



May 2017

On behalf of the University of Pittsburgh's Department of Medicine and course directors, we invite your organization to participate as an Exhibitor or Sponsor of the 2017 Update in Internal Medicine course on **Oct. 19–20, 2017**, at the Marriott Pittsburgh City Center Hotel in Downtown, Pittsburgh. Information regarding the various sponsorship opportunities is outlined below. Additional information is located on our Department of Medicine website at www.dom.pitt.edu/UIM/Index.html.

The course is a comprehensive update on major advancements in internal medicine as well as a review of various medical and surgical-related topics impacting daily practice. Participants receive updates on disease perspectives that can affect their specialty practice activities. Emphasis is placed on evidence-based approaches to practical and innovative health care delivery, including care pathways that focus on key elements in the diagnosis and management of various diseases.

The University of Pittsburgh School of Medicine is accredited by the Accreditation Council for Continuing Medical Education (CME) and designates AMA PRA Category 1 credit(s) commensurate with the extent of the physicians' course participation. Participants receive Maintenance of Certification points equivalent to the amount of CME credits claimed for the activity as outlined by the American Board of Internal Medicine's (ABIM). Other healthcare professionals are awarded continuing education units based on contact hours. We will provide a breakdown of pharmacotherapeutic contact hours for nurse practitioners. For physician assistants, UPMC has been authorized by the American Academy of PAs (AAPA) to designate AAPA Category 1 credits for activities designed primarily for its own learners and other learners within its network. Each year, applications are submitted to the American Academy of Family Physicians for CME credit and to the American Osteopathic Association for Category 2–A credit.

Thank you in advance for your consideration. To confirm your support, please complete the Exhibitor and Sponsorship Agreement form located at www.dom.pitt.edu/UIM/Form.html. The signed Exhibitor and Sponsorship Agreement form needs to be received no later than Aug. 15, 2017. Please contact our project manager, Jimette Gilmartin, at domuim@pitt.edu, or via phone at 412-648-9647 with any questions or concerns.

Best regards,

Michael Donahoe, MD
Executive Vice Chair of Clinical Affairs
Department of Medicine

Terence W. Starz, MD
Clinical Professor of Medicine, and
Course Director



Exhibitor and Sponsorship Opportunities

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The **2017 Update in Internal Medicine** course will be held on **Oct. 19–20, 2017**, at the Marriott Pittsburgh City Center in Downtown Pittsburgh. Supporting the Update in Internal Medicine conference as a sponsor provides affordable access to more than 250 general internists, family practitioners, medical specialists, and other healthcare professionals who provide primary and specialty care services. This premier educational event offers continually changing topics, speakers, and approaches to hundreds of practitioners. Since 2001, we have averaged 321 attendees. Several sponsorship opportunities are available for your organization to connect with our attendees and increase your exposure to this specialized audience, including key decision makers. There are multiple opportunities throughout this two-day conference to provide maximum return on your investment.

For the Exhibitor and Sponsorship Agreement form www.dom.pitt.edu/UIM/Form.html

In order to confirm your participation, as a sponsor, this completed Exhibitor and Sponsorship Agreement form will need to be printed, signed and returned via email, fax or mail no later than Aug. 15, 2017.

Attention:	Jimette Gilmartin
Mailing Address:	3550 Terrace Street, 1218 Scaife Hall, Pittsburgh, PA 15213
Email:	domuim@pitt.edu
Fax:	412-383-8565
Phone:	412-648-9647



Availability of sponsorships and exhibit space will be determined on the date that the agreement is received. Monetary support of this conference through the above-mentioned sponsorships will be used to defray program costs, including guest speaker honorarium and/or travel expenses, audio-visual equipment, and other expenses as necessary.

Category	Fee	Includes
Exhibitor Space	\$2,000	<ul style="list-style-type: none"> • One (1) 6-ft draped table with 2-4 chairs • Recognition in onsite handout and poster(s), plenary session remarks, and projected "Thank you" on meeting room slide during presentation and breaks • Wireless internet connection <p><i>For nonprofit rates, please contact us at domuim@pitt.edu or at 412-648-9647 for further details.</i></p>
Lunch/Break Sponsor	\$3,500	<ul style="list-style-type: none"> • High priority exhibitor table • Recognition in onsite handout and poster(s), plenary session remarks, and projected "Thank you" on meeting room slide during presentation and breaks • Wireless internet connection • Three (3) complimentary registrations <p><i>Organizations identified as a "Commercial Interest," as defined by the Accreditation Council for Continuing Medical Education (ACCME), are excluded from sponsoring a lunch/break. All support provided from a commercial interest must be in the form of an unrestricted educational grant. The ACCME's definition of a commercial interest is any entity producing, marketing, re-selling, or distributing health care goods or services consumed by, or used on, patients (i.e. pharmaceutical companies and medical device manufacturers).</i></p>
Educational Grant	\$2,500-\$5,000	<ul style="list-style-type: none"> • Monies are provided as an unrestricted educational grant to defray the program costs. • Recognition of support will be included in the onsite handout, poster(s), and announced during the plenary session remarks.



UPDATE IN INTERNAL MEDICINE

Evidence-Based Approaches to Common Medical Problems



		<p><i>Please contact us at domuim@pitt.edu or at 412-648-9647 for further details.</i></p>
Group Registration	Tuition Discount	<ul style="list-style-type: none">• 15% tuition discount for groups >10• Recognition in onsite handout and poster(s), plenary session remarks, and projected "Thank you" on meeting room slide during presentation and breaks <p><i>For group registration rate information, please contact us at domuim@pitt.edu or at 412-648-9647.</i></p>