

Dear Representative,

**Update in Internal Medicine 2021 (RP2104B)** will be held on **Saturday, April 10, 2021**. This one-day CME live activity will take place **virtually** and is sponsored by UT Southwestern Department of Internal Medicine and the Office of Continuing Medical Education at UT Southwestern Medical Center.

The knowledge and treatment of various disease states in internal medicine is expanding at a fast pace. Every year, new therapies are being developed and new standards of care are being employed across the spectrum of internal medicine. The busy primary care physician and internist, since they treat patients with varied diseases and comorbidities, are faced with the growing challenge of keeping abreast of all the advances. The annual Update in Internal Medicine CME Conference seeks to assist clinicians with meeting this challenge. Due to the continued COVID-19 pandemic, the 2021 conference will present a hybrid learning approach, offering the combination of a one-day live online presentation and the myriad of pre-recorded on-demand presentations. The overall goal is provide primary care physicians and internists with state-of-the-art practical advice on issues identified as frequent items for consultation and second opinions, as well as new advances in applying molecular techniques in translational medicine.

This symposium aims to target primary care providers, nurse practitioners, physician assistants, and specialists in Internal Medicine and Family Practice seeking updates in practical knowledge relating to patient care.

The educational objectives for this CME activity include:

- Investigate the appropriate use of direct oral anticoagulants in various clinical scenario
- Utilize a sequential approach to management of type2 diabetes
- Utilize an evidence-based approach to COVID-19 based on the stage and severity of disease
- Investigate the appropriate evaluation of proteinuria and hematuria in various clinical scenarios
- Interpret updated guidelines for appropriate management of patients with hypertension and resistant hypertension
- Formulate appropriate diagnosis and management of interstitial lung diseases
- Explore the various cancer immunotherapies and the malignancies in which they are used
- Diagnose and manage the renal complications from various malignancies and their treatments
- Describe the pathway of thyroid hormone signaling and the advantages/disadvantages of using bovine thyroid supplements versus T4- and T3-containing thyroid hormone replacement regimens
- Investigate the emerging findings of the potential long-term effects between CVD and COVID-19.

**\*\*For a detailed agenda, please [Click Here to Download](#).\*\***

We are asking for your support of this program with an exhibit fee in the amount of **\$500**.

### **Benefits of Exhibiting**

Meet virtually to discuss your products and services with medical professionals who will attend this meeting. Further benefits of exhibiting at the **Update in Internal Medicine 2021 (RP2104B)** include:

- Exposure to over 125 attendees via a virtual exhibit hall.
- Ample intermissions to allow time for attendees to visit your virtual exhibit booth
- Expand your prospective place and strengthen existing customer relationships

We look forward to your support and participation.

### **Exhibitor Levels and Benefits:**

Your company can support this program with an exhibit fee in the following amounts:

#### **Exhibitor level: \$500.00**

All support as an exhibitor will be fully acknowledged at the course and you will receive recognition at the meeting and in course handouts.

### **Attendee Lists:**

Attendee lists will be provided upon request. As a health care provider, we must respect the privacy of our attendees. Therefore only limited attendee contact information will be provided to exhibiting companies (name, affiliation, city and state). Telephone, fax, email and street addresses will not be distributed.

### **Virtual Exhibit Space:**

The virtual exhibit booth will include the following:

- Company/representative contact information
- Company description
- Company website link
- Optional - Company logo
- Optional - Up to (3) Product Information/Resource links and/or handouts
- Optional – (1) Video upload (i.e. YouTube, Vimeo)
- Optional - Opportunity for Live Interaction with attendees (provided by exhibitor, i.e. Zoom, Teams, etc.)

### **Required Submissions:**

#### **1. Exhibitor Agreement Form:**

Included in this package is the required Exhibitor Agreement form. Please complete the 2-page form and return to [Kelsey.Smith@utsouthwestern.edu](mailto:Kelsey.Smith@utsouthwestern.edu) by **March 31, 2021**.

#### **2. Confirmation:**

Virtual exhibit space is not confirmed until this Exhibitor Agreement form is completed and signed by both parties. A counter-signed copy of the agreement will be sent back as confirmation of your exhibit space. You will also receive login information in order to make your payment online.

#### **3. Payment:**

Use the login information provided to make your payment. Payment must be received prior to the start of the course.

### **Exhibit Space Cancellations:**

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

**UT Southwestern**  
Medical Center

**OFFICE OF CONTINUING MEDICAL & PUBLIC EDUCATION**

**EXHIBITOR AGREEMENT**

*Regarding the Terms and Conditions for a Commercial Exhibit*

<b>Activity Name</b>	Update in Internal Medicine 2021	<b>Activity #</b>	RP2104B
<b>Location</b>	Virtual Symposium	<b>City</b>	Dallas
		<b>ST</b>	Texas
<b>Dates</b>	Saturday, April 10, 2021		
<b>Agreement between</b>	ACCREDITED PROVIDER (PROVIDER) The University of Texas Southwestern Medical Center (UTSW) AND COMMERCIAL COMPANY (EXHIBITOR)		
<b>Company Name</b>			
<b>Address</b>			
<b>City</b>		<b>ST</b>	
		<b>Zip</b>	
<b>Contact Telephone</b>		<b>Fax</b>	

Exhibitor Information			
<b>Contact Name</b>		<b>Email</b>	
<b>Telephone</b>		<b>Cell</b>	

**COMPANY VIRTUAL EXHIBIT INFORMATION**

Company Name [As it will appear on Virtual Exhibit Page] \_\_\_\_\_

**Brief description of company (3-4 sentences; less than 150 words):**

\_\_\_\_\_

\_\_\_\_\_

**Provide up to 3 hyperlinks to company and/or product information:**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

To host your **LIVE INTERACTION** during Exhibit breaks, please provide a meeting link (i.e. Zoom):

\_\_\_\_\_

**Company logo** (This will be displayed on your Virtual Exhibit, if provided); please check box below:

- ☐ I will provide my company logo for display in the Virtual Exhibit (Upon receiving an e-mail confirmation of your exhibit space, you may submit the logo file in an e-mail reply).
- ☐ I will not provide a company logo

## **TERMS AND CONDITIONS**

- EXHIBITOR agrees to abide by ACCME Standards for Commercial Support SCS 4.2 as stated at [www.accme.org](http://www.accme.org):
  - **For computer based CME activities**, advertisements and promotional materials will not be visible on the screen at the same time as the CME content and not interleaved between computer 'windows' or screens of the CME content. Also, ACCME-accredited providers may not place their CME activities on a Web site owned or controlled by a commercial interest. With clear notification that the learner is leaving the educational Web site, links from the Web site of an ACCME accredited provider to pharmaceutical and device manufacturers' product Web sites are permitted before or after the educational content of a CME activity, but shall not be embedded in the educational content of a CME activity. Advertising of any type is prohibited within the educational content of CME activities on the Internet including, but not limited to, banner ads, subliminal ads, and pop-up window ads.
  - **For audio and video recording**, advertisements and promotional materials will not be included within the CME. There will be no 'commercial breaks.'
  - **For live, face-to-face CME**, advertisements and promotional materials cannot be displayed or distributed in the educational space immediately before, during, or after a CME activity. Providers cannot allow representatives of Commercial Interests to engage in sales or promotional activities while in the space or place of the CME activity.
  - **For print**, advertisements and promotional materials will not be interleaved within the pages of the CME content. Advertisements and promotional materials may face the first or last pages of printed CME content as long as these materials are not related to the CME content they face and are not paid for by the commercial supporters of the CME activity.
- EXHIBITOR may distribute promotional materials at their exhibit space only. Distribution of pharmaceuticals or other samples is prohibited.
- All commercial support associated with this activity will be given with the full knowledge of the PROVIDER. No additional payments, goods, services or events will be provided to the course director(s), planning committee members, faculty, joint sponsor, or any other party involved with the activity.
- Completion of this agreement represents a commitment and payment is due and collectible by the ACTIVITY DATE unless otherwise agreed upon by the PROVIDER. PROVIDER reserves the right to refuse exhibit space to EXHIBITOR in the event of nonpayment.
- PROVIDER agrees to provide exhibit space and may acknowledge EXHIBITOR in activity announcements.
- PROVIDER reserves the right to assign exhibit space or relocate exhibits at its discretion.
- PROVIDER Federal Tax ID number is 75-6002868.

## **AGREED**

### **EXHIBITOR Representative**

**Signature** \_\_\_\_\_

**Name** \_\_\_\_\_

**Title** \_\_\_\_\_

**Date** \_\_\_\_\_

### **PROVIDER Representative**

**Signature** \_\_\_\_\_

**Name** Ericka Harden-Dews, JD, CHCP

**Title** Director, Office of Continuing Education & Public Education

**Date** \_\_\_\_\_

**Agreement must be received by March 31, 2021.**

**Please Include program number RP2104B on all correspondence**

**Download, complete, sign and send this form to**  
[Kelsey.Smith@utsouthwestern.edu](mailto:Kelsey.Smith@utsouthwestern.edu)