

# *Medical College of Wisconsin GIM Lakefront Refresher*

## *June 24<sup>th</sup> – 26<sup>th</sup>, 2020*



## **Exhibitor Prospectus**

### *Conference Director*

***Barbara Slawski, MD, MS, SFHM***

### *Conference Co-Director*

***Navdeep Gupta MD***

***Jeffrey Jackson MD, MPH***

***Pinky Jha MD, MPH, FACP***

***Theresa Maatman MD, FACP***

***Joan Neuner MD, MPH***

### **The Pfister Hotel**

**424 East Wisconsin Avenue**

**Milwaukee, WI 53202**

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## *June 24<sup>th</sup> – 26<sup>th</sup>, 2020*

Dear Colleague:

We are pleased to invite you to exhibit at the inaugural General Internal Medicine Lakefront Refresher June 24-26, 2020 at the Pfister Hotel in Milwaukee, WI. This conference will prove the latest updates in primary care, perioperative and hospitalist medicine

Our audience includes physicians, and advance practice professionals practicing in all phases of internal medicine and hospital medicine in addition to other specialties. Due to the nature of this program, our audience members are established in urban and rural communities throughout the upper Midwest region. When you connect with individual attendees at the conference your reach will be across the entire region.

Exhibitors are important contributor to the General Internal Medicine Lakefront Refresher. By providing opportunities about products and services which may help with the quality, safety and outcomes of patient, you the exhibitors and the companies you represent help with our overall mission providing the best patient care possible. Traffic in the exhibitor areas will be maximized with ample exhibiting hours, breaks and meals as well as a strong acknowledgement from the conference Director and committee members.

Your participation would greatly enhance this inaugural conference. We would be delighted for you to represent your company at this event and look forward to working with you. Please refer to the attached Exhibitor Prospectus for more information regarding the many opportunities in which you may participate. Exhibitor space and opportunities will be contracted on a first come, first served basis.

If we can assist you in any way, please feel free to contact us via email or phone.



**Barbara Slawski**  
**MD, MS, SFHM**  
**Director**



**Navdeep Gupta**  
**MD**  
**Co-Director**



**Jeffrey Jackson**  
**MD, MPH**  
**Co-Director**



**Pinky Jha**  
**MD, MPH, FACP**  
**Co-Director**



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**MD, FACP**  
**Co-Director**



**Joan Neuner**  
**MD, MPH**  
**Co-Director**

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June 24<sup>th</sup> – 26<sup>th</sup>, 2020

## Sponsorship Opportunities

### Sponsor Breakfast Symposium or Product Theater

Price: \$7,000  
Deadline: April 2<sup>nd</sup>, 2020

**Date: Wednesday June 24<sup>th</sup> or Friday June 26<sup>th</sup>**  
**Time: 6:45 AM – 7:45 AM**

Share cutting edge information on topics in Internal Medicine via either an unrestricted CME symposium or exclusive product theater. Opportunities are open to all conference attendees without additional charge and include food and beverages, basic A/V setup, and promotion on conference materials.

### Sponsor Lunch Symposium or Product Theater

Price: \$7,000  
Deadline: April 2<sup>nd</sup>, 2020

**Date: Thursday June 25<sup>th</sup> or Friday June 26<sup>th</sup>**  
**Time: 12:30 PM – 1:30 PM**

Share cutting edge information on topics in Internal Medicine via either an unrestricted CME symposium or exclusive product theater. Opportunities are open to all conference attendees without additional charge and include food and beverages, basic A/V setup, and promotion on conference materials.

### Standard Table Top Exhibit

Price: \$2,500  
Deadline: May 23<sup>rd</sup>, 2020

Fee includes:

- One (1) six foot skirted table with 2 chairs\*
- Complimentary registration for two (2) company representatives to attend sessions\*\*
- Full payment due at time of registration

\*Table top assignments granted on a first-come, first-serve basis

\*\*Exhibit fee does not entitle representative(s) to receive Continuing Medical Education (CME) credits

### Boxed Lunch

Price: \$2,500 (per lunch)  
Deadline: April 23<sup>rd</sup>, 2020

Increase your exposure with your company's name/logo on the lunch boxes attendees receive. Labels for the lunch boxes will need to be approved by Conference Directors. Labels will need to be provided by you and shipped to the hotel before the conference. Your support will also be listed in the program.



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### Sponsorship Opportunities

#### Coffee Break

*Price:* \$2,500 (per break)  
*Deadline:* April 23<sup>rd</sup>, 2020

Morning breaks will be near the exhibit tables to promote traffic. These provide a high visibility and much valued exhibit opportunity. Your support will be listed in the program. In addition, you may also supply napkins and/or cups with your company logo for each sponsored break.

#### Conference Lanyards

*Price:* \$2,500 (per lunch)  
*Deadline:* April 2<sup>nd</sup>, 2020

Increase your exposure with your company's name/logo on the lanyards. The lanyards will be distributed to all meeting attendees and will be utilized throughout the meeting and beyond.

#### Sponsored Icon on Mobile app\*

*Price:* \$1,500  
*Deadline:* April 2<sup>nd</sup>, 2020

Provides sponsors logo icon on home screen of app.

\*Sponsorship requires Exhibitor to also sponsor a standard table top exhibit.

#### Banner Ad on Mobile app\*

*Price:* \$1,000  
*Deadline:* April 2<sup>nd</sup>, 2020

Banner ads are placed front and center on the main screen. Attendees can easily connect with sponsors by tapping through to websites or destinations within the app.

\*Sponsorship requires Exhibitor to also sponsor a standard table top exhibit.

Please contact the General Internal Medicine office at [tboyle@mcw.edu](mailto:tboyle@mcw.edu) or 414-955-0352 to discuss which sponsorship opportunity will benefit your company the best.