

EXHIBITOR PROSPECTUS

PAIN FOR THE PRACTICING PHYSICIAN AND HCP

SATURDAY, FEBRUARY 28 -SUNDAY, MARCH 1, 2015

**THE MARY DUKE BIDDLE TRENT SEMANS CENTER FOR
HEALTHCARE EDUCATION, DUKE UNIVERSITY SCHOOL OF
MEDICINE * DURHAM, NORTH CAROLINA**

***AN ACCME ACCREDITED EDUCATIONAL PROGRAM ADDRESSING
THE ISSUES FACING THE PRACTICING PHYSICIAN AND HCP WHO
CARES FOR THE CHRONIC PAIN PATIENT***

PROVIDED BY:



ENDORSED BY:



**PAIN FOR THE PRACTICING PHYSICIAN AND HCP
SATURDAY, FEBRUARY 28 -SUNDAY, MARCH 1, 2015**

**EXHIBIT
DATES & HOURS*
SET-UP**

SATURDAY, FEBRUARY 28, 2015
7:00 - 7:30 A.M.

SHOW HOURS
SATURDAY, FEBRUARY 28, 2015
7:30 A.M. – 6:15 P.M.
NETWORKING RECEPTION 5:15 – 6:15 P.M.

SUNDAY, MARCH 1, 2015
7:00 A.M. – 11:00 A.M.

TEAR DOWN
SUNDAY, MARCH 1, 2015
11:00 A.M. – 12:00 NOON

*HOURS SUBJECT TO CHANGE

HISTORY

Following the success of the Pain Addiction and the Law (“PAL”) programs over the past 7 years, Duke Pain Medicine has identified a need for chronic pain education for practicing physicians and HCP’s. This program will address issues facing the chronic pain patient and his health care provider. Frequently, chronic pain patients require the use of opioids for long periods of time in order to decrease pain and improve function. Additionally, the psychology of pain, opioids and opioid responsiveness along with that of the pharmacokinetics of opioids in general, have become a major societal issue. There are other options. The severe under-treatment of pain in years past has led to immeasurable amounts of suffering in patients with chronic nonmalignant pain syndrome as well as those suffering from cancer pain.

We are pleased to announce that the 2015 program will address the most common pain syndromes seen by the all physicians. As with PAL, this meeting will attract family practice physicians with a clinical interest in pain management, internal medicine, primary care, anesthesiologists, orthopedics, physiatrists, neurologists, surgeons, physician assistants, nurse practitioners, nurses, therapists, trainees, and healthcare professionals who wish to network and learn about the issues facing both the patient and their practice. We invite you to support and exhibit at the 2015 Duke University School of Medicine’s Pain for the Practicing Physician and HCP - ACCME accredited meeting.

ATTENDANCE

Projected attendance for this program includes an anticipated 200-plus pain management specialists, family physicians with a clinical interest in pain management, primary care, internal medicine, anesthesiologists, orthopedics, physiatrists, neurologists, surgeons, general practitioners, physician assistants, nurse practitioners, nurses, therapists, trainees and healthcare professionals who have an interest and / or pain management practice and specialize in acute and chronic pain management.

EXHIBIT INFORMATION

LOCATION

Situated on the Medical School Campus at Duke University with convenient access from all points in the North Carolina Research Triangle and beyond, **The Mary Duke Biddle Trent Semans Center for Healthcare Education** provides an ideal setting for ACCME accredited continuing education. To encourage optimum interaction, the Exhibit Hall will be located in close proximity to sessions and within the guidelines of ACCME rules. The Pain Society of the Carolinas 2014-2015 Corporate Members will have priority display placement. The exhibit area will serve as the venue for all refreshment breaks as well as the Saturday Evening Networking Reception.

COST/PAYMENT

Cost per -Tabletop is \$1,250 which includes:

- (1) 6' table (2) chairs - YOUR DISPLAY MUST FIT ON A 6-Foot TABLETOP.
- (2) Complimentary representative badges – Additional badges may be purchased for \$100.00 each.
- Participation in the Networking Reception on Saturday, February 28, 2015.

A 50% deposit of the contracted space should be forwarded with the Application for Exhibit Space or no later than February 1, 2015. Any remaining balance is due by February 25, 2015.

NOTE: The Pain Society of the Carolinas 2015 corporate members receive an additional complimentary representative badge for a total of three (3) badges.

In case you are paying by credit card, kindly note that any and all payments are subject to an additional fee of 4% handling/bank charge.

REFUNDS AND CANCELLATIONS

Cancellations received in writing by February 1, 2015 will be subject to a 25% administrative fee. There will be no refunds for cancellations received after February 1, 2015.

SPACE ASSIGNMENT

Space will be assigned in the order in which applications with deposits are received. The Pain Society of the Carolinas 2014-2015 Corporate Members are given priority placement. The application deadline is February 1, 2015. Applications received after this date will be on a space available basis. Exhibitors wishing to avoid assignment of space adjacent to a particular competitor should indicate this on their application.

*The Program Committee reserves the right to alter the Floor Plan at any time without prior notice.

EXHIBIT SERVICES

On or about February 13, 2015, the meeting planner will issue a memorandum to registered exhibiting companies. The memorandum will contain all necessary information and order forms including:

- Drayage and shipping
- Labor regulations and rates
- Furniture, display and decorating rentals
- Electrical and telephone service
- Audiovisual and computer rentals

SHIPPING INFORMATION

Shipments should be made through The Mary Duke Biddle Trent Semans Center for Healthcare Education and shipping instructions will be included in the exhibitor memorandum.

MAILING LIST

Each registered exhibitor will receive a pre-registration list approximately 10 days before the meeting, a roster onsite, and a final registration list within 3 days after the meeting. Use of this list will be restricted to a one time only use and information directly related to the meeting.

BADGE POLICY

All participants affiliated with exhibits must be registered. Each person will be issued an exhibitor badge and must be employed by the Exhibitor or have a direct business affiliation. Each company is allotted two badges per tabletop purchased. Additional badges are \$100 each. Company representative names and email addresses are due by email to Robin Hoyle at robin@robinhoyle.com on or before February 23, 2015.

CONDUCTING EXHIBITS

Exhibitors shall be in accord with the ACCME, PhRMA, ADVAMED, and/or NEMA guidelines governing support of Healthcare Professionals. Electrical or other mechanical apparatus must be muffled so noise does not interfere with other exhibitors. Character of the exhibits is subject to approval of the Program Committee. The right is reserved to refuse applications because of concerns over not meeting standards required or expected, as well as the right to curtail exhibits or parts of exhibits, which reflect against the character of the meeting. This applies to displays, literature, advertising, novelties, souvenirs, conduct of person, and unreasonable activity.

INFRINGEMENT

Interviews, demonstrations and the distribution of literature or samples must be made within the area assigned to the exhibitor. Canvassing or distributing of advertising matter outside the exhibitor's own space will not be permitted and subjects the exhibitor to immediate dismissal from the meeting without refund.

SECURITY

A security guard may or may not be furnished to be on duty in the exhibit area when the exhibits are closed, but the safekeeping of the exhibitor's property shall remain the responsibility of the exhibitor at all times. The Program Committee, Duke University, the Pain Society of the Carolinas, the meeting planner and The Mary Duke Biddle Trent Semans Center for Healthcare Education are not responsible for theft, loss or damage which may occur and advise each exhibitor to be sure that stands and tabletop displays, equipment and material is insured at full value, that the display is staffed during show hours, and that the display is stored each evening for safe-keeping.

LIABILITY

The Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save The Program Committee, Duke University, the Pain Society of the Carolinas, the meeting planner and The Mary Duke Biddle Trent Semans Center for Healthcare Education and its officers, employees and agents, harmless against all claims, losses or damages to persons or property, Governmental charges or fines and attorneys fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence, gross negligence or willful misconduct of The Program Committee, Duke University, the Pain Society of the Carolinas, the meeting planner and The Mary Duke Biddle Trent Semans Center for Healthcare Education. Exhibitor acknowledges that The Program Committee, Duke University, the Pain Society of the Carolinas, the meeting planner and The Mary Duke Biddle Trent Semans Center for Healthcare Education do not maintain insurance covering the exhibitor's property and thus it is the sole responsibility and obligation of the exhibitor to obtain business interruption and property damage insurance covering such losses by exhibitor. Questions? Call Robin Hoyle, meeting planner, at (401) 619-4682 or by email to robin@robinhoyle.com

FIRE PROTECTION

All materials used in the exhibit area must be flame-proof and fire-resistant in order to conform to the local fire ordinances and in accordance with regulations established by the local Fire Department. Crepe paper or other paper is not to be used in crating merchandise. Display racks, signs, spotlights and special equipment must be approved before use, and all displays are subject to inspection by the Fire Prevention Bureau. Any exhibit or parts thereof found not to be fire-proof may be dismantled. All aisles and exits must be kept clear at all times. Fire stations and fire extinguisher equipment are not to be covered or obstructed.

PROTECTION OF THE VENUE BUILDING

Exhibitors will be held liable for any damage caused to the venue property, and no material or matter of any kind shall be posted on, tacked, nailed, screwed or otherwise attached to columns, walls, floors or other parts or portions of the building or furnishings. Whatever may be necessary to properly protect the building, equipment or furniture will be installed at the expense of the exhibitor. If any controversy arises as to the need or propriety thereof, the Convention Service Manager of the venue will be the final judge thereof and his/her decision shall be binding on all parties concerned.

EXHIBITOR LISTING IN FINAL PROGRAM

Upon receipt of the booking form, you will be asked to please send a 50-word Exhibitor Company/Product profile to **Robin Hoyle** by email to robin@robinhoyle.com. This will be published in the list of exhibitors in the Program. Failure to provide the profile by the deadline will preclude your company from being listed in the Program. Profiles are due on or before February 13, 2015.

EXHIBITOR CONFIRMATION BY SOCIETY

Once an Exhibition Booking Form is received confirmation of your participation and an invoice will be sent to you by email. Deposits are due by February 1, 2015 with any balance due by February 25, 2014.

In case you are paying by credit card, kindly note that any and all payments are subject to an additional fee of 4% handling/bank charge.

ACCME GUIDELINES RELATED TO THE SEPARATION OF PROMOTIONAL ACTIVITIES FROM ACCME ACCREDITED EDUCATIONAL ACTIVITIES.

In compliance with the ACCME *Standards for Commercial Support*, all exhibiting companies must abide by the following:

- Exhibit and other promotional fees shall be separate and distinct from educational grants/commercial support.
- All exhibitors must be in a room or area separate from the education and the exhibits must not interfere, or in any way compete with the learning experience prior to, during, or immediately after the activity.
- All promotional activities including interviews, demonstrations, and the distribution of literature or samples must be made within the exhibitor's space only. Canvassing or distributing promotional materials outside the exhibitor's rented exhibit space is not permitted.
- Company representatives may attend educational sessions at the Program Committee's discretion. However, representatives must refrain from holding any commercial discussions in the educational sessions.
- Onsite Monitoring - The separation of promotional materials and activities from the educational arena is strictly enforced throughout the activity by Duke University, and the meeting planner's onsite staff.

INSERT AND DISPLAY MATERIALS

Please note that all materials entering the venue may incur a handling charge by the venue. This includes materials for inserts and display. In order to receive a price quote for handling and to assure arrival of your materials, please be sure to complete any shipping forms included in the shipping instructions when you receive the Exhibitor Memorandum on or about February 13, 2015.

SITE INSPECTIONS

Exhibitors and Supporters are free to visit the Meeting venue at their convenience. Please contact the venue directly to arrange a tour.

Note: The 2014 – 2015 Pain Society of the Carolinas Corporate Members Receive an additional complimentary badge for a total of three (3) badges!

ADDITIONAL OPPORTUNITIES

TRAINEE SCHOLARS IN PAIN MEDICINE (EXCLUSIVE)

\$25,000

Support the registration of up to 20 Medical Students, Residents and Fellows to participate in the full meeting! It is well-known that medical students and fellows are very limited in their exposure to lessons on management of chronic pain. As the Trainee Scholars supporter, your company would be entitled to recognition as the "TRAINEE SCHOLAR SUPPORTER". Marketing Invitations for this no-fee for trainees to attend program will include identification of your support and commitment to the education of our future practitioners. You may also plan a special dinner presentation for the Trainee Scholars on Saturday evening, February 28 following the Networking reception. The meeting planner for this activity will assist you with venue selection and invitations without additional fee. Food and beverage for the dinner attendees is included. Any presentation and a/v at the Trainee Scholar Dinner is at the expense of the supporter.

One (1) Tabletop Exhibit Display at preferred location.

Two (2) additional complimentary registrations for a total of four (4) registrations

One (1) Pre & Post Registration Mailing List

Full Page Advertisement in Final Program

Company-Provided Product Flyer in Conference Materials

INDUSTRY LUNCHEON SYMPOSIA (NO CME PROVIDED)

\$15,000

Industry symposia to showcase your products and services on Saturday, February 28, 2015 during the lunch hour. Room, Standard a/v and lunch is included and this session is open to all attendees.

One (1) Tabletop Exhibit Display in preferred location.

Two (2) additional complimentary registrations for a total of four (4) registrations

One (1) Pre & Post Registration Mailing List

Full Page Advertisement in Final Program

Company-Provided Product Flyer in Conference Materials

CONFERENCE BAGS

\$1500

Distributed to all attendees. Your company logo along with DUKE, and the Pain Society of the Carolinas logos is imprinted on bag. You may include One (1) Company/product flyer in the bag

PROMOTIONAL MATERIAL

\$ 250

Distributed to all attendees. Company-provided Product Flyer in the conference Materials.

FINAL PROGRAM ADVERTISING

FULL PAGE

\$500

HALF PAGE

\$250

INSIDE FRONT COVER OR BACK COVER

\$750

All advertisements are due on or before February 13, 2015. Please contact Robin Hoyle at robin@robinhoyle.com for specifications and further information.

FINAL PROGRAM USB ZIP DRIVES

\$200

Distributed to Attendees. Company provides 2GB USB Zip Drives – Company Logo at Company’s discretion.

LANYARDS

\$200

Distributed to all attendees. Company-provides lanyard. Company Logo at Company’s discretion.

In case you are paying by credit card, kindly note that any and all payments are subject to an additional fee of 4% handling/bank charge.

For more information on these opportunities please contact:

Robin L. Hoyle JD, Executive Director PSOC and Meeting Planner at robin@robinhoyle.com
Society Office Telephone: (401) 619-4682

PROVIDED BY:



ENDORSED BY:



APPLICATION FOR EXHIBIT SPACE

The Pain for the Practicing Physician and HCP Program at Duke University School of Medicine
February 28-March 1, 2015 at the Mary Duke Biddle Trent Semans Center, Durham, North Carolina

FAX TO: (727) 362-6210

EMAIL TO: robin@robinhoyle.com

Note: The 2014 Pain Society of the Carolinas Corporate Members Receive an extra badge for a total of 3 complimentary badges with a tabletop display.

Company Name: _____

Exhibit Coordinator: _____ Email: _____

Onsite/ Local Contact: _____ Email: _____

Address: _____

City/State/Zip: _____

Telephone: _____ Fax: _____

Number of Tabletop booths (\$1,250 each): _____ *Booth Height is restricted to 8ft. and must fit a 6 foot tabletop. Note:*

Additional Opportunities: (list here) _____

Product/Equipment Being Displayed: _____

(Email a 50-word description to robin@robinhoyle.com by February 14, 2015 to be included in the Final Program)

Please list the name of any company that you do not wish to be located next to or across from and we will do our best to accommodate you. _____

We agree to abide by the Rules and Regulations established for exhibitors in this Prospectus and understand the cost of each Tabletop booth is \$1,250. A 50% deposit should accompany the application for exhibit space to be allocated a tabletop and must be received no later than February 1, 2015. I understand that I will be sent an invoice for any balance due.

Enclosed is \$ _____ Check #: _____

Please make checks payable to The Pain Society of the Carolinas and mail to: Duke Pain Meeting Attn: Robin L. Hoyle, 6800 Gulfport Blvd. Suite 201-212, South Pasadena FL 33706

Please pay by Credit Card (I understand that all credit card transactions will be charged a 4% service fee)

Circle ONE: American Express VISA MasterCard
CC# _____ - _____ - _____ Expires Date: _____
Sec. Code: _____ Name as it appears on Credit Card: _____
Address associated with Credit Card: _____ City _____ State _____ Zip _____

SIGNATURE: DATE

Cancellation Policy:

**Cancellations received in writing by February 1, 2015 will be charged a 25% administrative fee.
There will be no refunds for cancellations received after February 1, 2015.**