

PRESENTED BY:

Clinician  
Reviews

PCMG  
Primary Care Metabolic Group

# MEDS

## Metabolic & Endocrine Disease Summit

NATIONAL EDUCATIONAL EVENTS FOR NPs AND PAs IN PRIMARY CARE



# MEDS

*West*

**JULY 15-18, 2015**  
**EXHIBITS: JULY 15-17**  
PARIS HOTEL  
LAS VEGAS, NEVADA



# MEDS

*East*

**OCTOBER 7-10, 2015**  
**EXHIBITS: OCTOBER 7-9**  
CARIBE ROYAL  
ORLANDO, FLORIDA

- 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 metabolic and endocrine disease
- Interact directly with NPs and PAs to identify areas where new therapies could improve patient outcomes

### TOPICS INCLUDE:

- Adrenal and Pituitary Disorders
- Diabetes
- Thyroid Disease
- Osteoporosis
- Obesity
- Dyslipidemia
- Hypogonadism
- The Diabetic Kidney
- Gout

[www.MEDSummit-cecme.org](http://www.MEDSummit-cecme.org)



**Metabolic & Endocrine  
Disease Summit**

## ABOUT MEDS

MEDS is a 3.5 day continuing medical education event for NPs and PAs in primary care practice and internal medicine.

The program is designed to address the critical shortage of primary care physicians and endocrinologists by educating primary care NPs and PAs in the clinical diagnosis and treatment of common metabolic and endocrine diseases.

Now in its fifth year, the meeting has expanded by an additional 1/2 day, providing coverage of a wider range of topics of interest to primary care clinicians.

## BENEFITS OF EXHIBITING AT MEDS

- Each (MEDS West and MEDS East) meeting will provide face-to-face contact with approximately 350 NPs and PAs practicing on the frontlines of primary care, treating patients with metabolic disorders such as diabetes and dyslipidemia.
- Conference schedule and layout configured to maximize one-on-one contact between attendees and exhibitors.
- Opportunities for cost-effective distribution of print and online enduring materials to the wider audience of *Clinician Reviews*, *The Journal of Family Practice*, *Federal Practitioner*, and *Clinical Endocrinology 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



### CONFERENCE CHAIR

**SCOTT URQUHART, PA-C, DFAAPA**

Past President  
American Society of  
Endocrine PAs (ASEPA)  
Adjunct Clinical Professor,  
PA Program  
James Madison University  
Harrisonburg, VA  
Clinical Instructor,  
PA Program  
George Washington  
University  
Washington, DC  
Diabetes and Thyroid  
Associates  
Fredericksburg, VA

### CO-CHAIR

**CHRISTINE KESSLER, MN, CNS, ANP, BC-ADM, CDT, FAANP**

Nurse Practitioner  
Department of  
Endocrinology  
Fort Belvoir Community  
Hospital, VA  
The Diabetes Institute

### FACULTY (subject to change. Please check website for updates)

**JI HYUN CHUN, MPAS, PA-C**

A.T. Still University/Arizona  
School of Health Sciences  
Phoenix, AZ

**HOLLY JODON, MPAS, PA-C**

Past President  
American Society of Endo-  
crine Physician Assistants  
(ASEPA)

**DONNA L. JORNSAY, BSN, CPNP, CDE**

Long Island Jewish Medical  
Center

**DAVIDA KRUGER, MSN, APRN-BC, BC-ADM**

Henry Ford Health System  
Detroit, MI

**ELLEN D. MANDEL, DMH, MPA, PA-C, RD, CDE**

Pace University  
New York, NY

**LUCIA M. NOVAK, MSN, ANP-BC, BC-ADM**

Walter Reed National  
Military Medical Center  
Bethesda, MD

**RICHARD POPE, MPAS, PA-C, DFAAPA**

Quinnipiac University  
Hamden, CT

**JOYCE ROSS, MSN, RNC, CRNP, CS, FNLA, FPCNA**

Accreditation Council for  
Clinical Lipidology  
President, Preventive  
Cardiovascular Nurses  
Association  
Philadelphia, PA

**CHRIS SADLER, MA, PA-C, CDE**

President  
American Society of  
Endocrine PAs (ASEPA)  
Diabetes and Endocrine  
Associates  
La Jolla, CA

**R. MIMI SECOR, MS, MEd, APRN, BC, FNP, FAANP**

Newton-Wellesley Obstetrics  
& Gynecology, Newton, MA  
Visiting Scholar, Boston  
College

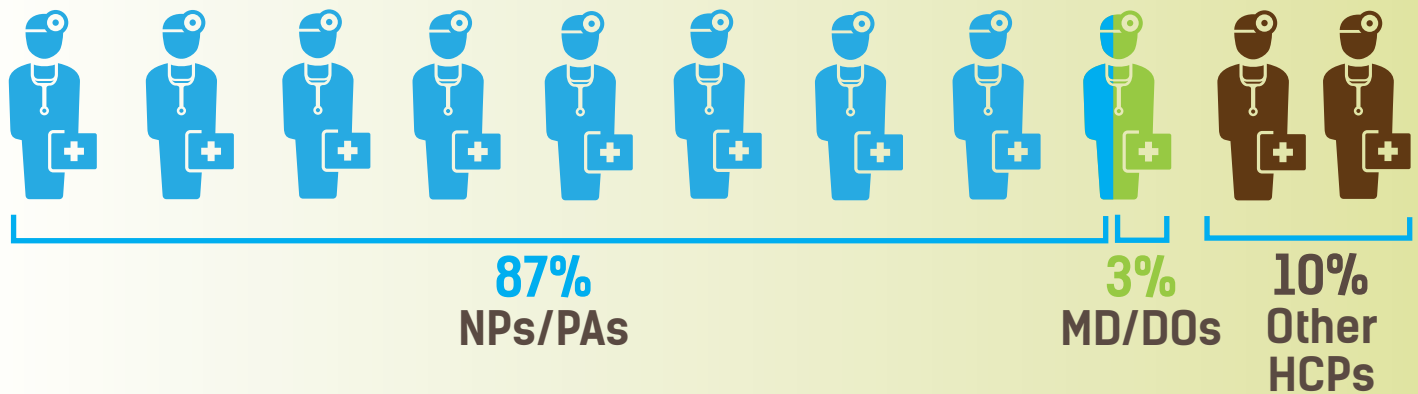
**KIM ZUBER, MS, PA-C, DFAAPA**

Immediate Past Chair  
National Kidney Foundation  
Council of Advanced  
Practitioners  
Metropolitan Nephrology  
Washington, D.C.

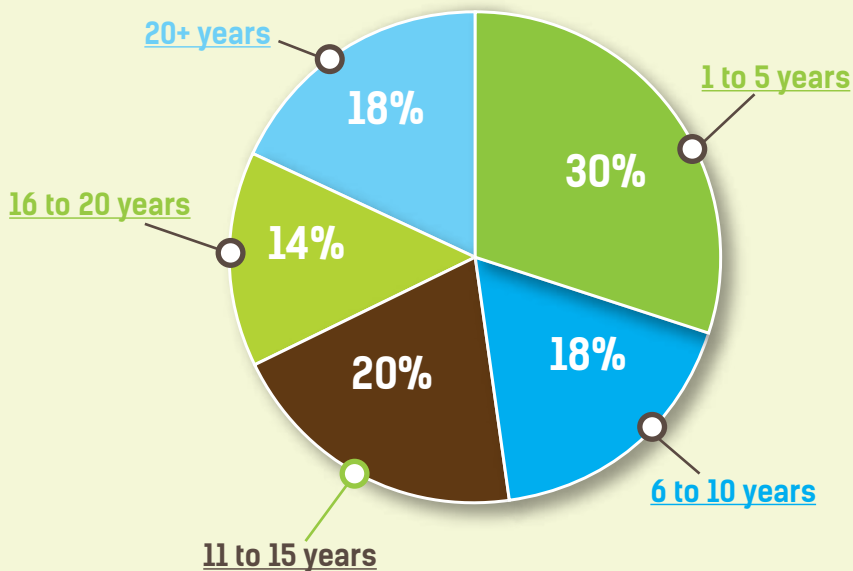


# AUDIENCE DEMOGRAPHICS

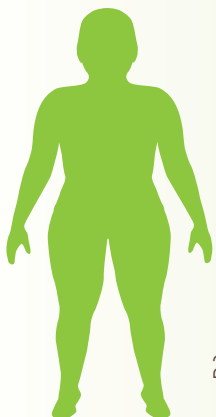
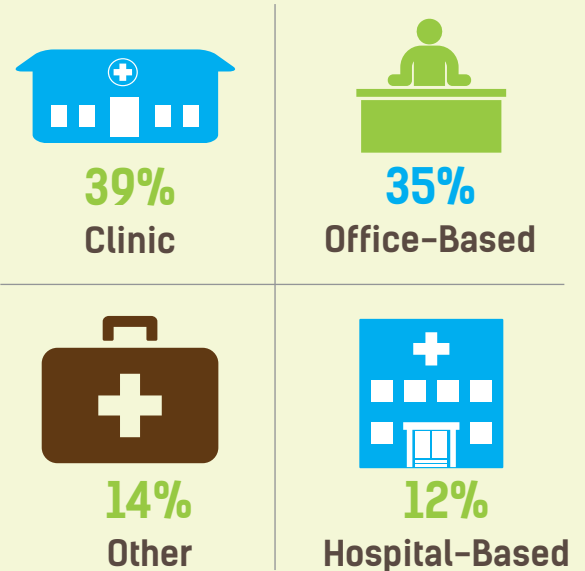
## Types of Degrees held by Clinicians attending MEDS:



## Years since completing advanced degree:

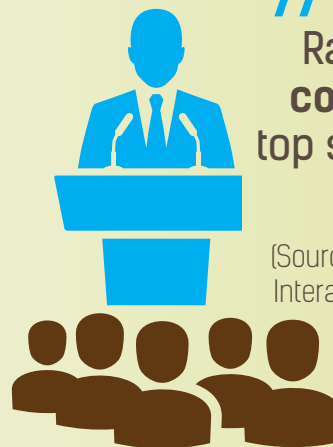


## Type of practice:



**1.9 million** visits are made by patients to **NPs and PAs** for **diabetes care** each year.

(Source: CDC/NCHS, National Ambulatory Medical Care Survey, 2010-Tables 13&15 (Office Visits Only- NP/PAs account for 6.1 of all office visits)



**77% of NPs/PAs** Rank **symposia/conferences** as a top source of **clinical information**

(Source: Kantar Media-Sources & Interactions 2014-PA/NP Edition: Table101)



# OPTIMIZE YOUR OPPORTUNITY TO EDUCATE NPS AND PAS

## CME/CE SYMPOSIA & PRODUCT THEATERS

Presenting a sponsored CME/CE symposium or product theater at MEDS 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 you to focus solely on presenting compelling, practice-changing content.

## BENEFITS OF PRESENTING YOUR SYMPOSIUM/PRODUCT THEATER AT MEDS INCLUDE:

### **Strong Attendance, Highly Qualified Audience**

Your content deserves the attention of an engaged audience eager to learn about the latest advances in the treatment of endocrine diseases. MEDS attendees are highly qualified clinicians looking to embrace the latest pharmacotherapies and devices.

All MEDS sponsored symposia/product theaters are scheduled during mealtime—without competing activities—ensuring robust participation levels from these uniquely qualified advanced practice clinicians.

### **Multi-Platform Promotion**

Your symposium will benefit from our promotional efforts before and throughout the conference. 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 your symposium will receive

### **Superb Cost Efficiency and High ROI**

At MEDS you will benefit from the high participation level of a mealtime 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:

- Exclusive access to all conference attendees
- Use of main conference room, including audiovisual equipment and staff
- Pre-conference and onsite promotion
- List of conference attendees, including name, title, affiliation, and mailing address
- **Food & beverage at no additional cost to the grantor/ sponsor eliminating Sunshine Act concerns.**

**CME/CE SYMPOSIUM FEE:** \$49,500

**PRODUCT THEATER FEE:** \$49,500 Breakfast/Dinner

**PRODUCT THEATER FEE:** \$54,500 Lunch

## TIME SLOTS

LAS VEGAS	ORLANDO
<b>BREAKFAST</b>	<b>BREAKFAST</b>
Wednesday, July 15	Wednesday, October 7
Thursday, July 16	Thursday, October 8
Friday, July 17	Friday, October 9
Saturday, July 18	Saturday, October 10
<b>LUNCH</b>	<b>LUNCH</b>
Wednesday, July 15	Wednesday, October 7
Thursday, July 16	Thursday, October 8
Friday, July 17	Friday, October 9
Saturday, July 18	Saturday, October 10
<b>EVENING</b>	<b>EVENING</b>
Wednesday, July 15	Wednesday, October 7
Thursday, July 16	Thursday, October 8
Friday, July 17	Friday, October 9

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

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

## DISTRIBUTION CHANNELS INCLUDE

Clinician Reviews    THE JOURNAL OF FAMILY PRACTICE    FEDERAL PRACTITIONER    Clinical Endocrinology News  
Family Practice News    Internal Medicine News

See page 6 for more information.

## FORMATS INCLUDE

### **Print supplements**

Available in various sizes, polybagged with, or tipped into the host journal. All content will undergo the journal's peer-review process and will be posted on the respective journal's Web site for a full year.

### **Webcasts**

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

### **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

### FACULTY DINNERS

Host a faculty dinner with key opinion leaders in the specialty. This is a rare opportunity for give and take with nationally recognized advanced practice clinicians in an intimate and relaxed setting.

### 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 MEDS 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 Per Venue

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!*



### CONFERENCE BADGE HOLDERS

Your company logo will be imprinted on the badge holders worn throughout the conference by all attendees, faculty, and exhibitors.



### CONFERENCE TOTE BAGS

Your company logo and message will be imprinted on the tote bag used by all conference attendees, faculty, and exhibitors. A sponsor opportunity that will be carried home by every attendee.



### BANNER OR SKYSCRAPER AD ON E-DAILY

See your banner or skyscraper ad featured on an email blast of daily meeting coverage deployed at the conclusion of each day. The e-blast will be sent to approximately 50,000 clinicians. Meeting coverage content will be created onsite 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.

## FOR MORE INFORMATION PLEASE CONTACT:

**GUY PAWLAK**  
INTEGRATED SALES  
973-206-2328  
gpawlak@frontlinemedcom.com

**WENDY RAUPERS**  
SALES DIRECTOR  
(SYMPOSIA/PRODUCT THEATER)  
973-206-9062  
wraupers@frontlinemedcom.com

# MAXIMIZE YOUR DISTRIBUTION TO THE PRIMARY CARE MARKET

Deliver your message to more than 240,000 primary care clinicians



## CLINICIAN REVIEWS®

*Clinician Reviews*® is a leading source of peer-reviewed, clinically relevant content and practical, relevant professional information for NPs and PAs. For more than 20 years, *Clinician Reviews*® has been dedicated to keeping the ever-growing NP/PA professions up to date with the latest advances in all aspects of primary care medicine. The journal reaches more than 100,000 NPs and PAs each month.

[www.ClinicianReviews.com](http://www.ClinicianReviews.com)



## THE JOURNAL OF FAMILY PRACTICE®

*The Journal of Family Practice*® is a peer-reviewed, indexed and evidence-based journal that translates the results of the most relevant and valid research into up-to-date diagnostic and treatment recommendations to meet the needs of 95,000 practicing family physicians.

[www.jfponline.com](http://www.jfponline.com)



## FAMILY PRACTICE NEWS®

For 40 years, *Family Practice News*® has been the leading independent newspaper for the family physician. Readers rely on *Family Practice News*® for breaking news and insightful commentary—in a clear, concise, accessible format—that can be used daily in practice. *Family Practice News*® is published twenty times per year and circulates to all family physicians and related subspecialists.

[www.familypracticenews.com](http://www.familypracticenews.com)



## INTERNAL MEDICINE NEWS®

For 43 years, *Internal Medicine News*® has been the leading independent newspaper for internal medicine. Readers rely on *Internal Medicine News*® for breaking news and insightful commentary—in a clear, concise, accessible format—that can be used daily in practice. *Internal Medicine News* reaches all internists and related subspecialists with articles researched, written, and produced by a full-time staff of professional medical journalists.

[www.internalmedicineneeds.com](http://www.internalmedicineneeds.com)



## FEDERAL PRACTITIONER®

*Federal Practitioner*® is a monthly, peer-reviewed clinical journal serving more than 35,000 physicians, clinical pharmacists, physician assistants, advanced practice nurses, and medical center administrators working within the Department of Veterans Affairs, the Department of Defense, and the Public Health Service.

[www.FedPrac.com](http://www.FedPrac.com)



## CLINICAL ENDOCRINOLOGY NEWS®

More than 13,600 diabetes and endocrinology specialists rely on *Clinical Endocrinology News* monthly to cover the world of medicine with breaking news, on-site medical meeting coverage, and expert perspectives in print and online.

[www.clinicalendocrinologynews.com](http://www.clinicalendocrinologynews.com)



## WHAT MEDS ATTENDEES SAY

▶ “Absolutely hands down the best and most informative conference I have ever attended.”

—Mary Jo Nemec, NP-C

▶ “This is my second time participating at MEDS. MEDS is in my opinion the most clinically comprehensive conference in the USA today. MEDS features an outstanding and clinically competent faculty who are genuinely interested in sharing their expertise by providing the latest and most appropriate clinical approach to patient care.”

—Jose F. Rivera, ANP-BC, CDE

▶ “Don’t think twice if you provide patient care—this is your must do conference!”

—Teresa Diez, CRNP MSN



# APPLICATION & CONTRACT

MEDS WEST  
PARIS HOTEL, LAS VEGAS  
JULY 15-18, 2015  
EXHIBITS: JULY 15-17, 2015

MEDS EAST  
CARIBE ROYAL, ORLANDO, FL  
OCTOBER 7-10, 2015  
EXHIBITS: OCTOBER 7-9, 2015



## IMPORTANT INSTRUCTIONS

**Mail or fax payment to: 2015 Metabolic & Endocrine Disease 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: gpawlak@frontlinemedcom.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. VENUE/DATE CHOICE

MEDS EAST  MEDS WEST  BOTH

## III. PARTICIPATION LEVEL

Gold \$15,000 per venue  Silver \$9,500 per venue  Exhibit Only \$3,750 per venue

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
Pre-show email blast to registration list	No charge	\$1,500	\$2,500
Post-show email blast to MEDS attendees	No charge	\$1,500	\$2,500
Banner ad on MEDS e-daily (3 available per venue)	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	\$2,500 per day	\$2,500 per day	\$4,950 per day
Refreshment Break Sponsor ( 3 available per venue)	No charge	\$2,450	\$4,950
Faculty Dinner (Food & Beverage additional)	No charge	\$2,950	\$4,950
CME/CE Symposium	\$49,500	\$49,500	\$49,500
Product Theater: During Breakfast or Dinner	\$49,500	\$49,500	\$49,500
Product Theater: During Lunch	\$54,500	\$54,500	\$54,500
Enduring materials	Call Wendy Raupers 973-206-9062		
On-site Focus Group (Physician honoraria additional)	\$5,000	\$7,500	\$10,000
Exclusive Sponsor Opportunities	Gold	Silver	Exhibit Only
Conference Badge Holder	\$2,500	\$4,950	\$7,500
Conference Tote Bag	\$2,500	\$4,950	\$7,500

Food and beverage costs are covered by attendee registration fees, eliminating Sunshine Act concerns.

## IV. PAYMENT INFORMATION

MEDS EAST  MEDS WEST  BOTH

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

Sponsorship Level \$ \_\_\_\_\_  Ad in onsite program book \$ \_\_\_\_\_  CME/CE Symposium \$ \_\_\_\_\_  
 Additional Registrants \$ \_\_\_\_\_  Insert distributed in tote bag \$ \_\_\_\_\_  Product Theatre: Breakfast/Dinner \$ \_\_\_\_\_  
 Pre-show email blast \$ \_\_\_\_\_  Demonstration Room \$ \_\_\_\_\_  Product Theatre: Lunch \$ \_\_\_\_\_  
 Post-show email blast \$ \_\_\_\_\_  Refreshment Break \$ \_\_\_\_\_  Conference Badge Holder \$ \_\_\_\_\_  
 Banner ad on e-daily \$ \_\_\_\_\_  Faculty Dinner \$ \_\_\_\_\_  Conference Tote Bag \$ \_\_\_\_\_  
 On-site Focus Group \$ \_\_\_\_\_

Total Fee \$ \_\_\_\_\_

Amount Owed \$ \_\_\_\_\_

Amount Paid \$ \_\_\_\_\_

## V. PAYMENT TERMS

- 50% of total fee must accompany all contracts submitted before May 1, 2015 The remaining balance of 50% is due June 12, 2015.
- 100% must accompany all contracts submitted after May 2, 2015.

### METHOD OF PAYMENT:

CREDIT CARD:  AMEX  VISA  MC  CHECK # \_\_\_\_\_ enclosed. Payable to Global Academy for Medical Education/MEDS 2015. Tax ID #: 27-0893910

Credit Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Authorized Card Holder \_\_\_\_\_ Signature \_\_\_\_\_





**MEDS WEST**  
PARIS HOTEL  
LAS VEGAS  
JULY 15-18, 2015



**MEDS EAST**  
CARIBE ROYAL  
ORLANDO, FL  
OCTOBER 7-10, 2015



## CONTRACT TERMS AND CONDITIONS

1. Conditions of Exhibitors and Sponsorship: Eligibility to participate at the 2015 MEDS 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 2015 MEDS.
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 2015 MEDS, except those contracted through 2015 MEDS.
5. 2015 MEDS 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, 2015, applicant will be liable for 50% of the total fee.
  - If cancellation or reduction occurs on or after May 5, 2015, applicant will be liable for 100% of the total fee.2015 MEDS reserves the right to cancel the event on its own accord in the event of insufficient registration. If this occurs, the only liability 2015 MEDS 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 2015 MEDS 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 2015 MEDS constitutes a contract. Exhibitor/Sponsor agrees to abide by the contract terms and conditions appearing on this form for 2015 MEDS.

