

EXHIBITOR PROSPECTUS

2021

ACMS Winter Clinics

FEBRUARY 25-28, 2021 | SHORE LODGE | MCCALL

Come join Southwestern Idaho's physicians at the 62nd Annual Winter Clinics. Our medical education focus is [The Intersection of Public Health and Clinical Practice](#).

This year, we are forced to adapt to our current public health emergency situation, but still want to provide a robust opportunity for you to connect with our attendees. We are learning together how to do it differently than we have in the past.

Based on summertime surveys of previous year attendees, we anticipate a reduction in normal in-person attendance by 50%, regardless of what stage of reopening we are in. However, we could see as many as that *or more* choose to register for the virtual conference due to health and safety concerns, affordability, and convenience.

We have both in-person and online exhibit opportunities, but in-person space will be limited based on what stage of reopening Valley County is in or headed towards in February.

Please get your registration in early so you don't miss out. If you have any questions, feel free to call.

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208-336-2930

acmswinterclinics.com and adamedicalsociety.org
Make an appointment to talk about this with me at calendly.com/acms-steven-reames

WHO USUALLY COMES TO THIS EVENT?

Practice Locations

90% Treasure Valley

10% Other Idaho / Out of State

Practice Setting

44% Hospital System Employed

35% Independent Outpatient
Based

9% Education based

6% Retired

6% All Other

Physician Specialties

62% Family Medicine

13% Internal Medicine

7% Psychiatry/Neurology

5% PM&R/Physiatry

△ Various Other Specialties

Register to Exhibit at
acmswinterclinics.com



Sponsor and Exhibitor Pricing

Stage 4 or Full Reopen (gatherings greater than 50)

In-Person attendance is predicted to be no greater than 60 based on surveys of previous year attendees

- Five (5) \$1500 Event Sponsorships Available (Hybrid = In-Person Booth and Virtual Exhibitor Booth)
- Nine (9) \$800 Exhibitor spots open (Hybrid)
- Five (5) \$300 Virtual Exhibitor Spots Open (Online Only)
- One (1) \$1000 Platform Sponsorship Available (Online Only)

Stage 3 (gatherings up to 50)

In-Person attendance is predicted to be no greater than 45

- Five (5) \$1500 Event Sponsorships Available (Hybrid)
- Three (3) \$800 Exhibitor spots open (Hybrid)
- Eleven (11) \$300 Virtual Exhibitor Spots Open (Online Only)
- One (1) \$1000 Platform Sponsorship Available (Online Only)

Stage 2 or (Gatherings only up to 10) or Stage 1

The event will be converted to entirely virtual, including all exhibitor/sponsors opportunities.

- Sixteen (16) \$300 Virtual Exhibitor Spots Open.
- Five 1/2 Price Featured Event Sponsorships from the original \$1500 Sponsors.
- One (1) \$500 Platform Sponsorship Available

Package Benefits

All exhibitors and sponsors will receive:

- Ability to reach out to attendees directly through virtual conference platform
- Virtual Exhibitor Booth: Description of products or services, Introductory Video Embed, Materials Downloadable from Portal, Representative Contact Listing, ability to receive booth "check-ins" via video from virtual attendees.
- Opportunity to donate items for raffle (if sunshine laws allow)

Additional Hybrid Event Sponsor Benefits

- 6' Booth during meals/receptions for face time with 40-60 onsite attendees with fewer exhibitors to compete with (dependent on reopening stage). Thursday evening, Friday morning, Friday afternoon break, Friday evening
- Mid Friday or Saturday 1 hour in-person/broadcast optional education sign-up opportunity for attendees.
- Logo on marketing materials (emails, website, printed programs)
- Logo on virtual conference platform (if allowed by ACCME regulations)

Package Benefits cont.

Additional Platform Sponsor Benefits

- Same as Hybrid Event Sponsor except no in-person booth. Exclusive listing and highlight as platform sponsor.
- Will be provided all attendee names AND direct contact information (if attendee gives permission.)
- Include limited materials in mailed care packages for online attendees.
- Mid Friday or Saturday 1 hour in-person/broadcast optional education sign-up opportunity for attendees.

Additional In-Person Exhibitor Benefits

- 6' Booth during meals/receptions for face time with 40-60 onsite attendees with fewer exhibitors to compete with (dependent on reopening stage). Thursday evening, Friday morning, Friday afternoon break, Friday evening
- Listing on conference program

Additional Virtual Exhibitor Benefits

- Listing on conference program
- Include limited materials in mailed care packages for online attendees.
- Mid Friday or Saturday 1 hour in-person/broadcast optional education sign-up opportunity for attendees.

Guidelines

Booth Requests

Booth request reservations are made for and paid online or by check. Online reservations may be held for 30 days. However, if payment is not made within 30 days, your booth may be released if in demand.

Booth Assignments

Booths this year will be located at ACMS' discretion and all will be placed around the perimeter. Electricity will be available to all, but you must furnish your own cord. Tables are 6' long and a tablecloth will be provided.

Booth Representatives

Due to space limitations, only ONE (1) in-person representative will be allowed in the exhibit hall at a time. We STRONGLY urge you to have a virtual booth representative assigned to those making contact via the event platform and advertise their hours available to connect.

Cancellation Policy

In the situation where in-person event capacity is reduced or eliminated (entirely virtual), an appropriate credit/refund will be offered to convert to a virtual exhibitor. ENTIRE Refunds will not be offered. No full cancellations or refunds will be made after January 15th, unless the event cannot be held virtually. ACMS and Shore Lodge are not responsible for any exhibit materials left behind or improperly secured.

SCHEDULE

THURSDAY

3-6 PM Exhibitor Booth Setup Hours

6-9 PM Wine and Cheese Social (Exhibit Hall)

FRIDAY

6:45-7:15 AM Breakfast In Exhibit Hall

7-10:30 AM CME Session I In Education Room
(Coffee Break in Exhibit Hall 8:15-8:30)

10:30-3 PM Mid-Day Break
During these hours, full event sponsors will provide optional non CME education opportunities in-person/via video

3-4 PM Snacks Available in Exhibit Hall
3:30-7 PM CME Session II In Education Room
7-9 PM Reception and Prizes in Exhibit Hall
Online Trivia Night for Virtual Attendees

END OF EXHIBITOR TRADE SHOW

Exhibitors must remove their displays by 10 PM Friday.

SATURDAY

6:45-7:15 AM Breakfast In Exhibit Hall

7-10:30 AM CME Session I In Education Room
(Coffee Break in Exhibit Hall 8:15-8:30)

10:30-6 PM Mid-Day Break
During these hours, full event sponsors will provide optional non CME education opportunities in-person/via video

6-7 PM Hosted Social

7-9 PM Saturday Evening Banquet
Guest Speaker TBD

SUNDAY

6:45-7:15 AM Breakfast

7-10:30 AM CME Session I In Education Room
(Coffee Break 8:15-8:30)

VIRTUAL EVENT BENEFITS

Our virtual event platform will go live a couple weeks before the event. You can start engaging attendees early by posting articles, starting discussions in the chat board, or reaching out through the attendee directory to make appointments.

Your virtual booth allows you to post a company video or PDF material and be available to video chat with attendees for a virtual visit.

Attendees may return to the app to review education sessions they missed, lengthening your exposure.

FACULTY AND TOPICS

Christine Hahn, MD

Idaho State Epidemiologist, Department of Health and Welfare

- *Disease Trends in Idaho: How are We Doing?*
- *COVID-19: Where are We Now and Where are We Headed?*

Neil Argyle, MD, MPH

General Internal Medicine - Salt Lake City VAMC

- *Internal Medicine 2021 Update*
- *Illness Scripts for Learning*

Jennifer Shalz, MD

Medical Director, St. Luke's Lifestyle Medicine Dept

- *Lifestyle Medicine Update*

Justin Bailey, MD

Procedural Institute Director, Family Medicine Health Center

- *Non-Narcotic Approaches to Pain Management*

Nicole Fox, MD, MPA

St. Luke's Health System Lead Psychiatrist

- *Understanding the Rise of Mental Health Issues in the General Population*

Julie Duncan, MD,

Class of 2021 FMRI and

Abby Davids, MD

Associate Program Director, HIV & Viral Hepatitis Fellowship Director, FMRI

- *Treating Patients Experiencing Homelessness*

Henry Thompson, MD

St Luke's Children's Gastroenterology and Cystic Fibrosis Center of Idaho Medical Director

- *Functional Recurrent Abdominal Pain and Treatment Strategies*

Magni Hamso, MD, MPH, FACP

Idaho Division of Medicaid, Director

- *Medicaid Expansion: What Have We Learned So Far?*

Paula Carvalho, MD

Saint Alphonsus Boise Pulmonary and Sleep Medicine

- *E-cigarette and Vaping-Induced Lung Injury*

Cassandra Adams, MHE, CHES

Project Filter, Department of Health and Welfare

- *Tobacco Use Cessation Strategies and Tools*

FRIDAY PRIZE DRAWING

We recognize that some exhibitors are beholden to Sunshine Laws and cannot contribute prizes for our drawing. To encourage attendee engagement with all booths, we organized an activity that benefits all booths in order to enter the prize drawing, held during the Friday evening reception around 8 PM. All exhibitors able to donate something for the event will help create a festive atmosphere for all. Prize values should not exceed \$100.

McCALL LODGING OPTIONS

- Shore Lodge (ACMS Winter Clinics Block Rate applies only to 3 night stays) 1-800-657-6464
- Hunt Lodge 208-634-4700
- Hotel McCall 208-634-8105
- Bear Creek Lodge 208-634-3551
- Best Western 208-634-2230

If you would like to see a demo of how our conference platform, Whova, will promote your business, please make an appointment at calendly.com/acms-steven-reames or call 208-336-2930.



REGISTER TO EXHIBIT AT [ACMSWINTERCLINICS.COM](https://www.acmswinterclinics.com).

