



**FSR**  
FLORIDA SOCIETY  
OF RHEUMATOLOGY

---

# Exhibit Prospectus

---

Updated 3-27-24

2024 Annual Meeting  
July 11-14

Loews Sapphire Falls Universal  
Orlando, Florida



# Sponsorship Levels and Benefits

	Non-Profit (must purchase badges - 2 Max.)	Exhibit Space Only (\$5,750)	Level I - <i>Bronze</i> (\$17,500)	Level II - <i>Silver</i> (\$28,500)	Level III - <i>Gold</i> (40,500)	Level IV - <i>Platinum</i> (\$57,500)
Company name listed in meeting program. (Exhibit Application deadline is June 11th)	•	•	•	•	•	•
One – 6-foot tabletop display Only (Can have one banner but must be on top or behind table)	•	•	•	•		
Two - 6 foot tabletop displays or 1 booth					•	•
Sponsor recognition listed in meeting program & website			•	•	•	•
Attendance at the Sponsor Friday Reception			•	•	•	•
Attendance at the Sponsor Sunday Brunch			•	•	•	•
Amount of Sponsor lapel pins			2 Bronze	5 Silver	10 Gold	15 Platinum
Opportunity to hold <u>ONE</u> sponsored event during FSR annual meeting (see SE details for all requirements)					•	•
Opportunity for two representatives to attend the Friday night executive/faculty dinner					•	•
One complimentary poster at meeting (Must provide by June 11th )						•
30 Minutes with the board of directors (Once in 2024, Once in 2025)						•
<b>Complimentary Badges</b> (per day)	N/A	3	3	4	5	6
<b>Optional</b> Badges that may be purchased (per day) \$100 per badge *Must be purchased by June 11 <sup>th</sup>	N/A	N/A	3	4	5	6

# Additional Sponsorship Opportunities

*Below are a list of additional sponsorship opportunities. All additional opportunities are over and above the exhibit sponsorship levels and does not increase the level of exhibit sponsorship.*

## **For Levels III & IV ONLY**

### **Faculty/Executive Board Non-CME Event**

This is a networking dinner with no presentations.

2 reps from your company are invited to attend.

**Date:** July 12th

**Time:** 7:00 pm

**Venue:** TBA

## **For Level IV ONLY**

### ***30 Minutes with the Board***

All Level IV companies will be provided 30 minutes with the FSR Board of Directors on Wednesday, July 10, and 30 minutes at the Board Retreat in early 2025, to discuss matters of importance to you. Each company is permitted 2-4 reps in the assigned times.

## **Additional Opportunity**

### **Poster Presentations \$1,000 each**

1. To participate your company MUST be one of the exhibiting companies at the meeting.
2. You must email your topics or presentations (whichever possible) to [sallie@fsrmd.org](mailto:sallie@fsrmd.org) by June 11th to gain approval from the FSR president.
3. You will be required to pay a fee of \$1,000 for each poster submitted. Payment may be made prior to June 22<sup>nd</sup> in the form of check, direct deposit or credit card (3% processing fee).
4. Poster abstracts should be printed 4' x 6' horizontally. Push pins will be provided.
5. Posters will be displayed on Friday and Saturday, beginning at 8:00 am on Friday. Must be taken down by 11:00 am on Saturday or they will be discarded.
6. Presenters must be registered for the meeting.

### **We Now Accept Credit Cards**

(3% processing fee)

## **Advertising Opportunities**

*Costs stated represent amount to be provided to FSR for these opportunities. Any additional costs, i.e., printing, hotel expense, etc. are the sponsors responsibility*

### **WIFI - \$5,000**

Support complimentary WIFI access in the physician meeting area and exhibit hall. Attendees will receive card listing WIFI information and supporting company. WIFI must be reserved by May 11th. WIFI card printing is the responsibility of the sponsor.

### **Lanyards - \$5,000 ~~SOLD OUT~~**

Your company or brand logo will be added to a lanyard along with the FSR logo. The lanyards will be available on the registration desk for attendees to use throughout the weekend, but they can't be handed to attendees at check-in due to AACME guidelines. The supporter will coordinate the production of the lanyards with FSR and pay production fees.

### **Bag Inserts - \$5,000**

Place your corporate or brand information in the attendee bags received upon onsite registration. Must be reserved by June 11th. All onsite program inserts must be approved by the FSR office.

### **Hotel Door Drops - \$3,000**

All door drop items must be approved by the FSR office. Once approved, supporter will go through the hotel to make the arrangements for distribution. No door drops shall be allowed without first getting the FSR approval. Multiple sponsorships available. Must be reserved by June 11th. The hotel cost for distribution is the responsibility of the sponsoring company.

### **Additional Branded Products – Various Prices**

Attendees will go home with pens, water bottles, cooling towels and more. Ask for pricing options!

## Additional Sponsorship Opportunities

The costs stated represent amount to be provided to FSR for these opportunities. This fee includes the printing and installation of advertising. ALL sponsorships must be reserved by June 11th

### Floor Graphics - \$3,500

This floor graphic will be displayed in the main hallway leading to the Ballroom. Multiple opportunities available. 24"W x 24"H.

### Wall Graphics - \$5,000

Place your corporate or brand information on the wall outside the Ballroom doors or on the hallway walls approaching the Ballroom. Multiple opportunities available. 36"W x 36"H.

### Hallway Column Graphics - \$7,500

Place your corporate or brand graphic on a column in the main hallway leading to the Ballroom. 28"W x 111.5"H.

### Registration Window - \$5,000

Place your corporate or brand graphic on the windows behind the registration desk just outside the exhibit hall and physician classroom. Eight available. Top 45.75"W x 34.5"H; Bottom 45.75"W x 108.75"H

### Registration Desks - \$15,000

Place your corporate or brand graphic on the registration desks just outside the exhibit hall and physician classroom. One available.

### Entry Column and Header Graphic

- \$15,000 **SOLD OUT**

Place your corporate or brand graphic on the entry column and header at the main entrance to the conference. One available. 29"W x 135"H or 165"W x 24"H

### Marquee Wall Graphic - \$25,000

Place your corporate or brand information on the main wall outside the Ballroom. One sponsorship available. Size of graphic can be length of entire wall or portion of wall with border.

### Welcome Bags - \$2,000 **SOLD OUT**

Your company logo along with FSR will appear on the Meeting / Welcome Bags that will be given out to all attendees.

### Breakfast Sponsor - \$2,000

Start the morning off with immediate attendee recognition by sponsoring the breakfast. You're welcome to bring your own company named napkins & cups. Breakfast Sponsorship includes ten-minute Product Theatre in Exhibit Hall. One available.

### Lunch Sponsor - \$4,000 **SOLD OUT**

Grab the attention of our conference attendees by supporting the group lunch on the main day of the conference. Lunch Sponsorship includes ten-minute Product Theatre in Exhibit Hall.

### Coffee Break Sponsor - \$1,000

Coffee Break sponsors are welcome to bring your own company named napkins & cups. Break Sponsorship includes ten-minute Product Theatre in Exhibit Hall. Three available.

### Welcome Reception Sponsor - \$2,000

The sponsor of the first event in the Exhibit Hall gets immediate brand awareness. This sponsorship includes signage, with no Product Theatre.

### Tomorrow Today: FSR's Annual Meeting E-News Recap for Attendees

Tomorrow Today is a real-time recap of everything happening at the FSR Annual Meeting. This new communication of all the latest information for meeting attendees will be shared through an electronic newsletter each day of the meeting before sessions begin. This rare opportunity is a great way for sponsors to reach attendees throughout the meeting.

Tomorrow Today will be sent to approximately **300+ physician program registrants** and **70+ practice managers**.

Sponsorship includes ad space in the e-newsletter. Ads can contain pictures, videos, and links. Word count is limited (word count does not include images or links).

\$5,000 – Includes one (1) ad for all three days. They can be different each day.

\$3,500 – Includes one (1) ad for two of the days. They can be different each day.

\$2,500 – Includes one (1) ad for a single day.



# FSR Sponsorship/Exhibit Application

FSR TAX ID # 59-2106715

Electronic Submission Option - <https://form.jotform.com/233206185114144>

Company Name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Do you require an electrical outlet? \_\_\_\_\_ Yes \_\_\_\_\_ No

**Competitors** (Please list all competing companies. Effort will be given to keep competitors separate)

\_\_\_\_\_  
 List Additional Sponsorships: \_\_\_\_\_

*Levels III & IV ONLY* - Type of booth you will be displaying? \_\_\_\_\_ Tabletop \_\_\_\_\_ Booth (12 X 4 max.)

**Exhibit/Sponsorship Total**    \$ \_\_\_\_\_

**List Complimentary Reps** (see chart below for maximum allotted per level)

(Extra reps must be purchased online by JUNE 11<sup>th</sup> - DO NOT list extra reps here - complimentary reps ONLY)

Name \_\_\_\_\_ Email \_\_\_\_\_ Circle Day(s) Attending: TH FR SAT  
 Name \_\_\_\_\_ Email \_\_\_\_\_ Circle Day(s) Attending: TH FR SAT  
 Name \_\_\_\_\_ Email \_\_\_\_\_ Circle Day(s) Attending: TH FR SAT  
 Name \_\_\_\_\_ Email \_\_\_\_\_ Circle Day(s) Attending: TH FR SAT  
 Name \_\_\_\_\_ Email \_\_\_\_\_ Circle Day(s) Attending: TH FR SAT  
 Name \_\_\_\_\_ Email \_\_\_\_\_ Circle Day(s) Attending: TH FR SAT

Badge Chart	Non-Profit <small>(must purchase badges - 2 Max.)</small>	Exhibit Space Only (\$5,750)	Level I - Bronze (\$17,500)	Level II - Silver (\$28,500)	Level III - Gold (40,500)	Level IV - Platinum (\$57,500)
<b>Complimentary Badges</b> <small>(per day)</small>	<b>N/A</b>	<b>3</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>

I have read and agree to abide by all requirements, restrictions and obligations set forth in the 2024 Agreement, the policies governing exhibitors, and those which may be set forth in the future in connection with the 2024 Annual Meeting. We/I further acknowledge that FSR reserves the right to reject, at its discretion, any application to exhibit. I understand it is my responsibility to distribute the rules and regulations to all representatives attending who will be required to abide by stated rules.

Submit Form Electronically: <https://form.jotform.com/233206185114144>  
 Or Sign & Return Prior To Exhibit Approval! **DEADLINE is June 11th**

Signature \_\_\_\_\_

*Please make check payable to:* Florida Society of Rheumatology 4701 Old Canoe Creek Road Unit 700548 Saint Cloud, FL 34769-9998

# Florida Society of Rheumatology

## 2024 Annual Meeting

### TENTATIVE MEETING FORMAT

(Subject to change)

#### **Thursday - July 11**

12:00 pm - 3:30 pm      **Exhibit Set-up**  
4:00 pm - 5:30 pm      Welcome Reception in Exhibit Hall

#### **Friday - July 12**

6:30 am - 7:00 am      Exhibit Sign-in  
7:00 am - 8:00 am      Breakfast in Exhibit Hall  
10:10 am - 11:00 am      Break in Exhibit Hall  
12:30 pm - 1:45 pm      Lunch in Exhibit Hall  
4:00 pm - 5:00 pm      Networking Reception in Exhibit Hall  
5:00 pm - 6:00 pm      Legislative and Sponsor Reception (*Levels I-IV only*)

#### **Saturday - July 13**

6:30 am - 7:00 am      Exhibit Sign-in  
7:00 am - 8:00 am      Breakfast in Exhibit Hall  
10:00 am - 11:00 am      Break in Exhibit Hall  
11:00 am - 3:30 pm      **Exhibit Hall Breakdown**  
(all exhibits must be removed by 3:30 pm on Saturday)

#### **Sunday - July 14**

9:15 am - 10:30 am      Sponsor Brunch & Fellow Awards (*Levels I-IV only*)

#### **Please Note:**

The hours listed above are the times when registrants will be in the exhibit hall. Exhibit Hall set up is on Thursday, July 11 from 12:00 - 3:30 pm and breakdown is on Saturday, July 13 from 11:00 - 3:30 pm. All exhibit materials must be removed from the exhibit hall by 3:30 pm on Saturday.

Exhibitors may attend classes, space permitting, if scheduled as an exhibitor representative for that day.

# *Exhibitor Sponsor Agreement*

## MEETING INFORMATION

The Florida Society of Rheumatology is proud to announce the 2024 Annual Meeting, held at the Loews Sapphire Falls Universal. The four-day meeting will host practicing rheumatologists from Florida and surrounding states, in Orlando, Florida.

You are invited to participate in any one of four levels of support as well as the additional sponsorship opportunities, in full or partial. Enclosed is an application form, which should be completed, signed and returned with the appropriate fees by June 11th.

### Representatives

Representative names and emails must be received in the executive office by June 11th. All rules and regulations will be emailed to each individual representative. However, it is still the responsibility of the person completing the exhibit application to ensure each one of their representatives has received all rules and regulations, including the exhibit schedule. Only 3 representatives per company (apart from those in Levels I-IV) are permitted per day. Extra representative badges must be purchased online at the FSR website by June 11th. Each level has a maximum number of representatives that may attend each day (see chart below). You may change the reps each day but **NO morning and afternoon rotating is permitted.**

Sponsor Level	Complimentary Badges	Optional Extra Rep. Badges <i>*Must purchase online at the website</i>
Non-Profit (must purchase badges)	N/A	Must purchase badges online - 2 Max
Exhibit Space Only (\$5,750)	3	N/A
Level I - <i>Bronze</i> (\$17,500)	3	3
Level II - <i>Silver</i> (\$28,500)	4	4
Level III - <i>Gold</i> (40,500)	5	5
Level IV - <i>Platinum</i> (\$57,500)	6	6

Every representative from your company **MUST** have a badge no matter their title or the amount of time they will be in the exhibit hall. All solicitation must be done in the exhibit hall. NO reps are permitted in any of the meeting areas, near classroom, in foyer or registration area, etc. unless they are registered for that day.

Our exhibit badges are color-coded by days. Representatives must sign-in **EACH DAY** to receive their new color-coded badge. Please drop off your old badge at the registration desk before leaving each day. You may **NOT** wear your company badge at any time per ACCME rules.

## **Sponsored Events - as of 3/27/24 we have availability on Saturday night**

Companies exhibiting at the Florida Society of Rheumatology meeting are prohibited from, as a condition of their participation as exhibitors/sponsors, planning any events or dinners until an event application is approved by the Executive Director. No other functions, i.e. meeting at dinner, bar, foyer etc. are permitted. Attendees are instructed to attend only FSR sanctioned events. Sponsored Event applications for Level IV–Platinum and Level III–Gold Supporters are now being accepted. We have limited space for Sponsored Events and they are restricted to Level IV-Platinum and Level III-Gold supporters. They are distributed on a first come first serve basis.

FSR will advertise all product theaters multiple times via emails and printed programs. It is the responsibility of the exhibiting company to provide us the title of talk, speaker name, venue, day and time, where to RSVP and who is invited to attend. If we do not have this info, all advertisements will go out as TBA. However, it is your company's responsibility to solicit attendees for your event. Once your event is approved you will receive notice from the FSR office with the approved date of your event along with a list of times the event schedule will be emailed to physicians. It is the sponsoring company's responsibility to turn in event information as quickly as possible to receive maximum exposure.

**Hotel Accommodations** – Make your reservations directly with Loews Sapphire Falls Universal. More information to follow. Exhibit application must be provided to the executive office prior to making hotel reservations. **Hotel Reservations must be made by June 12th.**

**Shipping Information** - Booth material should be shipped to arrive no more than 3 days prior to our meeting. Please make sure you have the **Group name** (FSR), **Company Name** (not product) and **Recipient's name** for which they will hold the package. Address: Loews Sapphire Falls Universal, 6601 Adventure Way, Orlando, FL 32819.

### **Exhibit Set up/Tear down Hours**

Set up will be held from 12:00 - 3:30 PM on Thursday, July 11th and tear down will be from 11:00 - 3:30 PM on Saturday, July 13th. No company or representative will be permitted in the exhibit hall prior to 12:00 PM on Thursday, July 11th as we need time to finalize the floor plan set-up and walk through with the hotel.

### **Sponsorship Recognition**

Only companies giving \$17,500 and above are invited to a one-hour Legislative & Sponsor reception on Friday evening from 5:00 - 6:00 PM. This is a time for registrants to show their appreciation to those that support FSR in a big way. Sponsor Lapel pins will be given to each company signifying their level of sponsorship. We will also have a Sponsor & Fellow Awards brunch on Sunday from 9:15 - 10:30 am. (Levels I - IV only)

**Space Allocation and Assignment** – Booth assignment is provided by FSR upon arrival at the conference and is strictly enforced unless authorized by FSR staff. No booth assignments will be given out prior to the event.

Exhibits must be installed so they do not project beyond the space allotted. No interference with the light or space of other exhibitors will be permitted. **All banners or posters of any kind must be set on top or behind your exhibit table and must fit in your 6-foot space (12-foot space for levels III and IV).**

Exhibitor is responsible for damage to property (see "Responsibility Agreement"). No signs or other articles shall be posted, nailed, or otherwise attached to any of the pillars, walls, doors, etc., in such manner as to deface or destroy them. No attachments shall be made to the floors by nails, screws, or any other device. All space is leased subject to these restrictions.



**Registrant Prize Drawing Card** – Each registrant is provided a “Registrant Prize Drawing Card” to be initialed by a representative at each exhibit booth. Please be prepared to sign these cards. Prizes awarded include electronics, etc. Each exhibiting company is invited to contribute their products or other articles to be included in the prizes given away. This is an extremely popular feature of the meeting and provides excellent exposure for your company.

**Registrants List** - A list of attendees will be emailed to each exhibiting company three times: one month prior to the meeting, two weeks prior, and one week following the meeting. The list will include the attendees name and city only.

**Electricity** - If electricity is required for your booth (not personal use) you will need to **request in advance**. This will consist of one outlet only. If you require any additional electrical you must purchase directly through the hotel.

**Cancellations** – Once formal application has been made, any cancellation must be furnished to us, in writing, no later than June 11th; a \$500 cancellation fee will be assessed. No refund will be given after that time. In the event the program is cancelled by the FSR, due to pandemics, natural disasters or other uncontrollable circumstances, then the FSR shall promptly communicate refund options to the exhibiting company.

## **RESPONSIBILITY AGREEMENT**

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend the Florida Society of Rheumatology (FSR), Loews Sapphire Falls Universal, the affiliates, officers, directors, agents, employees and partners of each, (“Indemnified Parties”) harmless against all claims, losses and damages, including negligence, to persons or property, governmental charges or fines and attorney’s fees arising out of or caused by Exhibitor’s installation, removal, maintenance, occupancy or use of the exhibit premises or a part thereof.

In addition, Exhibitor acknowledges that the Indemnified Parties do not maintain insurance covering Exhibitor’s property and that it is the sole responsibility of the Exhibitor to obtain business interruption, property damage and comprehensive general liability insurance.

## **RULES & REGULATIONS**

### **Display Requirements and Restrictions**

Florida Society of Rheumatology retains the right to deny the exhibition of inappropriate items and products. Please contact the FSR Staff if you have any questions. Drugs, chemicals or other therapeutic agents listed in AMA’s *New and Non-Official Remedies*, *National Formulary* or *U.S. Pharmacopeia*, may be displayed.

Proprietary drugs, mixtures and special formulas may be displayed if documentary evidence of their acceptance by ethical medical organizations is on file with the Convention Manager.

New, unlisted and/or initial display items must be submitted for clearance prior to opening of the convention. Clinical and laboratory tests and evaluation on such items must be submitted at least three months prior to opening date of convention.

The same restrictions apply to books, advertisements in medical journals or other publications on display and to all promotional literature.

### **Irregular Canvassing and Distribution of Advertising Matter**

Solicitation of business or conferences in the interest of business except by exhibiting firms is prohibited. No solicitation for conferences/meetings other than FSR will be permitted.

### **Exhibits of Electrical and Radiographic Equipment**

Machines and apparatus operated by electricity must be shown as “still” exhibits. Practical demonstrations of x-ray apparatus and accessories or any noisy apparatus of any kind will not be permitted. No objection will be made to the utilization of electricity for illuminating purposes or for operating smaller diagnostic instruments and electrotherapeutic apparatus, which do not distract or annoy other exhibitors.

### **Subletting of Space**

No subletting of space is permitted. Each firm represented in the Exhibit Hall must sign the regular Exhibit Application and Agreement. Any person or firm subletting space, as well as the one purchasing space, will be subject to eviction. No refund will be made for space reserved.

### **Uncontrollable Eventualities**

Florida Society of Rheumatology will take all reasonable precautions against damage or loss by fire, water, storm, theft, strike or any other emergencies of that character but does not guarantee or insure the exhibitor against loss by reason thereof (see “Responsibility Agreement”).

## **Corporate Partnership**

The Florida Society of Rheumatology (FSR) is proud to extend a hand of partnership between our membership and your organization through a Corporate Partnership. This is a yearly partnership between your company and the FSR.

We would appreciate your assistance in helping the FSR fulfill our mission as follows:

### **Our Functions, Aims and Goals**

- This Society shall represent the physicians practicing Rheumatology in the State of Florida, and will fulfill the role of the professional Society for rheumatologists in Florida.
- The Society is committed to furthering the goals of the American College of Rheumatology.
- Provide education for the practicing rheumatologist, the practicing physician in other specialties, paramedical personnel, the patients themselves and the community.
- Take an active interest in the economic side of medicine (to insure quality care of patients with chronic diseases) by helping third party payors better understand that in most instances, there are various treatments for chronic diseases, and that these treatments involve considerable time and effort.
- Represent the specialty of Rheumatology in negotiations with governmental and private third party payors.
- Facilitate the recognition of the role of the rheumatologist as the provider of choice for patients with arthritis, chronic pain, osteoporosis, and musculoskeletal disease.

Listed in this prospectus are the Levels of Partnership, outlining various benefits you will receive when you agree to partner with the FSR. The larger the support, the more benefits offered.

For explanation purposes, CAC stands for the *Contractor Advisory Committee* and the CSRO is the *Coalition of State Rheumatology Organizations*. Our CSRO representative, Dr. Michael Schweitz, will provide tremendous access to over 30 state rheumatology organizations across the country.