



47<sup>th</sup> Annual Pediatric  
Postgraduate Course  
*“Perspectives in Pediatrics”*

*February 9 – 16, 2012*

InterContinental Downtown Miami, Florida

## **2012 EXHIBITOR PROSPECTUS**

**1-800-445-9340**

**305-662-8357**

Dear Friends:

The 2011 conference proved yet again how dynamically this scientific forum of pediatric knowledge has evolved. For 46 years now, the Miami 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. Moreover, and significant for exhibitors, our initiatives have excelled in accomplishing our exhibitors' goals. A tremendous success was the 5th Annual **Innovation of the Year Award**. This unique opportunity allowed recognition of significant products, procedures and services in pediatrics. We encourage all our exhibitors to submit their applications for 2012 now.

### More Exhibitor Opportunities for 2012

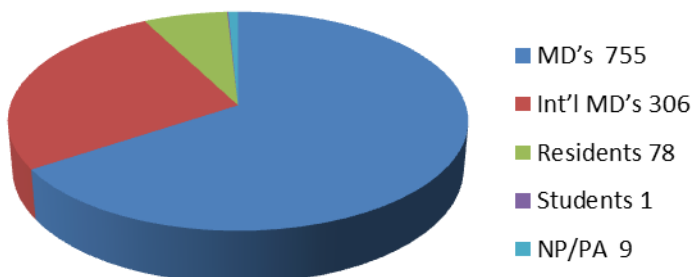
In addition to exhibiting at the 47th Annual Pediatric Postgraduate Course in the main exhibit area, registered firms may display at the 15th Annual Pediatric Board Review, which precedes the main conference. The Pediatric Board Review is designed as a comprehensive review for pediatricians who are preparing for the American Board of Pediatrics certification or recertification examinations. This opportunity is available to exhibitors for a nominal fee.

Additionally, and in keeping with our goal of maximizing opportunities for our exhibitors, we are offering the **2012 Focused Pediatric Hospitality Series**. These series will take place throughout the conference and are open to any exhibitor who would like to present to the attendees in a relaxed, consumer-friendly approach. The 2012 Focused Pediatric Hospitality Series will occur in suites within the hotel and will provide a unique meeting place to include food and beverage and using the latest presentation technology. Because these represent a direct marketing initiative, they will be scheduled when regular sessions are not being held and will not provide CME. Attendance will be based on invitations. Conference Management will handle all the details. All an exhibitor has to do is show up, present and mingle. All 2012 exhibitors qualify to apply for the Focused Pediatric Hospitality Series. Space is very limited; please submit your application as soon as possible. Also, exhibitors may reserve early to exhibit at the *Premium Row* for a small premium. Please see the floor plan.

As you can see from our track record, 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. One of the goals of this now 47-year-old conference is to provide an optimal arena for the exchange and advancement of pediatric knowledge, which ultimately empowers each participant to elevate patient care to higher standards. With an average attendance of more than 700 pediatricians, the Miami Children's Hospital Annual Pediatric Postgraduate Course offers significant opportunities to reach physicians at the local, national, and international levels, including:

- Highly specialized and targeted audience
- The largest independent pediatric meeting in the United States
- Reach of more than 300,000 physicians per year
- Includes several publications and internet

### 2011 Attendance Breakdown:



Miami Children's Hospital's Exhibitor Program aims to raise and expand its annual forum, improve its effectiveness, and ultimately, to help 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 opportunities. We invite you to review the following material for full details.

On behalf of our course participants, Miami 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 Miami Children's Hospital 47th Annual Pediatric Postgraduate Course.

Sincerely,

Deise Granado-Villar, MD  
Program Chair  
Chief Medical Officer  
Senior Vice President for Medical & Academic Affairs

**HOTEL HEADQUARTERS:**

The hotel headquarters for the 47th Annual Pediatric Postgraduate Course is the InterContinental Miami Hotel. This luxurious hotel, overlooking Biscayne Bay, is conveniently close to Miami Beach and adjacent to Bayside Marketplace with its fashionable shops and restaurants. Thoughtfully designed with the business traveler in mind, the stylish rooms and suites all offer spectacular views of Miami. A selection of two restaurants at the InterContinental Miami provides guests with the choice of formal or casual dining while the fitness centre includes an outdoor pool.

**SLEEPING ROOM RATES:**

Special rates have been established at the hotel for this conference. Please make your reservations early as the reserved block typically sells out quickly.

- Run of House \$285
- Overnight Parking \$34
- Day Parking \$12

For information or to make your reservation contact:

InterContinental Miami Hotel  
100 Chopin Plaza  
Miami, Florida 33131  
Reservations: 1-800-327-3005  
Front Desk: 305-577-1000

**ATTENDEE COURSE REGISTRATION:**

Miami Children's Hospital  
Annual Pediatric Postgraduate Course  
3100 SW 62 Avenue  
Miami, Florida 33155  
Telephone: 1-800-445-9340 or 305-662-8357  
Fax: 305-669-6406  
Email: [info@ppgcpip.com](mailto:info@ppgcpip.com)  
Register online: <http://www.ppgcpip.com>

**GENERAL SESSION:**

Exhibitor representatives may attend the 4-day general scientific session (Monday, February 13, 2012 through Thursday, February 16, 2011) free of charge by wearing the official course badge. No selling or marketing of any kind is allowed during the scientific sessions.

**EXHIBIT MANAGEMENT:**

Firmino Enterprises, Inc. is the official conference and exhibit management company. Contact Firmino Enterprises for your immediate requirements, floor plans, exhibit application, exhibitor service kits and questions:

Firmino Enterprises, Inc.  
PO Box 348280  
Coral Gables, Florida 33134  
Telephone: (305) 965-4327  
Email: [rfirmino@firminousa.com](mailto:rfirmino@firminousa.com)

**DECORATOR • DRAYAGE • 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 20 days prior to the course. Rental items and Services: All tables, chairs, plants, lamps, carpets, special furniture, and electrical power will be available for a fee upon request through the exhibitor decorator.

For information contact:

EXPO Convention Contractors, Inc.  
Cassandra Goldberg  
57 NE 179 Street  
Miami, Florida 33162  
Telephone: (305) 751-1234  
Fax: (305) 754-9402  
Email: [cgoldberg@expocci.com](mailto:cgoldberg@expocci.com)

**RESERVATION OF EXHIBIT BOOTH:**

Miami 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 February 1, 2012. Checks should be made payable to: Miami Children's Hospital 47th Annual Pediatric Postgraduate Course.

**BOOTHS:**

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. Canvassing outside the booth is forbidden. The exhibit management company and/or Miami Children's Hospital will assign publisher booths at their discretion. All booths are reserved on a first come, first served basis.

**PAYMENT/BREACH OF CONTRACT:**

The given dimensions of floor space and stands are approximate. The exhibition management reserves the right to change the dimensions in order to use available exhibit space most efficiently. Prices charged are, however, based on the actual dimensions; if more floor space than was ordered is later allotted and actually used, the fee for it is to be paid immediately. The exhibitors must 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 exhibition management company and Miami Children's Hospital in all such cases.

**GENERAL SESSION EXHIBIT SCHEDULE:**

Set-Up: Sunday, February 12, 2012 - 1:30pm to 4:30pm  
Dismantling: Thursday, February 16, 2012 - 2:30 pm to 5:00 pm

**Exhibit Hours:**

Monday, February 13, 2012	7:00 am to 2:30 pm
Tuesday, February 14, 2012	7:00 am to 2:30 pm
Wednesday, February 15, 2012	7:00 am to 2:30 pm
Thursday, February 16, 2012	7:00 am to 2:30 pm

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

**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 Miami Children's Hospital c/o Firmino Enterprises/Exhibition Management 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. MCH 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 and/or the City of Miami.

**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.

**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.

### **SET UP 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 Firmino Enterprises/Exhibit Management. Firmino Enterprises/Exhibit Management reserves the right to demand changes in such booths or exhibits to accommodate safety regulations and technical requirements. Firmino Enterprises/Exhibit Management 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 judged by Firmino Enterprises/Exhibit Management.

### **REGISTRATION AND EXHIBIT INSTALLATION:**

Exhibit space will not be available for set up until all conditions and payments have been met. Installation and registration may commence on Sunday, February 12, 2012 - 1:30pm to 4:30pm. All aisles must be cleared of exhibit materials and crates by 4:30pm Sunday, February 12, 2012. After 4:30pm, February 12, 2012 no installation will be allowed without special permission.

### **EXHIBIT DISMANTLE:**

The dismantling of exhibits will begin at 2:30pm Thursday, February 16, 2012. Dismantling of exhibit or packing equipment or literature will not be allowed before 2:30pm on Thursday, February 16, 2012.

### **EXHIBITOR 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. A charge of \$10 will be assessed for each substitute name or lost badge while on site. An exhibitor's badge registration form is enclosed with this exhibit application. Note that the deadline for receipt of the exhibitor names will be February 1, 2012.

### **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. Firmino Enterprises/Exhibit Management 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.

### **ACCREDITATION STATEMENT:**

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

### **DESIGNATION STATEMENT:**

The Miami Children's Hospital designates this live activity for a maximum of 60 *AMA PRA Category 1 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.

### **FACULTY DISCLOSURE/CONFLICT OF INTEREST RESOLUTION STATEMENT:**

The "Conflict of Interest Disclosure Policy" of Miami Children's Hospital requires that faculty participating in any CME activity disclose to the audience any relationship(s) with a pharmaceutical or equipment company. Miami Children's Hospital has implemented the following strategies to resolve conflicts of interest:

- A disclosure slide is presented before each speaker lecture.
- Each speaker lecture was reviewed for potential conflicts of interest.
- The content of each speaker lecture was ensured to be non-biased and free from marketing and/or promotion of products or services.
- Speakers were instructed to provide a balanced view of therapeutic options and use only generic names when possible.
- Speakers were instructed to support presentation and clinical recommendations with the "best available evidence" from medical literature.
- Disclosures will also be announced by the moderator verbally to the participants.

Any presenter whose conflict can not be resolved will not be permitted to present. Miami Children's Hospital also requires that faculty participating in any CME activity disclose to the audience when discussing any unlabeled or investigational use of any commercial product or device not yet approved for use in the United States.

**EXHIBIT AT THE *PEDIATRIC BOARD REVIEW*:**

In addition to exhibiting at the 47th Annual Pediatric Postgraduate Course, registered exhibitors may exhibit at the 15th Annual Pediatric Board Review before the main conference. The same stipulations apply. The Pediatric Board Review is designed as a comprehensive review for pediatricians who are preparing for the American Board of Pediatrics certification or recertification examinations. An additional Pediatric Board Review exhibit fee of \$2,500 for a 10 x 10 booth applies.

**BOARD REVIEW EXHIBIT SCHEDULE:**

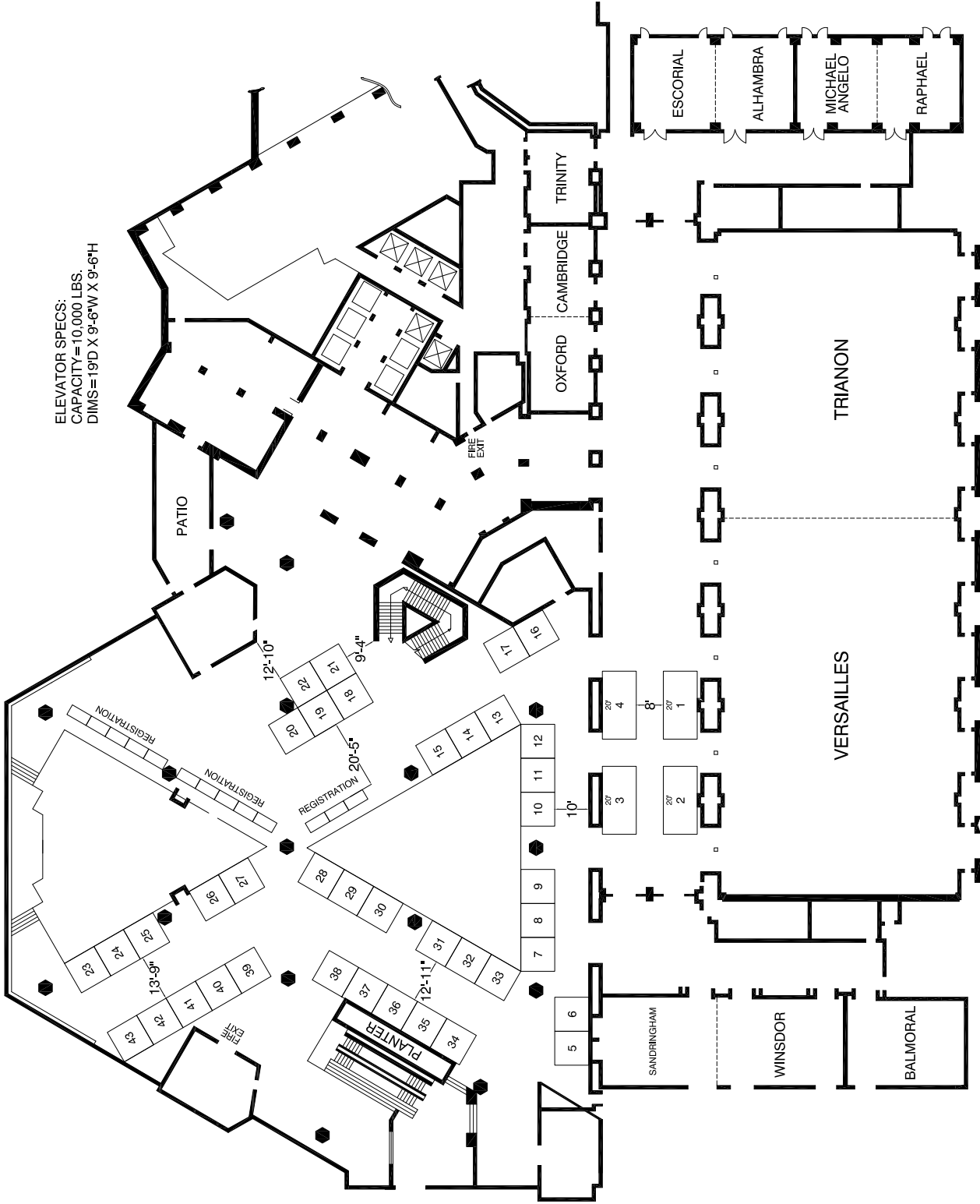
Set-Up:	Wednesday, February 8, 2012	1:30pm to 4:30pm
*Transfer to main session:	Sunday, February 12, 2012	5:00pm to 6:00pm
Dismantling:	Thursday, February 16, 2012	2:30pm to 5:00 pm

**BOARD REVIEW EXHIBIT HOURS:**

Thursday, February 9, 2012	7:00 am to 5:30pm
Friday, February 10, 2012	7:00 am to 5:30pm
Saturday, February 11, 2012	7:00 am to 5:30pm
Sunday, February 12, 2012	7:00 am to 5:30pm

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

ELEVATOR SPECS:  
CAPACITY=10,000 LBS.  
DIMS=19'D X 9'-6"W X 9'-6"H



# ANNUAL PEDIATRICS POSTGRAD COURSE FEBRUARY 9-16, 2012

HOTEL INTER CONTINENTAL  
MIAMI, FL

Presented By  
**EXPO**  
CONVENTION CONTRACTORS INC  
57 NE 179th ST  
MIAMI FL 33162  
PHONE (305) 751-1234  
FAX (305) 754-9402

DRAWING NO. 1A  
DATE: 12-21-11  
SCALE: N.T.S.  
DRAWN BY: JLF  
REVISIONS:

Inventory	Dimension	Size	Qty	SqFt
10'x10'	100	39	3,900	
10'x20'	200	4	800	
<b>Totals:</b>		<b>43</b>	<b>4,700</b>	

All concepts, designs and arrangements represented by this drawing were created by Expo Convention Contractors Inc. and remain the property of said company. None of such ideas shall be used or disclosed to any person, firm or company for any purpose without prior written permission from ExpoCCI.



**2012 EXHIBITOR APPLICATION**

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 February 1, 2012. If payment in full is not received by this date, the space may be released and your deposit will be forfeited. I have read all rules and instructions and my company and company representative will comply. All booths are reserved on a first come, first served basis.

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

***(Signature is required, unsigned applications will not be accepted)***

**Pediatric Board Review:**

10x10 Booth \$2,500 \_\_\_\_\_

**Main Conference:**

- |   |         |   |
|---|---------|---|
| <input type="checkbox"/> 10x10 Premium Booth    | \$5,000 | Total # of booths requested: _____      |
| <input type="checkbox"/> 10x10 Corner Booth     | \$4,000 | Total # of booths requested: _____      |
| <input type="checkbox"/> 10x10 Standard Booth   | \$3,500 | Total # of booths requested: _____      |
| <input type="checkbox"/> 10x10 Publisher Booth  | \$2,000 | Limited, assigned by exhibit management |
| <input type="checkbox"/> 10x10 Non-Profit Booth | \$1,500 | Limited, assigned by exhibit management |

**A La Carte Opportunities:**

- |   |          |   |
|---|----------|---|
| <input type="checkbox"/> Focused Pediatric Hospitality Series | \$ 7,000 | Minimum each                                    |
| <input type="checkbox"/> Internet Café                        | \$ 3,000 | With Recognition Signs                          |
| <input type="checkbox"/> Continental Breakfast                | \$ 7,000 | Per day   |
| <input type="checkbox"/> Refreshment Break                    | \$ 6,000 | Per Break                                       |
| <input type="checkbox"/> Window Signage/Clings                | \$ 3,000 | Visible throughout Hotel With Your Company Logo |
| <input type="checkbox"/> Lanyards                             | \$ 2,500 | With Your Company Logo                          |
| <input type="checkbox"/> USB/Flash Drive                      | \$ 8,500 | With Your Company Logo                          |

**RETURN APPLICATION TO:** Miami Children's Hospital - Annual Pediatric Postgraduate Course  
 Attn: Elizabeth Menocal  
 3100 SW 62 Avenue - Miami, Florida 33155  
 Telephone: 305-662-8357  
 Fax: 305-669-6406

## EXHIBITOR BADGES FORM

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 100 square feet of space. Additional representatives may attend at a fee of \$295 for each additional person. Note that the deadline for receipt of the exhibitor names is February 1, 2012.

List Representative(s) Names:

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

Additional Representatives \$295 each:

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

### BOOTH SELECTION

Exhibiting companies are allocated booth space based on availability. Additional booth space may be purchased if available. Only one booth per publisher permitted. All oral agreements, special permissions, and special arrangements are valid only upon receipt of written confirmation. The exhibitor understands that the MCH Exhibitor's Rules and Regulations are an integral and binding part of the contract for exhibit space, and agrees to comply with the same.

Please indicate booth(s) of choice [refer to floor plan]:

- 1st Choice Booth(s) #: \_\_\_\_\_  
2nd Choice Booth(s) #: \_\_\_\_\_

### PAYMENT METHOD

(Please fill in total from the Application and include cost for additional representatives, if any.)

Payment Enclosed \$\_\_\_\_\_ Total  
Make Checks Payable to: "Miami Children's Hospital Pediatric Postgraduate Course"

Credit Card:  
I authorize Miami Children's Hospital to charge \$\_\_\_\_\_ to the following credit card:  
 Visa  MasterCard  American Express  Discover

Credit Card Account #: \_\_\_\_\_

Exp. Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_  
***(Signature is required, unsigned applications will not be accepted)***

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Attn: Elizabeth Menocal  
3100 SW 62 Avenue - Miami, Florida 33155  
Telephone: 305-662-8357  
Fax: 305-669-6406



**2012 INNOVATION OF THE YEAR AWARD:**

All registered exhibitors are invited to submit entries for The Innovation of the Year Award. This award showcases the best innovation among the many industry entries as chosen by the conference management. The winner will be recognized as Innovation of the Year selection during the reception for all attendees in the exhibit hall.

Entry Deadline: February 1, 2012

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

Years Attending the Conference\_\_\_\_\_

Company Contact\_\_\_\_\_

Telephone\_\_\_\_\_

E-Mail\_\_\_\_\_

Name of Entry (Product or Service)\_\_\_\_\_

Date Developed/Made Available\_\_\_\_\_

Description & Clinical Significance:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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