



PERSPECTIVES IN RHEUMATIC DISEASES

SEPTEMBER 7–9, 2023

THE VENETIAN
LAS VEGAS, NEVADA

 **IN-PERSON EVENT**

SPONSORSHIP AND EXHIBIT PROSPECTUS

events.medscapelive.org/prd

Hosted by

Medscape **LIVE!**

Jointly Provided by



Postgraduate Institute
for Medicine



Global Academy for
Medical Education

PROGRAM INFORMATION

OVERVIEW

Leading experts will present clinically relevant information that you will find immediately useful in the care of your patients. Connections among rheumatoid arthritis, psoriatic arthritis, osteoarthritis, psoriasis, and many other topics will be explored. Don't miss our highly animated case sessions.

Interactive sessions offer attendees the chance to ask difficult questions and discuss patient care options with the experts. The format is interactive, informal, and relaxed, encouraging a free-flowing exchange of ideas and practical solutions for the busy clinician.

TARGET AUDIENCE

This conference is designed for rheumatologists, family practice physicians, internists, nurse practitioners, nurses, physician assistants, and pharmacists.

CONFERENCE DATES

SEPTEMBER 7–9, 2023
LAS VEGAS, NEVADA

CONFERENCE CHAIRS



Daniel E. Furst, MD

Professor of Medicine and Rheumatology
David Geffen School of Medicine
at University of California
Los Angeles, California, United States
University of Washington School of Medicine
Seattle, Washington, United States
University of Florence Medical School
Florence, Italy



Marcy B. Bolster, MD

Professor of Medicine
Harvard School of Medicine
Director
Rheumatology Fellowship Training Program
Massachusetts General Hospital
Boston, Massachusetts, United States



Brian F. Mandell, MD, PhD

Professor and Chairman
Department of Academic Medicine
Rheumatology & Immunologic Disease
Editor-in-Chief
Cleveland Clinic Journal of Medicine
Cleveland, Ohio, United States

For additional information contact Devin Gregorie at dgregorie@medscapelive.com or by calling (516) 381-8613.

SPONSORSHIP OPPORTUNITIES

SPONSORSHIP & INDEPENDENT SYMPOSIA

DIAMOND SPONSOR | \$95,000

- One (1) 45-minute non-CME Industry Expert Session
- Two (2) premium exhibit spaces
- Badges for up to eight (8) exhibitors
- One (1) insert in the conference bag
- Two page/four color ad in digital program
- Quench Bar sponsorship
- Wi-Fi sponsorship
- Recognition on signage throughout exhibit/registration areas
- Post-conference eblast to attendees (client to provide fully approved HTML)

GOLD SPONSOR | \$50,000

- Two (2) premium exhibit spaces
- Badges for up to six (6) exhibitors
- One (1) insert in the conference bag
- Two page/four color ad in digital program
- Recognition on signage throughout exhibit/registration areas
- Post-conference eblast to attendees (client to provide fully approved HTML)

SILVER SPONSOR | \$35,000

- One (1) exhibit space
- Badges for up to four (4) exhibitors
- One (1) insert in the conference bag
- One page/four color ad in digital program
- Recognition on signage throughout exhibit/registration areas
- Post-conference eblast to attendees (client to provide fully approved HTML)

BRONZE SPONSOR | \$25,000

- One (1) exhibit space
- Badges for up to three (3) exhibitors
- One (1) insert in the conference bag
- One page/four color ad in digital program
- Recognition on signage throughout exhibit/registration areas

EXHIBIT SPONSOR | \$4,250

- One (1) tabletop display
- Badges for up to two (2) exhibitors

INDUSTRY EXPERT SESSION (NON-CME)

Proposal/application must be submitted to MedscapeLIVE! by **Friday, August 4, 2023**. Applicant must be a sponsor or exhibitor. There are a limited number of morning (\$45,000), mid-day (\$50,000), and end-of-day (\$40,000) slots available on a first-come, first-serve basis.

All Industry Expert Sessions (non-CME) sponsorships include the following to help create awareness of your session, as well as assist with attendance and production:

- Session room
- Standard audio/visual package
- Promotion on the conference website
- Distribution of supplied traffic drivers (in the conference bag)
- Posting of supplied signage
- Inclusion in pre-conference blast emails

Disclaimer Statement:

All promotional items for your Industry Expert Session must contact the following disclaimer statement:

This session is independently organized and not an official part of the 16th Annual Perspectives in Rheumatic Diseases. CME/CE credit is not provided for this session.

Promotional items for your Industry Expert Session should not contain any mention of food and/or beverages. (Please see next section.)

Meals During Industry Expert Sessions

All food functions are provided MedscapeLIVE! as part of the conference and are included in registration fees. They are not provided by any sponsor or supporter. There should be no mention of food or beverages in invitations or promotional items for the Industry Expert Sessions. MedscapeLIVE! will not provide food and beverage receipts, as these items are not provided by the sponsors. Because all food is included in the registration fee, it is not reportable.

SUPPLEMENTS/WEBCASTS

Any supplements/webcasts, etc. must be published with any of the following:

- Rheumatology News
- Internal Medicine News
- Family Practice News

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SPONSORSHIP OPPORTUNITIES

A LA CARTE ITEMS

Hotel Key Cards (Exclusive)	\$15,000
Mobile Charging Station (Exclusive) Offer attendees a chance to regroup and recharge with mobile charging stations in the conference area, branded with sponsor logo and/or custom graphics.	\$15,000
Conference Bags (Exclusive) Company logo will appear on the conference bag given to all registered attendees.	\$15,000
Quench Bar Sponsor/Branded Disposable Water Bottles (Exclusive) Show your presence as attendees and faculty refresh and recharge throughout the day at quench bars acknowledging your support.	\$20,000
Wi-Fi Sponsor (Exclusive) Make sure attendees are connected by supporting the onsite Wi-Fi. Branding and recognition included in sponsorship.	\$25,000
Bar Coasters and Beverage Napkins All bar coasters and beverage napkins used at evening receptions will be branded with your company logo.	\$10,000
Flash Drive (Exclusive) Have your company logo on an 8GB flash drive that will be placed in each attendee conference bag.	\$10,000

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TERMS AND CONDITIONS

1. Company will provide certain content and materials ("Materials") for the live event ("Event"), and pay the AMounts to Medscape Live, as described in and in accordance with the attached letter agreement, subject to the terms of these terms and conditions (collectively, this "Agreement"). The term of this Agreement shall commence on the date indicated in the letter agreement and shall continue through the date of the Event.
2. Company is responsible for (a) providing the Materials required for Medscape Live to perform the services described herein; (b) the review and approval of all Materials and faculty; (c) obtaining all permissions and authorizations from all third parties involved in the production of the Materials as may be necessary to permit the use and display of the Materials as described herein; (d) obtaining all permissions and authorizations from the faculty as necessary for Medscape Live to provide the services hereunder; (e) ensuring that the Materials include all required disclosures and comply with all applicable laws and regulations. Company is solely responsible for any liability arising out of or relating to the Materials.
3. Company grants to Medscape Live a royalty-free, non-exclusive, worldwide right and license to host, distribute, display, promote, translate, sub-license, transmit and otherwise use the Materials that it provides to Medscape Live as may be necessary for Medscape Live to perform its obligations under this Agreement. The aforementioned license shall include the ability to reformat the Materials content for display and user interface purposes and for space requirements. Company grants to Medscape Live's users a license to access and use the Materials and any content linked therefrom. Subject to the terms and conditions of this Agreement, Company authorizes Medscape Live to use Company's trademarks, service marks, trade nAMES and logos as may be necessary or advisable for Medscape Live to perform the services or exercise its rights hereunder.
4. Company represents and warrants that: (i) the Materials comply with all applicable laws and regulations (and include all legally required legends, disclosures and statements) and this Agreement, and do not violate the rights of any third party; (ii) Company holds the necessary rights to permit the use and display of the Materials as set forth in this Agreement, and to grant the licenses granted pursuant to Section 3.
5. Company shall, at its sole cost and expense, indemnify and hold Medscape Live, its affiliates, and its and their respective officers, directors, employees, agents, successors and assigns harmless from and against any and all third party claims, losses, dAMages, judgments, costs and expenses (including attorneys' fees and expenses), arising out of or related to (i) the Materials; (ii) a breach of any of its representations and warranties provided in Section 4, above; or (iii) any infringement by the Materials on any third party's rights. Company agrees to pay all costs and expenses incurred by Medscape Live to collect any AMount due hereunder or otherwise enforce the terms and conditions of this Agreement, including reasonable attorney's fees and costs.
6. In the event of a breach of this Agreement by either party, the non-breaching party shall give written notice thereof to the party in breach. If such breach is not cured within ten (10) days (five days for payment default) after receipt of such notice, the non-breaching party may upon written notice to the breaching party terminate this Agreement in addition to any other remedies the non-breaching party may have. Termination shall be in addition to, and shall not prejudice, any of the parties' remedies at law or in equity. Upon termination, all fees owed to Medscape Live shall become immediately due.
7. EXCEPT FOR COMPANY'S INDEMNIFICATION OBLIGATIONS HEREUNDER, IN NO EVENT SHALL EITHER PARTY BE LIABLE TO THE OTHER FOR ANY DAMAGES RESULTING FROM LOST REVENUE, LOST PROFITS, OR FOR ANY SPECIAL, INDIRECT, INCIDENTAL, PUNITIVE, EXEMPLARY OR CONSEQUENTIAL DAMAGES IN ANY WAY ARISING OUT OF OR IN CONNECTION WITH THIS AGREEMENT OR THE SERVICES PROVIDED HEREUNDER, HOWEVER CAUSED, EVEN IF SUCH PARTY HAS BEEN MADE AWARE OF THE POSSIBILITY OF SUCH DAMAGES. THE ENTIRE LIABILITY OF MEDSCAPE LIVE TO COMPANY UNDER THIS AGREEMENT, OR ANY MATTER RELATING TO THIS AGREEMENT, REGARDLESS OF THE FORM OF ANY CLAIM OR ACTION OR THEORY OF LIABILITY (INCLUDING CONTRACT, TORT, OR WARRANTY) SHALL BE LIMITED TO DIRECT DAMAGES NOT TO EXCEED THE AMOUNTS PAID BY COMPANY TO MEDSCAPE LIVE HEREUNDER. COMPANY'S EXCLUSIVE REMEDY FOR MEDSCAPE LIVE'S FAILURE TO PROVIDE THE SERVICES HEREUNDER WILL BE FOR MEDSCAPE LIVE TO PROVIDE GOODS OF REASONABLY EQUIVALENT VALUE FOR SUCH FAILURE AS DETERMINED JOINTLY BY BOTH PARTIES.
8. If Medscape Live is unable to perform its obligations under this Agreement due to circumstances beyond its reasonable control, including, but not limited to, acts of God, earthquakes, state of emergency, pandemic, hacker attacks, actions or decrees of governmental bodies, changes in applicable laws, or communication or power failures, such obligations will be suspended so long as those circumstances persist. This Agreement shall be interpreted, governed and construed by the laws of the State of New York without regard to the actual state or country of incorporation or residence of Company. AMendments to this Agreement must be made in writing and signed by both parties. This Agreement constitutes the entire agreement between the parties with respect to the subject matter of this Agreement, and any prior representations, statements, and agreements relating thereto are superseded by the terms of this Agreement. In addition to the survival terms stated elsewhere in this Agreement, the provisions of Sections 4, 5, 6, 7, and 8 shall survive the expiration or termination of this Agreement. Company shall not assign this Agreement, in whole or in part, to any entity without Medscape Live's consent. Any attempt to assign this Agreement, in whole or part, in contravention of this Section, shall be void. This Agreement shall be binding upon and shall inure to the benefit of the parties hereto and their successors and permitted assigns. Any failure by either party to enforce the other party's strict performance of any provision of this Agreement will not constitute a waiver of its right to subsequently enforce such provision or any other provision of this Agreement. This Agreement may be signed in counterparts and, when so signed, will constitute a single Agreement.

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