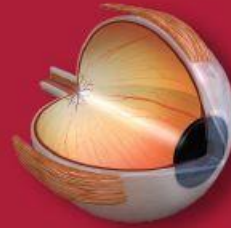


HOUSTON
Methodist[®]
LEADING MEDICINE



Geriatric
Ophthalmology for
Non-Geriatricians



EXHIBITOR PROSPECTUS

Virtual Conference

April 30, 2022

Course Director:

Andrew Lee, MD

Chair, Blanton Eye Institute
Houston Methodist Hospital

Professor of Ophthalmology, Neurology, and Neurosurgery, Weill Cornell Medicine

Professor of Ophthalmology, UTMB and UT MD Anderson Cancer Center and Texas A and M College of
Medicine (Adjunct)

Adjunct Professor, Baylor College of Medicine and the Center for Space Medicine, the University of Iowa
Hospitals and Clinics, and the University of Buffalo

Dear Corporate Partner,

It is our pleasure to invite you to join our upcoming certified continuing education conference, **Annual Symposium on Enhancing Geriatric Understanding and Education (SEGUE): Geriatric Ophthalmology for Non-Geriatricians**, which will take place **virtually** on **Saturday, April 30, 2022**, in **Houston, Texas**.

This continuing education conference will be relevant to physicians, nurses, nurse practitioners, physician assistants, and residents/fellows.

We estimate that this virtual symposium will attract over 100 attendees – all potential customers for your products and services. By participating virtually for this conference, will provide you a longer-lasting platform to showcase your company's website, products, social media, and pharmaceutical info through a webpage unique to this activity.

I encourage you to take full advantage of this great opportunity to showcase your company and products to your target market on a webpage, specifically designed for vendors.

Don't delay! Please submit your application to reserve your space as soon as possible.

Sincerely,

Office of Continuing Medical Education
Houston Methodist

Cc: Andrew Lee, MD

THE MANY BENEFITS OF EXHIBITING

The Virtual Exhibit Hall webpage will showcase your products and services with target audiences who will attend this meeting virtually. Further benefits of exhibiting at the [Annual Symposium on Enhancing Geriatric Understanding and Education \(SEGUE\): Geriatric Ophthalmology for Non-Geriatricians](#) conference include:

- Exposure to over 100 attendees, including physicians, nurses, nurse practitioners, physician assistants, and residents/fellows
- Dedicated time during breaks to allow attendees to visit your exhibit page virtually.
- A customized page that can include company description, contact information, link(s) to your products/services, links to hand-out materials, links to social media content, embedded videos, etc.
- Option for providing individual meeting link to meet with attendees during breaks (link to be provided to HM CME by exhibiting organization)
- Build visibility for your company in a competitive marketplace
- Expand your prospective position and strengthen existing customer relationships
- Recognition in the program syllabus and other conference materials

Exhibitor Hours: 6:00 a.m. – 2:00 p.m.

VIRTUAL EXHIBIT FEE

FEE: \$1,200.00

- One customized webpage with a specific link to company's description & content
- Company logo will be located on the virtual exhibit page
- Recognition in the webpage & Conference material
- Registration for Symposium are Included for two representatives

Payment and Confirmation

Applications will not be processed unless the Vendor Registration and full payment (Please indicate **517-SEGUE on the payment) are received together.**

Vendor registration details coming soon. **You will NOT be registered to exhibit until you register online.**

If you are paying by check, please send your payment to:

Houston Methodist
Office of Continuing Medical Education
Attn: Juanita Young
6670 Bertner Ave., R2-216
Houston, TX 77030
Tel: (713) 441-4903
Fax: (713) 441-0589

REGISTRATION DEADLINE
Friday, April 22, 2022

OTHER INFORMATION

Exhibitor Eligibility Requirements

For an exhibit application to be accepted for this activity, the products and services must be educational in nature and relate to the educational activity content. The conference reserves the right to accept or reject a potential exhibitor based on its assessment of whether the company/organization's products and/or services are relevant to the conference content. All exhibits will be reviewed.

Exhibit Space Cancellations

Cancellations must be received at least five business days prior to the start of the course. If a cancellation is received after this time, no refund will be provided.

Attendee Lists

The accredited provider must not share the names or contact information of learners with any ineligible company or its agents without the explicit consent of the individual learner. If consent is given, only limited attendee contact information will be provided to exhibiting companies (name, affiliation, city and state) when requested. Telephone, fax, email and street addresses will not be distributed.

Promotional Activities and Standards for Commercial Support

In compliance with the ACCME Standards for Commercial Support of Continuing Medical Education, you must refrain from holding any commercial discussions in the educational space. All promotional activities including interviews, demonstrations, distribution of literature or samples must be made within the exhibitor's space. Canvassing or distributing promotional materials outside the exhibitor's rented exhibit space is not permitted.

Physician Payment Sunshine Act

Applicable manufacturers providing payments or transfers of value to physicians are responsible for recording and maintaining reporting information of participating physicians. Houston Methodist will not collect, record, nor provide reporting information from physicians that choose to participate by accepting payments or transfers of value from applicable manufacturers.