs: Metabolic & Endocrine Disease Summit (MEDS) and the Cardiovascular & Respiratory Summit (CARPS).

#2 in Total Readers, Average Issue Readers and High Readers (Source: ©Kantar Media, 2018 Physician Assistant/Nurse Practitioner Readership Study)

www.mdedge.com/clinicianreviews



THE JOURNAL OF FAMILY PRACTICE®

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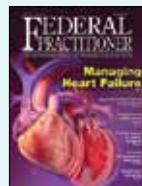
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WHAT ATTENDEES SAID ABOUT CARPS

“I really enjoyed the conference because it was not only informative, but the presenters were NP’s or PA’s, and very helpful & willing to share their knowledge and practice pearls.”

“Enjoy this and MEDS very much every year.”

“Very educated faculty.”

“Loved it and will tell my colleagues about it.”

“All of the lectures were stimulating, and I didn’t want to miss one of them.”

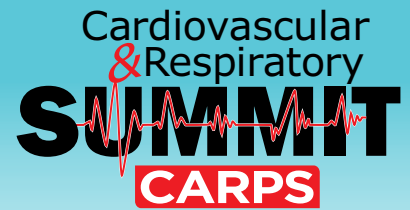
“Appreciated the speakers energy, humor and passion”



APPLICATION & CONTRACT

CARPS

CARIBE ROYALE, ORLANDO, FLORIDA
JULY 25-27, 2019 EXHIBITS JULY 25-26



IMPORTANT INSTRUCTIONS

Mail or fax payment to: 2019 Cardiovascular & Respiratory Summit Attn: Guy Pawlak | Tax ID#27-0893910
c/o Global Academy for Medical Education, LLC, 7 Century Drive, Suite 301, Parsippany, NJ 07054-4609 | Tel: (973) 206-2328 | Fax: (201) 822-6114
Email: g.pawlak@globalacademycme.com

I. COMPANY INFORMATION

Contact Name _____ Company Name _____
Title _____
E-mail _____ Phone _____ Fax _____
Street _____ City _____
State/Province _____ Zip _____ Country _____
Authorized Signature _____ Date _____

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

II. PARTICIPATION LEVEL Gold \$15,000 Silver \$9,500 Exhibit Only \$3,750

Benefits Available to Sponsors (pricing per event)	Gold	Silver	Exhibit Only	
Complimentary Registrants	8	4	2	
Additional Registrants	\$250	\$750	\$1,000	
# of 6' display tables in exhibit area	2	1	1	
Banner ad on CARPS e-daily	No charge	\$3,950	\$5,500	
Ad in onsite program book	No charge	No charge	\$1,950	
Insert distributed in tote bag	No charge	No charge	\$1,500	
Demonstration Room	\$1,000 per day	\$1,500 per day	\$2,500 per day	
Refreshment Break Sponsor (3 available)	No charge	\$2,450	\$4,950	
CME/CE Symposium	\$39,500	\$39,500	\$39,500	
Product Theater: During Breakfast or Dinner	\$34,500	\$34,500	\$34,500	
Product Theater: During Lunch	\$39,500	\$39,500	\$39,500	
Enduring materials	Call Wendy Raupers 551-427-7140			
On-site Focus Group (Physician honoraria additional)	\$5,000	\$7,500	\$10,000	
Exclusive Sponsor Opportunities	Platinum	Gold	Silver	Exhibit only
Conference App	\$5,000	\$7,500	\$10,000	\$15,000

Food and beverage costs are covered by attendee registration fees. They are not paid by the sponsor or grantor.

III. PAYMENT INFORMATION

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

Sponsorship Level \$ _____ Insert distributed in tote bag \$ _____ Product Theatre: Breakfast/Dinner \$ _____
 Additional Registrants \$ _____ Demonstration Room \$ _____ Product Theatre: Lunch \$ _____
 Banner ad on e-daily \$ _____ Refreshment Break \$ _____ On-site Focus Group \$ _____
 Ad in onsite program book \$ _____ CME/CE Symposium \$ _____ Conference App \$ _____
Total Fee \$ _____

Amount Owed \$ _____

Amount Paid \$ _____

IV. PAYMENT TERMS

- 50% of total fee must accompany all contracts submitted before May 5, 2019 The remaining balance of 50% is due June 3, 2019.
- 100% must accompany all contracts submitted after May 5, 2019.

METHOD OF PAYMENT:

CREDIT CARD: AMEX VISA MC CHECK # _____ enclosed. Payable to Global Academy for Medical Education/CARPS 2019. Tax ID #: 27-0893910

Credit Card Number _____ Exp. Date _____

Authorized Card Holder _____ Signature _____



CONTRACT TERMS AND CONDITIONS

1. Eligibility to participate at the 2019 CARPS 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 2019 CARPS.
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 2019 CARPS, except those contracted through 2019 CARPS.
5. 2019 CARPS 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 May 5, 2019, applicant will be liable for 50% of the total fee.
 - If cancellation or reduction occurs on or after May 5, 2019, applicant will be liable for 100% of the total fee.



- 2019 CARPS reserves the right to cancel the event on its own accord in the event of insufficient registration. If this occurs, the only liability 2019 CARPS 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 2019 CARPS 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 2019 CARPS constitutes a contract. Exhibitor/Sponsor agrees to abide by the contract terms and conditions appearing on this form for 2019 CARPS.