

# PRIMARY CARE UPDATE

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November 2–December 3, 2020

Virtual Conference  
hosted on [osu-cme.com](http://osu-cme.com)



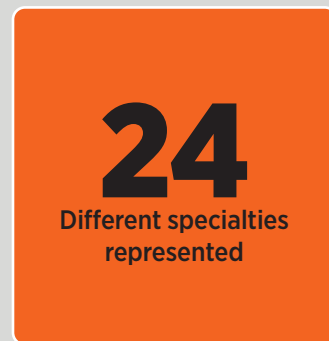
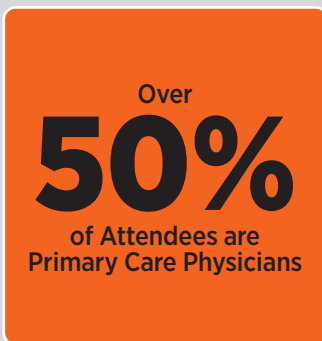
**CONTINUING MEDICAL EDUCATION**

OSU Center for Health Sciences

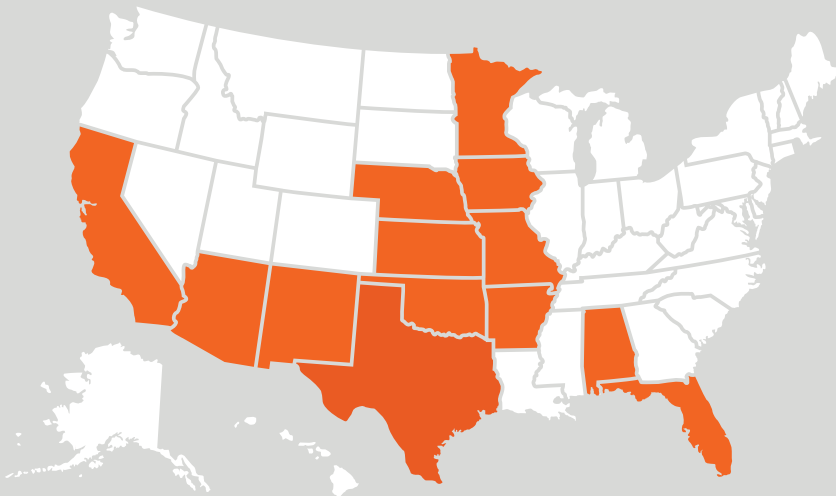
# JOIN US!

The 2020 Primary Care Update is planned for physicians with emphasis on problems encountered by the primary care practitioner on a daily basis. The goal of this conference is to enhance the knowledge of primary care providers, thereby improving patient care outcomes. Participants in this program will become aware of new updates in family medicine, pediatrics, internal medicine, psychiatry, obstetrics & gynecology and medical/legal issues.

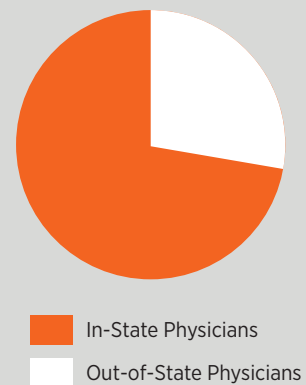
## 2019 PRIMARY CARE UPDATE STATISTICS



Attendee States Represented



Attendees from Oklahoma



We have been closely monitoring the CDC’s guidelines on the COVID-19 pandemic and have decided to be proactive and move the 2020 Primary Care Update conference to a virtual format. We will miss seeing all of our loyal attendees and exhibitors this year, but we feel that it is in the best interest of all involved.

## Virtual Exhibit Hall

- Exhibitor will pre-record a video (5 minutes max) about your organization. (You can choose to record this yourself or we can help with this recording via Zoom). You may talk about what or organization does, what you are looking for, how physicians can get involved, etc. This recording is an opportunity to express what you would usually say to someone who would come up to your booth.

If you choose, at the end you can invite the participants to your zoom meeting:

“You will have the opportunity to speak with me, please join my zoom session on \_\_\_\_\_ at \_\_\_\_\_. ”

We will set this date and time as the conference gets closer.

If you choose, the CME office will set up a time for you to have a live zoom session so physicians that want to learn more or ask questions can login and meet with you face to face.

- On the exhibit hall page you will have a link to your video, zoom meeting, website, and one digital marketing material (brochure, ad, etc.) We will also include all exhibitor logos on the side of the page. See picture below.
- The CME Lectures will be pre-recorded and available November 2–December 3 for all participants. This allows an entire month for the virtual exhibit hall to be viewed by attendees, expanding your exposure.
- You will receive a list of registered participant names and specialties emailed after conference.
- Featured on OSU CME Primary Care Update marketing emails.
- Recognition in conference program, if logo is provided before September 25, 2020.

The screenshot displays a virtual exhibit hall interface. At the top, there are three exhibitor logos: OSU Rural Health, Silver Partner - CTCA, and Valley Hope. The main content area is titled "Welcome!" and "2020 Primary Care Update Exhibit Hall". Below this, it states "This Exhibit Hall will be available November 2 - December 3, 2020." The interface lists three exhibitors with their respective content:

- OSU Center for Rural Health** (ruralhealth.okstate.edu):
  - Watch a message from OSU - Rural Health
  - Talk with OSU - Rural Health on November 20th at 9:00 a.m. CST
  - View OSU - Rural Health Website
  - View OSU - Rural Health Digital Brochure
- Cancer Treatment Centers of America**:
  - Watch a message from Cancer Treatment Centers of America
  - Talk with Cancer Treatment Centers of America on November 10th at 4:00 p.m. CST
  - Visit Cancer Treatment Centers of America Website
  - View Cancer Treatment Centers of America Digital Brochure
- Valley Hope**:
  - Watch a message from Valley Hope
  - Talk with Valley Hope on November 12th at 12:00 p.m. CST
  - View Valley Hope Website
  - View Valley Hope Digital Brochure

On the right side, there are logos for Silver Partner - CTCA (Cancer Treatment Centers of America) and Valley Hope (Addiction Treatment and Recovery).

# Virtual Exhibitor & Sponsorship Application and Agreement

Oklahoma State University College of Osteopathic Medicine | Continuing Medical Education Office  
2020 Primary Care Update, November 2–December 3, 2020 | Virtual CME Conference

## Exhibit Options

Exhibit Cost:  \$750

## Company Information (Please print) \*If you would like your company logo used please provide in electronic form.

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

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

Email: \_\_\_\_\_ Cell/Office Phone: (\_\_\_\_) \_\_\_\_\_

## Sponsor/Exhibitor Agreement

- Virtual exhibit space will not be reserved until signed applications, contracts, and payment are received. **After submission of application OSU-CME will process payment and send an official contract to sign.**
- This activity is for scientific and educational purposes only and will not promote any specific proprietary business interest.
- In order to receive a refund, written notice of cancellation must be made at least 14 days prior to the beginning of this activity.

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

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

Please keep a copy of this form for your files. Questions: 1-800-274-1972 or [osu.cme@okstate.edu](mailto:osu.cme@okstate.edu)

Submit to: OSU-COM CME Office with form of payment and company logo in electronic form by September 25, 2020.

Fax: 918-561-1433

Mail: OSU-COM CME Office Suite 238

1111 W. 17th St.  
Tulsa, OK 74107-1898

## Payment Information

Credit card:  Visa  MasterCard  American Express  Discover

Charge Amount: \$ \_\_\_\_\_ Card number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVC: \_\_\_\_\_

Check # \_\_\_\_\_ in the amount of \$ \_\_\_\_\_

Please make checks payable to **OSU-COM**,  
Federal Tax ID #73-1383996.