EXHIBITOR/SUPPORTER SALES KIT
December 12-13, 2019 | Icahn School of Medicine at Mount Sinai, New York, NY

5TH NY MASTERS COURSE IN COMPREHENSIVE ENDOCRINE SURGERY

William B. Inabnet, III, MD, MHA, FACS
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Mount Sinai Beth Israel
Eugene W. Friedman Professor of Surgery
Icahn School of Medicine at Mount Sinai

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Department of Surgery
Icahn School of Medicine at Mount Sinai

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Assistant Professor of Surgery
Department of Surgery
Icahn School of Medicine at Mount Sinai

HESS CENTER FOR SCIENCE AND MEDICINE

1470 Madison Avenue
2nd Floor (Davis Auditorium)
New York, New York

Provided by
Department of Surgery
Icahn School of Medicine at Mount Sinai

In partnership with
Department of Surgery
University of Kentucky

In collaboration with
Ciné-Med
CONFEREE DESCRIPTION

The purpose of the 5th NY Masters Course in Comprehensive Endocrine Surgery, to be held on December 12-13, 2019 at the Icahn School of Medicine at Mount Sinai (ISMMS) in New York and sponsored by the Department of Surgery at ISMMS, is to conduct an intensive review of key endocrinology and endocrine surgery topics in a highly interactive setting that will maximize involvement of each participant.

The sessions will cover intensive reviews of key endocrinology and endocrine surgery topics. In addition to basic and controversial topics in thyroid, parathyroid, adrenal, and pancreatic disorders, the sessions will focus on familial and neuroendocrine topics that are relevant to clinicians with an interest in endocrinology and endocrine surgery. Current trends in endocrinology and techniques in minimally invasive surgery will be emphasized. At the end of each session a robust case presentation and panel discussion will take place that will allow for a high degree of dialogue between audience and faculty.

TARGET AUDIENCE

General Surgeons, Endocrine Surgeons, Head and Neck Surgeons, Endocrinologists, Otolaryngologists, Primary Care Physicians, Residents, Fellows, allied health professionals, patients and family members interested in Multiple Endocrine Neoplasia Syndrome.
## SUPPORT LEVELS

<table>
<thead>
<tr>
<th>Level</th>
<th>Donation</th>
<th>Benefits</th>
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<tbody>
<tr>
<td><strong>DIAMOND</strong></td>
<td>$50,000</td>
<td>6 ft table-top display</td>
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<td></td>
<td></td>
<td>15 Conference Registrations</td>
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<td></td>
<td></td>
<td>15-Second Promotional Slide During Breaks</td>
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<tr>
<td><strong>PLATINUM</strong></td>
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<tr>
<td></td>
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<td>10 Conference Registrations</td>
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<tr>
<td></td>
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<td>10-Second Promotional Slide During Breaks</td>
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<tr>
<td><strong>GOLD</strong></td>
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<td>8 Conference Registrations</td>
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<tr>
<td><strong>SILVER</strong></td>
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<tr>
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<td></td>
<td>6 Conference Registrations</td>
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<tr>
<td><strong>BRONZE</strong></td>
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<td></td>
<td>4 Conference Registrations</td>
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<tr>
<td><strong>EXHIBITOR</strong></td>
<td>$3,000</td>
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</table>

### Support Levels Include:

- Acknowledgement at Symposium on conference posters, slides and handouts.
- Access to Physicians, Nurses, PA’s and other conference specialized health professionals
- Breakfast, breaks and lunch will be held in the exhibit area for greater exposure to the participants
- Six (6) foot table top exhibit unless otherwise noted by support level.

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**For further information, contact Ciné-Med:**

127 Main Street North, PO Box 1007  Woodbury, CT 06798  Tel: 337.298.3869  Fax: 337.235.7300  
Brandy D'Heilly, Account Executive  brandy@icm-med.com
SPECIAL MARKETING OPPORTUNITIES

GOBOS  $4,000
Project your company or product logo on highly visible locations throughout the meeting.

LANYARDS  $6,000
Lead attendees to your exhibit with a meeting lanyard, featuring your company logo, which will be available near registration.

DIRECTIONAL FEET  $3,500  Your company and/or product name can be placed on directional feet that will guide all attendees from the conference registration area.

CONFERENCE BAG  $6,000
Provide a lasting message that registrants will take home with them by having your logo exclusively located on one side of the conference bag.

COFFEE BREAK  $6,000
During coffee breaks, attendees will drink their coffee with custom coffee sleeves printed with your company or product logo.

AD in Conference Folder  $3,500
Your printed flyer in the Conference Folder.

MOBILE APP  $2,500 for Multiple Sponsors
Your company banner ad prominently displayed in our mobile app.

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127 Main Street North, PO Box 1007  Woodbury, CT 06798  Tel: 337.298.3869  Fax: 337.235.7300
Brandy D'Heilly, Account Executive  brandy@icm-med.com
Exhibitor Space Application

Company Name ________________________________________________________________
Printed Name of Authorized Person ______________________________________________
Title __________________________________________________________________________
Street Address __________________________________________________________________
City __________________________ State ______________________ Zip __________
Office Phone _____-_____-_______ Fax _____-_____-_______
Email __________________________________________________________________________

$ _______________________________ ______________________________ Representative Signature

We understand and agree to the accuracy of the information, and that any payment to exhibit is solely for the purchase of exhibit space. This payment is not intended to influence planning of any CE/CME activity or interfere with presentation at any associated CE/CME activity.

We also will abide by Mount Sinai’s no gift policy – no pens, notepads, bags, drug samples be distributed within the medical center and/or to Mount Sinai employees. See attached General Information form for details on exhibit information.

PAYMENT METHOD

Check in the amount of $_____________ Payable to: Icahn School of Medicine at Mount Sinai

Tax ID 13-6171197

Charge in the amount of $_____________ Visa MasterCard American Express Discover

Credit Card Number ___________________________ Exp Date _______/_______/_______
Security Pin #_______________ (3 or 4 digit number on back of card)
Cardholder Name ___________________________ Signature ______________________________

Mail Payment to:

Page & William Black Post-Graduate School * One Gustave L Levy Place * Box 1193 * New York, NY 10029 * ATTN: Wini Sapong, CME

For further information, contact Ciné-Med:

127 Main Street North, PO Box 1007 * Woodbury, CT 06798 * Tel: 337.298.3869 * Fax: 337.235.7300

Brandy D’Heilly, Account Executive * brandy@icm-med.com
EXHIBITOR SCHEDULE:

<table>
<thead>
<tr>
<th>MOVE-IN</th>
<th>Thursday, December 12</th>
<th>6:30 am-7:00 am</th>
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<tbody>
<tr>
<td>EXHIBIT HOURS</td>
<td>Thursday, December 12</td>
<td>7:00 am-3:00 pm</td>
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<tr>
<td></td>
<td>Friday, December 13</td>
<td>7:00 am-3:00 pm</td>
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<tr>
<td>MOVE-OUT</td>
<td>Friday, December 13</td>
<td>3:00 pm-5:30 pm</td>
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Note: Exhibit hours are subject to change. To ensure the safety of all attendees, assembling and dismantling of exhibits will be permitted ONLY during the designated set-up and tear-down hours listed above. Tear-down time will be strictly enforced.

EXHIBITOR TERMS:

PAYMENT
Exhibit registration and final payment must be received by November 1, or the exhibit space will be reassigned and the exhibitor will forfeit all deposits paid.

Checks must be payable to Ican School of Medicine at Mount Sinai (Tax ID # 13-6171197) and mailed, along with the Exhibitor Space Application, to:

Page & William Block Post-Graduate School
One Gustave L. Levey Place, Box 1193
New York, NY 10029
ATTN: Wini Sapong, CME

CANCELLATION POLICY
Requests for cancellation of reserved exhibit space must be made in writing to Brandy@icm-med.com. Refunds less a 15% administrative fee will be granted for requests received on or before October 31, 2019. After this date, refunds for reserved space will not be granted.

SPACE ASSIGNMENT
Exhibit space is limited and assigned on a first-come, first-served basis. To ensure availability, please reserve your exhibit space as soon as possible. Exhibitors will be notified of space assignments during the week of October 8, 2019. We reserve the right to reassign space if it is deemed necessary.

STAFFING
As a courtesy to participants and fellow exhibitors and for security, exhibits must be opened and staffed by your organization’s representative(s) during the official exhibition hours and dates.

STORAGE & SECURITY
Storage facilities are not available for the conference. Each vendor is responsible for their own equipment and material displays. Please bring your materials the day of the event. Facility cannot be held responsible for any equipment and/or materials left-overnight.

The exhibits are an extension of the continuing education program. This means of communication is an educational service to participants and provides useful information about developments, products and services related to their interests and responsibilities. Products or services displayed must further the purpose of the event and provide an atmosphere conducive to exchanging information relevant to the clinical content of the event.
Conditions of Support:

1. We will abide by Mount Sinai’s no gift Policy – no pens, notepads, bags, drug samples will be distributed within the medical center and/or to Mount Sinai employees
2. Control of content and selection of presenters and moderators: Icahn School of Medicine at Mount Sinai is responsible for control of content and selection of presenters and moderators. The Exhibitor agrees not to direct the content of the program.
3. Ancillary Promotional Activities: No promotional activities will be permitted in the same room as the educational activity.
4. No other funds from the exhibitor company will be paid to the activity director, faculty or others involved with the CME activity.
5. The Exhibitor agrees to abide by all requirements of the ACCME Standards for Commercial Support of Continuing Medical Education.
6. Exhibits are requested separately from educational grants.
7. No part of any payment is conditioned in any way on the explicit or implicit requirement or expectation that the Icahn School of Medicine at Mount Sinai purchase or recommend Exhibitor's products.
8. Exhibits are located in a separate location from the meeting space.
9. Advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during or after a CME activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or places of the CME activity.
10. Exhibitor understands that Icahn School of Medicine at Mount Sinai insurance does not cover exhibitor’s property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses.

DIRECTIONS/PARKING:

Mount Sinai Hospital icahn.mssm.edu/about/visiting

ACCOMMODATIONS:

A limited number of discounted sleeping rooms have been reserved. Please contact Denise Newman:
email: dnew229@aol.com, text: 347-236-7181 phone: 718-835-4911

COURSE LOCATION:

HESS CENTER FOR SCIENCE AND MEDICINE
The Bonnie M. Davis, MD and Kenneth L. Davis, MD Auditorium, 2nd floor
1470 Madison Avenue (Between 101st and 102nd Street)
New York, New York

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