

A Medscape **LIVE!** CONFERENCE

CE/CME

MEDS | Metabolic & Endocrine Disease Summit **FALL**

OCTOBER 12–14, 2023

HILTON ORLANDO LAKE BUENA VISTA
ORLANDO, FLORIDA

IN-PERSON 

SPONSORSHIP AND EXHIBIT PROSPECTUS

www.medscapelive.org/meds

Hosted by

Medscape **LIVE!**

Jointly Provided By



Postgraduate Institute
for Medicine



Global Academy for
Medical Education

PROGRAM INFORMATION

OVERVIEW

MEDS provides advanced practice clinicians in primary care, endocrinology, and internal medicine education on the most recent developments in the diagnosis and management of common metabolic, endocrine, and cardiovascular implications.

The U.S. health care system continues to be considerably burdened by two noteworthy trends – the epidemic of diabetes and the ongoing shortage of endocrinologists. We launched MEDS to empower NPs and PAs who are on the frontlines with the expertise they need to step into these high-demand areas of practice and provide vital care to the growing number of patients affected by metabolic and endocrine disease.

This conference marks our 13th year, with more than 6,000 clinicians having completed the program to date.

Topics include:

- Diabetes
- Diabetic Kidney Disease
- Insulin Management
- Dyslipidemia and CV Issues
- Parathyroid and Hypercalcemia
- Obesity
- Thyroid Disorders
- Adrenal Disease

CONFERENCE DATES

OCTOBER 12–14, 2023

COURSE DIRECTOR



Scott Urquhart, PA-C, DFAAPA

Past President, American Society
of Endocrine Physician Assistants
Huntington, West Virginia
Adjunct Clinical Professor, PA Program
James Madison University
Harrisonburg, Virginia
Clinical Instructor, PA Program
George Washington University
Washington, District of Columbia
Diabetes and Thyroid Associates
Fredericksburg, Virginia

For additional information, contact David Small at dsmall@medscapelive.com or 201-280-9050.

GENERAL INFORMATION

INDUSTRY EXPERT SESSIONS

All Industry Expert Session sponsorships include the following promotional items to help create awareness of your session and assist with attendance: Advertisement in conference brochure, insert in conference bag, signs highlighting the Industry Expert Sessions, and MedscapeLIVE! provided email blasts. All these items must be provided by the sponsoring company, excluding the email blast. For the email blast, title of session and speaker name must be provided. Logistics and deadline dates for these items will be provided approximately two to three months prior to the conference. In addition, easels will be provided at the conference for signs and MedscapeLIVE! will determine appropriate sign placement.

Disclaimer: All promotional items for your Industry Expert Session must contain the following disclaimer:

"This session is independently organized and not an official part of the Metabolic and Endocrine Disease Summit. CE/CME credit is not provided for this session."

Promotional items for your Industry Expert Session should not contain any mention of food/beverage (please see next bullet point).

Meals During Industry Expert Sessions: All food functions are provided by 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 part of the CE/CME conference, it is not reportable.

Audio/Visual Equipment: MedscapeLIVE! provides standard A/V for Industry Expert Sessions. A/V package includes a microphone, laptop, projector, podium, and screen.

Cancellation Policy of Industry Expert Sessions and Other Sponsorships: Due to high-demand and limited time slots for Industry Expert Sessions, sponsorships are considered non-cancellable after the established deadline date. This policy also applies to all other sponsorships that can include, but not limited to WiFi, app, conference coverage, etc.

CONFERENCE E-NEWSLETTERS

MedscapeLIVE!'s monthly MEDS newsletter is sent out to all meeting attendees and to our engaged list of 95,000 NPs and PAs. Special issues are also published for each of MedscapeLIVE!'s MEDS meetings. If your sponsorship includes a banner ad, you will need to submit a static banner ad (ad can be a corporate ad or brand-specific) in the sizes of 300 x 250 pixels and 728 x 90 pixels. E-newsletters do not offer competitive separation amongst brands. Detailed logistics information will be provided if e-newsletters are part of your sponsorship.

For more extensive conference coverage sponsorship opportunities, please consult with David Small at dsmall@medscapelive.com or 201-280-9050.

AGENDA AND FACULTY DETAILS TO FOLLOW FOR ALL MEETINGS WHEN AVAILABLE

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GENERAL INFORMATION

ENDURING MATERIALS

Extend your reach of your Industry Expert Sessions or educational posters from conference attendees to the world of NPs and PAs with print supplements from *Family Practice News*, *Journal of Family Practice*, *Endocrinology News*, and *Internal Medicine News* and/or digital opportunities available with MDedge and Medscape. Enduring materials can include print supplements that are either inserted or polybagged with a select issue of the above publications or KOL video interviews that will be posted online.

BADGES

Each sponsorship package offers a select number of badges. Badges will permit you access to exhibit hall, sessions, and select meeting receptions. All sponsors may purchase additional badges at a reduced rate.

DISCOUNTS

In 2023, companies that participate at both MEDS conferences at the silver level or higher will receive a 5% discount.

EDUCATIONAL SCIENTIFIC POSTERS

Companies are invited to submit abstracts to be considered for posters. Encore posters are acceptable and encouraged. For costs and for submission information and deadlines, please contact Devin Gregorie at dgregorie@medscapelive.com.

EXHIBITS

8 x 10 exhibit space is included in all the sponsorship packages. If a company does not want to be a sponsor but would like to exhibit, the exhibit only rate is \$4,500 per conference. The exhibit package includes a 6' draped table, two chairs, and wastebasket.

PUBLICATION PARTNERS

Family Practice News

THE JOURNAL OF
**FAMILY
PRACTICE**

Internal Medicine News

Clinical Endocrinology News

SPONSORSHIP PACKAGES

CORPORATE BRANDING OPPORTUNITIES

DIAMOND SPONSOR | \$75,000

- 45-minute Industry Expert Session (Mid-Day)
- One door drop
- Insert in conference bag
- Signs promoting the Industry Expert Session
- 12 promotional banner ads – one banner ad in 12 issues of our monthly MEDS e-news that goes to 95,000 NPs and PAs
- Premium exhibit space (8 x 10 space)
- Badges for up to seven exhibitors
- Inclusion in event eblast dedicated to all Industry Expert Sessions
- Recognition with onsite signage
- Two page/four color ad in onsite program
- WiFi or keycard or quench bar sponsorship (selection of one)

GOLD SPONSOR | \$54,500

- 45-minute Industry Expert Session (Mid-Day)
- Insert in conference bag
- Signs promoting the Industry Expert Session
- 2 promotional banner ads – one banner ad in up to two issues of our monthly MEDS e-news that goes to 95,000 NPs and PAs
- Premium exhibit space (8 x 10 space)
- Badges for up to five exhibitors
- Inclusion in event eblast dedicated to all Industry Expert Sessions
- Recognition with onsite signage
- One page/four color ad in onsite program

SILVER SPONSOR | \$49,500

- 45-minute Industry Expert Session (Morning or End of Day)
- Insert in conference bag
- Exhibit space (8 x 10 space)
- Badges for up to four exhibitors
- Inclusion in event eblast dedicated to all Industry Expert Sessions
- Recognition with onsite signage
- One page/four color ad in onsite program
- Recognition with onsite signage
- One page/four color ad in onsite program

BRONZE SPONSOR | \$25,000

- Insert in conference bag
- Exhibit space (8 x 10 space)
- Badges for up to four exhibitors
- Recognition with onsite signage
- One page/four color ad in onsite program

EXHIBIT ONLY | \$4,500

- Exhibit space (8 x 10 space)
- Badges for up to two exhibitors
- Company description included in onsite program
- One 6' draped table, two chairs, and a wastebasket included

For additional information, contact David Small at dsmall@medscapelive.com or 201-280-9050.

SPONSORSHIP OPPORTUNITIES

A LA CARTE ITEMS

Charging Stations <ul style="list-style-type: none"> ◦ MedscapeLIVE! to place two charging stations outside of session hall. Each station will be branded with sponsor logo and/or custom graphics ◦ Sponsor to provide creative according to specs 	\$15,000 (Exclusive)
Flash Drive <ul style="list-style-type: none"> ◦ Have your company logo on an 8GB flash drive that will be placed in each attendee conference bag 	\$10,000 (Exclusive)
Workshop Rooms <ul style="list-style-type: none"> ◦ \$7,500 per day, per room; exclusive time slot, must be Bronze level or higher 	\$7,500
Hotel Key Cards	\$15,000 (Exclusive)
Conference Bags <ul style="list-style-type: none"> ◦ Company logo on bag given to all attendees 	\$15,000 (Exclusive)
Door Drop	\$7,500
Custom Graphics - Mirror clings in ballroom's bathroom	\$7,500
Custom TV channel <ul style="list-style-type: none"> ◦ Video airs on private channel in the hotel 	\$8,000
Branded Disposable Water Bottles	\$10,000
Bar Coasters and Beverage Napkins <ul style="list-style-type: none"> ◦ At Evening Receptions 	\$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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Partner or attend live and virtual conferences, join in live and virtual networking, interact with experts in your field, and earn CME/CE credits!

Visit us at www.medscapelive.com
or email us at info@medscapelive.com



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