

July 27, 2024

**18th Annual Update in
Liver & Gastrointestinal Diseases**

Hot Topics for Clinical Practice

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Dr. Roberto Firpi, Course Director



VENUE

**Wyndham Grand
Clearwater Beach, FL**

INVITATION TO EXHIBIT

On behalf of course director Roberto J. Firpi, MD, MS, I am writing to request your support as an exhibitor for the upcoming 18th Annual Update in Liver & Gastrointestinal Diseases. This program, now in its 18th year, will be held at the **Wyndham Grand** in Clearwater Beach, Florida.

The intended audience consists of ~120 Specialty Physicians, Physician Assistants, Nurses, and Researchers who are interested in the latest updates in Liver and Gastrointestinal Diseases. This conference is a great opportunity to make and solidify relationships, and fulfill your marketing needs and sales objectives through person-to-person communication and marketing.

An agenda can be found on the program website at <http://liverconference.cme.ufl.edu/agenda/>

Exhibits will be located in the Dunes Ballroom Foyer, directly outside the meeting space. Please submit the [Exhibitor Contract](#) if you are able to participate, and review the information in this prospectus for important details. Please note that the Exhibitor Contract is due as soon as your organization has approved participation, and payment is expected prior to the conference.

We appreciate your support of our programs, and hope that you and/or another representative will be able to join us. Please don't hesitate to contact us if you have any questions or need additional information.

Best,



Gianna Gamache, CMP

CME Conference Manager

UF Continuing Medical Education

PO Box 100233, Gainesville, FL 32610

352-733-0064 phone

What Past Participants Said:

"Very well organized program. Excellent reputation has built over the last several years. Have always enjoyed this conference and will continue to attend. The administrative staff is very efficient and supportive."

"Concise but very informative presentations and conference."

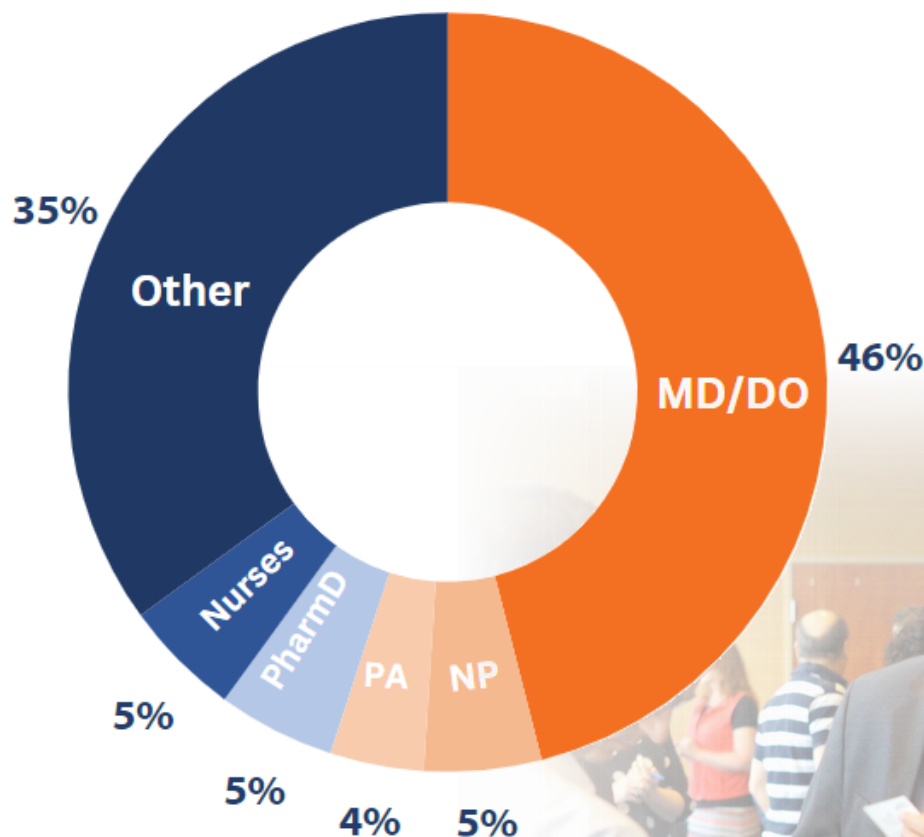
"It is very good and the topics have varied for the last couple years. This years conference was very interesting with very good speakers and good time frames for each speaker."

"Topics were interesting with good speakers!"

"Gained excellent info and new options for management of post liver transplant patients!"

"One of the best University CME GI Conferences I have ever been to."

Attendee Demographics:



The key target audience for the 18th Annual Update in Liver & Gastrointestinal Diseases

is Specialty Physicians, Physician Assistants, Nurses, and Researchers. This conference targets currently-practicing physicians by offering practical, clinically-applicable updates in many areas of liver and gastrointestinal diseases.

EXHIBIT DATES AND HOURS

Please note that while there are dedicated exhibit hours during the conference, **the exhibit hall is open to participants and faculty at all times during the conference.**

Friday, July 26, 2024	
4:00 pm – 5:00 pm	SET-UP
7:00 pm – 8:30 pm	Exhibit Time—Welcome Reception
Saturday, July 27, 2024	
6:30 am – 7:30 am	Exhibit Time—Registration & Breakfast
9:00 am – 9:15 am	Exhibit Time—Break
10:35 am – 10:50 am	Exhibit Time—Break
12:10 pm – 12:25 pm	Exhibit Time—Break
Any time after 12:25 pm	BREAK-DOWN
7:00 pm – 9:00 pm	Networking and Closing Reception Exhibitors are welcome to join attendees and faculty for the evening reception after the conference, however it is not a designated exhibit time.

2024 Topics Include

Dysplasia in IBD: How to Interpret Results

Aging in IBD

Update on Medical Management and Transplant in Alcoholic Liver Disease

New Indications and Techniques: Where Liver Transplant and Hepatobiliary Surgery Meet

Management of Complex Polyps

Bariatric Endoscopy

Esophageal Function Testing in 2024

And More!

Click [HERE](#) to view the full agenda!

Click Here to Exhibit!

PREFERRED EXHIBIT FEE: \$2,800

Limited Number Available

INCLUDED IN PREFERRED EXHIBIT FEE

- **Guaranteed placement in premium spaces (tables 1-16 or 21-27)**
- Breakfast, lunch, and snacks
- Priority placement of your logo on the exhibit acknowledgement sign
- Free "non-credit seeking" conference registration for up to 2 reps
- One 6ft draped table and chairs

STANDARD EXHIBIT FEE: \$2,500

Limited Number Available

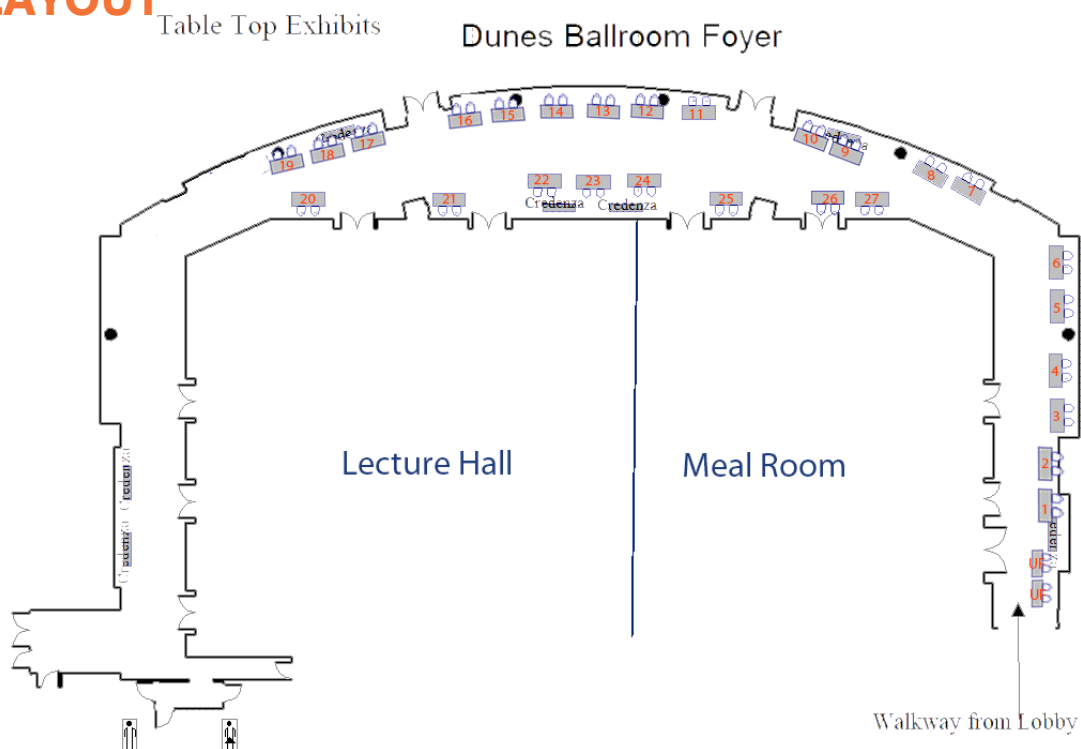
SOLD OUT!

- One 6ft draped table and chairs
- Free "non-credit seeking" conference registration for up to 2 reps
- Breakfast, lunch, and snacks

Due to the limited space for exhibits, for both levels of exhibits, companies must have approval before completing the exhibit contract. Companies may not fill out exhibit contract to hold space without approval from their company to exhibit at the level for which they are signing up.

Additional reps may register at any level for \$275 per rep.

VENUE LAYOUT



ADDITIONAL PROMOTIONAL OPPORTUNITIES

Reception Advertisement - \$12,500

Join attendees as they network with new and old colleagues , faculty, and friends. Reception advertisement includes your company logo and name on printed recognition materials visible during a reception.

Includes:

- Signage with the company branding (company logo, no drug name/logo)

Please note to comply with industry standards for transfers of value, funds are not applied towards food & beverage expenses

Individual Hand Sanitizers - \$2,000

Everyone can use hand sanitizer these days. Have your branding on a high-demand takeaway item available at the registration desk.

Includes:

- Branding (company logo, no drug name/logo) on the hand sanitizer
- Available at the registration desk

PAYMENT INFORMATION

Payments can be made online or by check.

Online

To make your payment online, please visit liverconference.cme.ufl.edu and click on the exhibit tab. All major credit cards are accepted. W-9 is available on the exhibits tab.

By check

Checks should be made payable to the University of Florida.
Our tax ID # is 59-6002052.

All checks sent by **FedEx** should be sent to

**UF Continuing Medical Education
1329 SW 16th Street, Suite 2106
Gainesville, FL 32608**

All checks sent by **regular mail** should be sent to

**UF Continuing Medical Education
P.O. Box 100233
Gainesville, FL, 32610**

LOCATION INFORMATION



Wyndham Grand Clearwater Beach

100 Coronado Dr

Clearwater, FL 33767

To book your room:

Please call the Wyndham Grand at 727-281-9536

OR

Visit liverconference.cme.ufl.edu/venue/

SHIPPING INFORMATION

If it is necessary for the exhibitor to ship materials to the Resort, each item must be properly packed and marked with (a) the organization's name and contact; (b) date of function; and (c) name of Resort contact (KAYLA BELL).

Hotel's Box Handling Fees per Day

- Envelope: \$3.00 each
- Medium Box (5-20lbs.): \$7.00 each
- Large Box (21-59lbs): \$13.00 each
- Extra Large Box (60-100lbs.): \$18.00 each
- Boxes 100lbs and up \$25.00 each
- Golf Clubs: \$20.00 each
- Display Cases: \$30.00 each
- Pallets: \$100.00 each

Packages should arrive at the hotel no earlier than three (3) days prior to the date required. Please note the Resort can accept no more than 10 packages for storage, so please make sure to call the hotel and confirm availability for accepting packages *prior* to shipping.

All shipping costs are the responsibility of the exhibitor.

EXHIBIT RULES AND REGULATIONS

Exhibitors agree to hold the University of Florida harmless from and against any and all claims and damages arising out of exhibitors' negligence or willful misconduct as a result of exhibitors exhibiting at the 18th Annual Update in Liver & Gastrointestinal Diseases in Clearwater Beach, FL. Exhibitors also agree to abide by policies and regulations of the venue, the Wyndham Grand Clearwater Beach.

ACCME Guidelines

No materials promoting the goods and/or services of a commercial entity shall be displayed or distributed in the same room immediately before, during or after an educational activity certified for credit takes place. Representatives of commercial companies may attend an educational activity but may not engage in sales activities while in the room where the educational activity takes place.

Booth Assignment

Booths will be assigned at the discretion of the CME office.

Exhibit No-Shows

A company that reserves booth space and fails to inform the CME office in writing of its plans not to attend by June 1, 2024, automatically forfeits 100% of the total cost of the exhibit space assigned. Exhibiting companies will be considered a no-show if the booth space is unoccupied by 10am on the day you are scheduled to exhibit.

Subletting Space

Subletting of exhibit space is prohibited. Sharing of exhibit space is not permitted unless it is within divisions of the same company and approved by the CME office.