



Nicklaus  
Children's  
Hospital

# 55<sup>th</sup> Annual Pediatric Postgraduate Course

Perspectives in Pediatrics

Founded by Dr. Donald H. Altman

February 27 - March 1, 2020 • Diplomat Beach Resort, Hollywood, Florida

2020 EXHIBITOR PROSPECTUS



Join the  
celebration!

## Showcase your brand

at one of the premier pediatric CME conferences in the United States.

For 55 years, Nicklaus Children's Hospital's **Pediatric Postgraduate Course** has led the way in educating healthcare professionals by providing state-of-the-art information on the latest developments in prevention, pathophysiology, diagnosis and treatment of the most prevalent pediatric and adolescent health concerns. Our guest faculty are highly-respected experts, leaders in the field of pediatrics, who present subjects of importance and relevance to all pediatricians and, likewise, attract an assembly of dedicated and influential pediatricians, both national and international.



High number  
of attendees



Local, national,  
and international  
reach



Highly specialized  
audience of pediatric  
professionals



Multiple formats  
(Didactics, Workshops,  
Case-based discussions)



Live Spanish  
translation



Broadcast  
worldwide



Eligible for  
CME/MOC credit

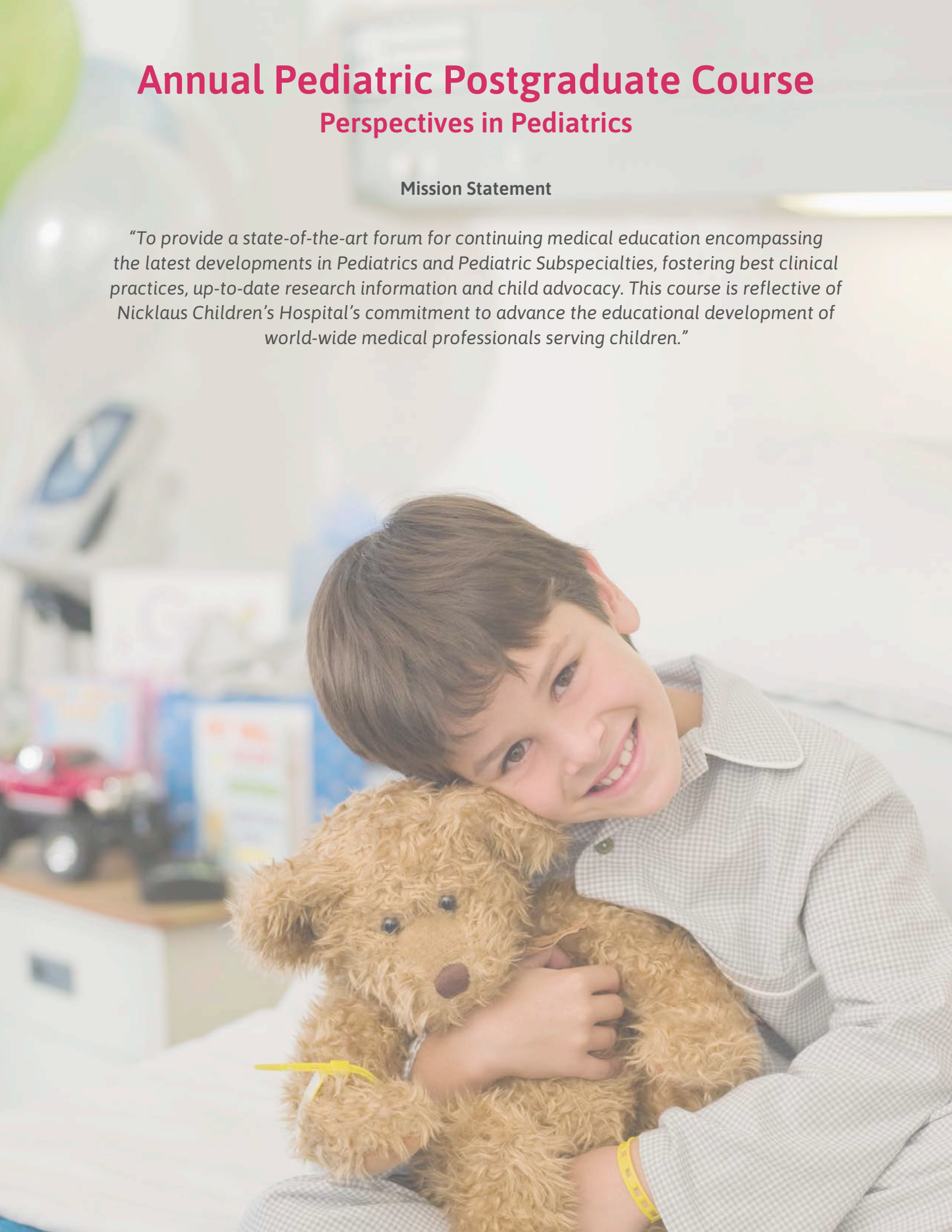
1-800-445-9340 • [ppgcpip.com](http://ppgcpip.com) • [cme@nicklaushealth.org](mailto:cme@nicklaushealth.org)

# Annual Pediatric Postgraduate Course

## Perspectives in Pediatrics

### Mission Statement

*"To provide a state-of-the-art forum for continuing medical education encompassing the latest developments in Pediatrics and Pediatric Subspecialties, fostering best clinical practices, up-to-date research information and child advocacy. This course is reflective of Nicklaus Children's Hospital's commitment to advance the educational development of world-wide medical professionals serving children."*







## The largest and most established, independent pediatric CME conference in the United States.

### About the 55th Annual Pediatric Postgraduate Course

The 2019 conference proved yet again how dynamically this scientific forum of pediatric knowledge has evolved. For 55 years, the Nicklaus Children's Hospital Annual Pediatric Postgraduate Course has led the way in educating healthcare professionals by providing state-of-the-art information on the latest developments in prevention, pathophysiology, diagnosis and treatment of the most prevalent pediatric and adolescent health concerns. This conference provides an optimal arena for the exchange and advancement of pediatric knowledge, which ultimately empowers each participant to elevate patient care to higher standards.

As you can see from our track record, our guest faculty are highly-respected experts and leaders in the field of pediatrics, who present subjects of importance and relevance to all pediatricians and, likewise, attract an assembly of dedicated and influential pediatricians, both national and international.

With an average attendance of more than 600 pediatricians, Nicklaus Children's Hospital's Annual Pediatric Postgraduate Course offers significant opportunities to reach physicians at the local, national, and international levels. Statistical highlights from last year's conference include:

- 60% international/40% US-based physicians
- 55% female/45% male audience
- Highly specialized and targeted audience of pediatric professionals, including general pediatricians, pediatric subspecialists from over 25 subspecialties, and nurse practitioners.
- Marketing reach of more than 100,000 physicians per year
- Broadcast live to healthcare professionals worldwide

Each year, Nicklaus Children's Hospital's Exhibitor Program aims to elevate its annual forum by improving its effectiveness, and ultimately, helping to improve the health and well-being of children. Several forms of participation are offered each providing unique opportunities to industry participants with a diverse matrix of benefits depicting the level of support. We also have an array of a-la-carte options. We invite you to review the following material for full details.

### About Nicklaus Children's Hospital

Founded in 1950 by Variety Clubs International, Nicklaus Children's Hospital is South Florida's only licensed specialty hospital exclusively for children, with nearly 800 attending physicians and more than 475 pediatric subspecialists. The 309-bed hospital, known as Miami Children's Hospital from 1983 through 2014, is renowned for excellence in all aspects of pediatric medicine, with many programs routinely ranked among the nation's best by U.S. News & World Report, since 2008. The hospital is also home to the largest pediatric teaching program in the southeastern United States and has been designated an American Nurses Credentialing Center (ANCC) Magnet facility, the nursing profession's most prestigious institutional honor.

The Nicklaus Children's Hospital network includes more than a dozen outpatient centers extending from Palm Beach County to southern Miami-Dade County, offering a range of pediatric healthcare services, including urgent care, rehabilitation services and subspecialty physician appointments for children of all ages, including up to age 21.

We are committed to being a resource for children from throughout South Florida and around the world. On behalf of our course participants, Nicklaus Children's Hospital, its affiliated Medical Staff, and the children we serve, thank you in advance for your participation. We look forward to seeing you at the Pediatric Postgraduate Course.

### Contact Us

For additional information, please contact the Department of Medical Education at Nicklaus Children's Hospital at **1-800-445-9340** or via email at [cme@nicklaushealth.org](mailto:cme@nicklaushealth.org).



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# General Information

## Hotel Headquarters

The Diplomat Beach Resort  
3555 S Ocean Drive, Hollywood, FL 33019

Phone: 954-602-6000  
Toll Free: 1-855-689-2911

The Diplomat Beach Resort is South Florida's premier meeting resort, ideally located between Fort Lauderdale and Miami and is a AAA Four Diamond resort. Onsite resort amenities include a full service spa overlooking the ocean, 6 restaurants, 2 beachfront pools, private cabanas, water recreation, 24-hour fitness center, Kids Club and a marina. Exploring the area is a breeze with water taxi and city trolleys making regular stops at the resort. Nearby shopping, dining and entertainment is a quick car ride to the Village at Gulfstream Park, Aventura Mall and Las Olas Boulevard.

## Sleeping Room Rates

Special rates have been established at the hotel for this conference. Be sure to mention Nicklaus Children's Hospital's 55th Annual Pediatric Postgraduate Course if calling the hotel to reserve your room.

The special rate is \$315/night for a standard single/double room.

## Book Online Today!

Please make your reservations early as the reserved block typically sells out quickly. The room block cut-off date is February 3, 2020.

## General Course Information

Nicklaus Children's Hospital  
Annual Pediatric Postgraduate Course  
3100 SW 62 Avenue, Miami, Florida 33155

Phone: 1-800-445-9340 or 786-624-2620  
Fax: 305-669-6406  
Email: [cme@nicklaushealth.org](mailto:cme@nicklaushealth.org)  
Website: [www.ppgcpip.com](http://www.ppgcpip.com)

## General Session

Exhibitor representatives may attend the 4-day general scientific session free of charge by wearing the official course badge. No selling or marketing of any kind is allowed during the scientific sessions.



## Exhibit Hall Schedule

Set-Up: Thursday, February 27, 2020 – 6:00 am to 8:30 am  
Dismantling: Sunday, March 1, 2020 - 12:30 pm to 2:30 pm  
Exhibit Hours: Every day, 7:30am to 12:00pm  
(At least two hours of dedicated exhibit time will be provided each day of the conference.)

All breakfasts and refreshment breaks will be provided in the Exhibit Hall.

## Conduct of Exhibits

Exhibits must be staffed at all times during the hours of exhibition. Unmanned exhibits are prohibited and will be dismantled. No refunds will be given for unmanned exhibits that are dismantled. The exhibition areas are to be used only during the usual hours of operation. Exhibitors must set up and dismantle according to the schedule.

## Decorator, Drayage, and Shipping

EXPO is the official exhibit decorator and drayage company. Exhibit Service Kits will be sent prior to the course. All booth materials must be shipped through the official decorator and Drayage Company no later than 7 days prior to the course.

Rental items and Services: All tables, chairs, plants, lamps, carpets, special furniture, internet and electrical power will be available for a fee upon request through the exhibitor decorator.

EXPO Convention Contractors, Inc.  
Cassandra Goldberg  
15959 NW 15 Avenue, Miami, Florida 33169

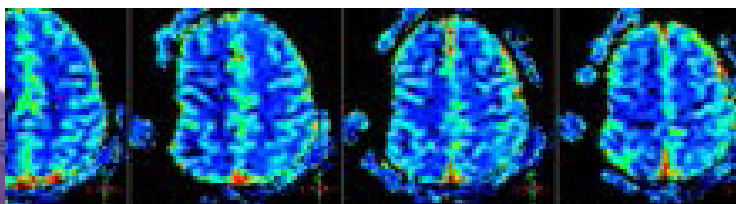
Phone: 305-751-1234  
Fax: 305-754-9402  
Email: [cgoldberg@expocci.com](mailto:cgoldberg@expocci.com)

## Booth Reservations

Nicklaus Children's Hospital exclusively accepts reservations with a nonrefundable payment of 50% of the total amount due. There will be no refunds of this amount. The balance of the total amount due must be paid by January 10, 2020. Checks should be made payable to: Nicklaus Children's Hospital Annual Pediatric Postgraduate Course.

## Booth Specifications

A maximum height of 3 feet on each side wall and 8 feet on the back wall of the exhibit booth has been established so that no booth will interfere with or detract from any other booth. All booths are reserved on a first come, first serve basis.





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The given dimensions of floor space and stands are approximate. Nicklaus Children's Hospital reserves the right to change the dimensions in order to use available exhibit space most efficiently. Prices charged are based on the actual dimensions; if more floor space than was ordered is later allotted and used, the price differential is due immediately. Exhibitors must also bear the cost of any special installations.

### **Liability**

The exhibitor is liable for all damage caused by himself, his staff, visitors and/or clients and by any agent acting for him. The exhibitor must indemnify the Nicklaus Children's Hospital in all such cases.

### **Exhibitor Application**

Mailing or delivering the application form does not constitute a formal agreement that the exhibitor is admitted to the exhibition. Contractual conditions are constituted when Nicklaus Children's Hospital sends written confirmation to the exhibitor and when the 50% deposit is received. Exhibitors may not display products or services other than those manufactured or regularly distributed by them. The application form must be completed, signed with a legally authorized signature and delivered on time. Special requirements regarding placement of the booths will be given all possible consideration, but placement demands as a condition of registration on the part of the exhibitor cannot be recognized.

### **Purpose of the Exhibition**

Booths may be used for displaying products and services related to pediatrics. All company activities must take place within the company booth. Company activities will not be allowed to compete with course activities. Nicklaus Children's Hospital reserves the right to restrict sales activities that it deems inappropriate. No sales or marketing activities are allowed in educational session rooms. It is the responsibility of the exhibitor to secure any licenses or permits that may be required by the State of Florida, the City of Hollywood or Broward County.

### **Safeguarding**

Each exhibitor must make provisions for the safeguarding of its goods, materials, equipment, and display at all times. General overall staff service will be provided for the installation and exhibition period to answer questions or facilitate service. The staff service will not be responsible for loss or damage to any property from any cause.

### **Setup and Booth Management**

For any changes in the size or structure of the floor space or design of the booth, specific permission must be obtained from Nicklaus Children's Hospital. Nicklaus Children's Hospital reserves the right to demand changes in such booths or exhibits to accommodate safety regulations and technical requirements. Nicklaus Children's Hospital also reserves the right to demand changes in booths or exhibits in order to preserve or obtain the best possible overall image for the exhibition, as deemed by Nicklaus Children's Hospital.

### **Registration and Installation**

Exhibit space will not be available for set up until all conditions and payments have been met. Installation and registration may commence on Thursday, February 27, 2020 – 6:00 am to 8:30 am. All aisles must be cleared of exhibit materials and crates by 8:30 am.

### **Dismantling**

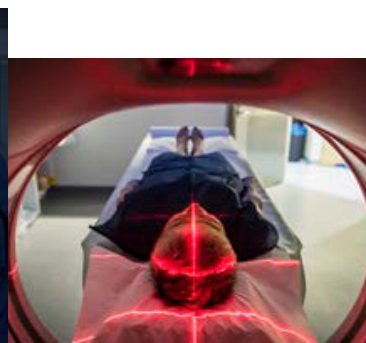
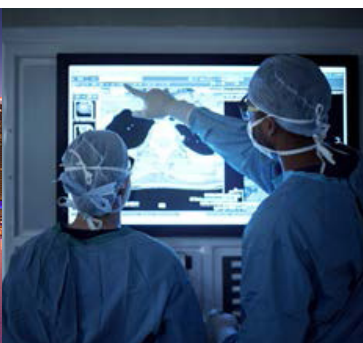
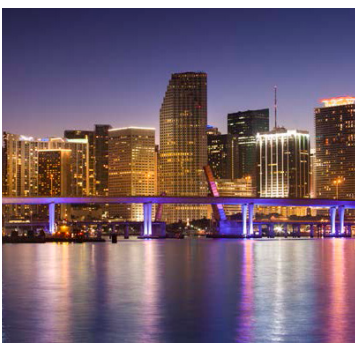
The dismantling of exhibits will take place Sunday, March 1, 2020 - 12:30 pm to 2:30 pm. Dismantling of exhibit or packing equipment or literature will not be allowed before 12:30 pm Sunday, March 1, 2020.

### **Badges**

Exhibitor personnel (representatives, staff) will be issued a limited number of free badges with the booth purchase, 5 per 100 square feet of space. All representatives of exhibiting companies must register and display an official exhibitor's badge for admission to the exhibit area. Additional representatives may attend at a fee of \$295 for each additional person.

### **Final Stipulation**

Painting and papering of floors, walls, pillars, as well as built-in parts are not permitted. No articles may be attached to the permanent building structure. No structure of an exhibit or booth may protrude on any side beyond the limits of the booth location. No signs may project beyond the delimiting walls of the booth and each exhibitor must avoid hindering the view or entryway of neighboring booths. No obstruction of the aisles shall be permitted. Exhibits or other devices which emit sound or light must be operated and controlled so as not to irritate other exhibitors. Nicklaus Children's Hospital reserves the right to ask an exhibitor to cease such practice. No exhibitors shall be permitted to install their booth until full payment is received.







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# General Information



## Accreditation Statement

Nicklaus Children's Hospital is accredited by the Accreditation Council for Continuing Medical Education to provide continuing medical education for physicians.



## Designation Statement

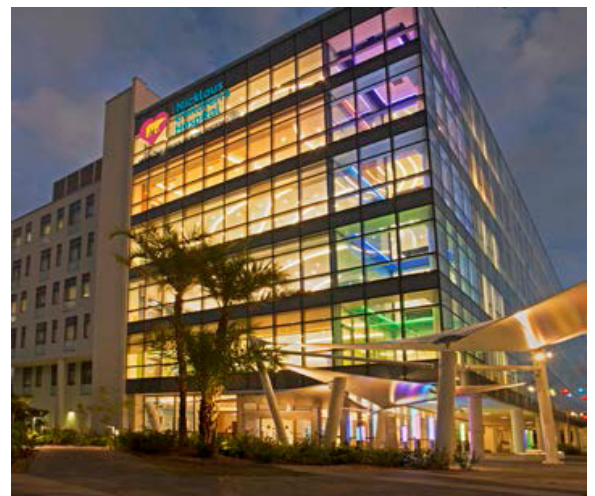
Nicklaus Children's Hospital designates this live activity for a maximum of 20 AMA PRA Category Credit(s)<sup>™</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.

## Faculty/Planner Disclosure Policy

In accordance with the Accreditation Council for Continuing Medical Education's Standards for Commercial Support, all planners, teachers, and authors involved in the development of CME content are required to disclose to the accredited provider their relevant financial relationships. Relevant financial relationships will be disclosed to the activity audience.

## ABP MOC Recognition Statement

Successful completion of this CME activity, which includes participation in the activity, with individual assessments of the participant and feedback to the participant, enables the participant to earn 10 MOC points in the American Board of Pediatrics' (ABP) Maintenance of Certification (MOC) program. It is the CME activity provider's responsibility to submit participant completion information to ACCME for the purpose of granting ABP MOC credit. (PARS Course ID 201338654)



# 2020 Exhibitor Application



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## Exhibitor Information

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

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website Address: \_\_\_\_\_

Space will be reserved only after receipt of signed application form and total amount due or 50% deposit. The payment for the second installment is due no later than January 10, 2020. If payment in full is not received by this date, the space may be released and your deposit will be forfeited. All booths are reserved on a first come, first served basis. I have read all rules and instructions and my company and company representative will comply.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(Unsigned applications will not be accepted.)

## Booth Pricing

<input type="checkbox"/> 10x10 Premium Booth	\$4,500	Total # of booths requested: _____
<input type="checkbox"/> 10x10 Standard Booth	\$3,000	Total # of booths requested: _____
<input type="checkbox"/> 10x10 Publisher Booth	\$2,000, limited availability	Total # of booths requested: _____
<input type="checkbox"/> 10x10 Non-Profit Booth	\$1,500, limited availability	Total # of booths requested: _____
<input type="checkbox"/> Community Service Agency	No Charge	Total # of booths requested: _____

## A-La-Carte Marketing Opportunities

<input type="checkbox"/> Internet Café	\$1,500 per day	with your company logo on signage
<input type="checkbox"/> Continental Breakfast	\$4,000 per day	with your company logo on signage
<input type="checkbox"/> Refreshment Break	\$2,500 per break	with your company logo on signage
<input type="checkbox"/> Charging Station	\$750	with your company logo on signage
<input type="checkbox"/> Lanyards	\$1,500	with your company logo (for all attendees)
<input type="checkbox"/> USB/Flash Drive	\$8,500	with your company logo (for all attendees)
<input type="checkbox"/> Conference Bags	\$12,000	with your company logo (for all attendees)



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## Exhibitor Badges

Exhibitor personnel (demonstrators, staff) will be issued a limited number of free badges with the booth purchase. All representatives of exhibiting companies must register and display an official exhibitor's badge for admission to the exhibit area and 4-day general session. Exhibiting companies are allocated representative badges based on 5 per 10 X 10 booth.

Additional representatives may attend at a fee of \$295 for each additional person.

Note that the deadline for receipt of the exhibitor names is January 10, 2020.

List Representative(s) Names:

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_
- 4) \_\_\_\_\_
- 5) \_\_\_\_\_

Additional Representatives (\$295 each):

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_

## Payment Method

Please fill in the total from the previous page and include cost for additional representatives listed on this page, if any.

\$ \_\_\_\_\_ Total (US Dollars)

### Payment by Check

Make Checks Payable to: **"Nicklaus Children's Hospital Pediatric Postgraduate Course"**

### Payment by Credit Card

Please contact us at [cme@nicklaushealth.org](mailto:cme@nicklaushealth.org) or at **786-624-2620** to process your payment using a secure payment form. Nicklaus Children's Hospital does not store your credit card information. All transactions are handled by a third-party merchant services provider.

### Once completed, please return this Application Form to:

Nicklaus Children's Hospital Pediatric Postgraduate Course  
Attn.: Department of Medical Education  
3100 SW 62 Avenue  
Miami, Florida 33155

Telephone: 1-800-445-9340 or 786-624-2620  
Fax: 305-669-6406  
Email: [cme@nicklaushealth.org](mailto:cme@nicklaushealth.org)

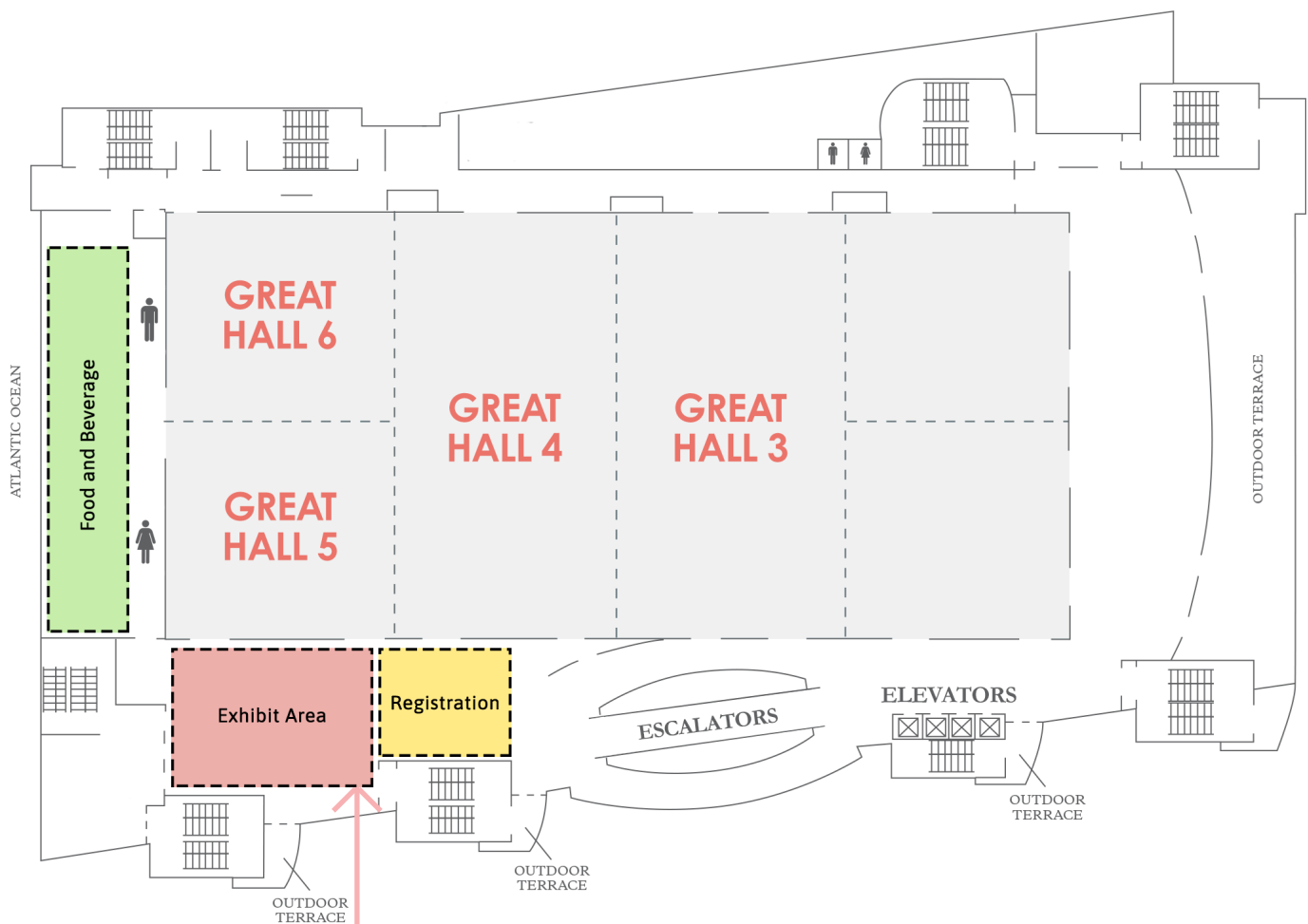
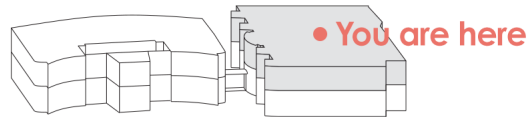


# Floor Plan



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## CONVENTION CENTER THIRD FLOOR



3555 South Ocean Drive | Hollywood, Florida 33019

*The* **DIPLomat**  
BEACH RESORT

**DETAILED EXHIBIT AREA FLOOR PLAN  
COMING SOON**