



Fetology Chicago: Practice and Discovery

September 9, 2021

About the Virtual Event

Fetology Chicago is a one-day hybrid event focused on educating professionals about advances in fetal medicine. This event is sponsored by The Chicago Institute for Fetal Health and Northwestern University Feinberg School of Medicine Office of Continuing Medical Education.

This year's event will take place on Thursday, September 8th and attendance will be offered virtually or in-person at the Louis A. Simpson and Kimberly K. Querrey Biomedical Research Center on Northwestern's campus downtown Chicago.

The focus this year will be on the multi-disciplinary approach to the evaluation, care and intervention for a spectrum of congenital diseases including CNS infections, spina bifida, TTTS, anomalies of the pelvis and abdomen, bladder and cloacal exstrophy, and congenital heart disease. The program will also include a special topic update on innovative advances in diagnostics and genetics relating to fetal diagnoses.

General Sessions: 7:30 a.m.-4:20 p.m. CT

Nursing Session: 4:30-6:30 p.m. CT

Target Audience

The curriculum is designed for obstetricians, maternal fetal medicine specialists, neonatologists, cardiologists, radiologists, sonographers, nurses, pediatric surgical specialists, genetic counselors, and other perinatal specialists and staff.

For our 2022 event, we anticipate over 200 registrants from more than 25 states and 5 countries representing every fetal treatment center in North America. In previous years these participants have had diverse medical backgrounds and included MFMs, fetal cardiologists, fetal surgeons, fetal radiologists and neonatologists.

Educational Objectives

- Discuss recent advancement in the treatment of common fetal conditions that are amenable to fetal surgery
- Describe the evidence that currently exists for the practice of fetal intervention
- Identify current knowledge gaps that limit broader application of fetal surgery
- Characterize innovative approaches currently used in the study of fetal intervention
- Review the indications, outcomes and future directions in congenital heart disease diagnosis and research
- Recognize the advances in diagnostics technology, including medical imaging for the fetus and genetic testing

Attendee Registration Fee: \$20

Exhibitor Opportunities

	Bronze \$1000	Silver \$1500	Gold \$2500	Platinum \$5000
Virtual exhibit booth, which includes area for resources, links, images, contact information & 2 videos	•	•	•	•
Onsite Exhibit Booth located in main exhibit space outside auditorium		•	•	•
Ability to live chat with attendees on <i>virtual</i> platform.		•	•	•
Option for attendees to schedule 1:1 meetings on <i>virtual</i> platform			•	•
Recognition on conference website	•	•	•	•
Recognition in conference print materials	•	•	•	•
Recognition on slide during breaks	•	•	•	•
On-site recognition signage			•	•
Physical handout given to all attendees during event check-in				•
Coffee & Pastries sponsorship. Recognition signage will be placed in designated breakfast space providing direct exposure to attendees upon arrival to live event			•	
Lunch break sponsorship. Recognition signage will be placed in designated lunch space providing direct exposure to attendees during conference lunch break				•
Complementary registrations	1	2	2	3

Exhibit Guide

Exhibit Date: September 8, 2022

Exhibit Location: Virtual or In-Person

Exhibit Booth Registration Deadline: Exhibitor space is limited and the deadline to register for a virtual exhibit booth is August 12, 2022. All exhibitors & supporters will receive a confirmation letter with additional logistical details.

Virtual Exhibit Hours:

9:50-10:10 a.m. CT – Break

12:15 p.m.-1:00 p.m. CT – Lunch

2:45-3:00 p.m. CT – Break

4:20-5:00 p.m. – Closing

Exhibits in the Virtual Exhibit Hall will be accessible to all meeting participants. Additional conference registrations may be purchased. Northwestern University Feinberg School of Medicine expects the commercial representative to refrain from inviting the faculty, guests or participants to social events that are not related to the CME activity.

Exhibitor Admission to General Sessions: Your complementary registration allows you to attend the general sessions and nursing session. Additional registrations may be purchased at the attendee registration rate of \$20.

Exhibit Representation: At least one representative for booths at the for silver, gold and platinum exhibitor levels must be at the display during exhibit hours listed above.

Disclaimer: We reserve the right to cancel the virtual exhibit hall if there is not enough interest.

Exhibitor Application Form

Please complete and return the application form along with the signed exhibitor agreement via email to Allie Burke at alburke@luriechildrens.org.

Name of Company Exhibiting:

Representative's Signature:

Date:

Print Name

Title:

Email Address:

Phone Number:

Address:

City:

State:

Zip:

Names of representative(s) attending the conference:

- 1.
- 2.

Exhibitor Level (Fee)

The fee will include the opportunities listed on page 2 of the exhibitor prospectus.

Platinum: \$5,000

Gold: \$2,500

Silver: \$1,500

Bronze: \$1000

Payment

Credit Card

Payment may be submitted online at:

https://luriechildrens.formstack.com/forms/fetology_chicago_exhibitor

Check/Money Order Payment

Please make check payable to: Lurie Children's Hospital

Mail payment along with a copy of the application form to:

Allie Burke

The Chicago Institute for Fetal Health

225 East Chicago Avenue, Box 92

Chicago, IL 60611

Hold Harmless Agreement

Virtual Exhibit Booth (all levels)

Exhibitors should not operate in a way that violates the rights of another exhibitor. General promotion, demonstration and distribution of literature/samples must take place inside your assigned virtual booth. No part of any exhibit, or related signs, shall be promoted outside of your virtual space or any part of the educational space.

INDUSTRY GUIDELINES

In recent years, much attention has been given to the relationships between the pharmaceutical and medical device/equipment industry and health care professionals. Gifts, individual relations, and professional education have been topics at the forefront of discussion. The conference organizers remind all exhibitors of their responsibility to be aware of and abide by all applicable association codes including but not limited to, those listed below:

- Advanced Medical Technology Association (AdvaMed)
- Code of Ethics for Interactions with Health Care Professionals
- American Medical Association Opinion 8.06
- Gifts to Physicians from Industry
- Compliance Program Guidance for Pharmaceutical Manufacturers
- Pharmaceutical Research and Manufacturers of America (PhRMA)
- Code of Interaction with Healthcare Professionals

DISTRIBUTION OF PRODUCT:

FDA Regulations

Exhibitors must abide by all applicable Food and Drug Administration (FDA) regulations. This information may be obtained from the FDA at this website: <https://www.fda.gov/drugs/guidance-compliance-regulatory-information>

Exhibitors are reminded that the FDA generally prohibits the advertising or other promotion of investigational or unapproved drugs and devices. The FDA also forbids the promotion of approved drugs or devices for unapproved uses. All products that have not been FDA approved for a particular use in humans or that are not commercially available in the United States will be permitted to be exhibited only when accompanied by appropriate signage indicating the device's clearing status. The signs must be easily visible and placed near the products themselves and on any graphics depicting the product. The exhibitor shall have available at the booth a letter from the FDA, which describes the allowable use status of the product(s). Exhibitors are cautioned about the FDA's prohibition on promoting cleared-for-marketing devices for unapproved uses. Requests for information and guidance should be directed to the FDA.

Selling of Products or Services

Exhibitors may display products that they have manufactured. Exhibitors may not accept cash, checks or credit cards for merchandise in the exhibition Hall; however, orders may be taken. Exhibitors electing to take orders must do so in a manner consistent with the professional nature of the exhibit.

Giveaways, Contests, and Raffle Drawings

Exhibiting companies are permitted to distribute giveaways in accordance with the AMA Ethical Guidelines on Gifts to Physicians. Giveaways should be associated with products or services of the exhibiting company. Contests, drawings and raffles cannot be more than \$100 in value.

PHOTOGRAPHY AND VIDEOTAPING

The taking of photographs, other than by the official photographer is expressly prohibited.

THIRD-PARTY REPRESENTATIVES

Any agency representing a technical or professional exhibitor must submit their client's name, contact information, address, telephone & fax numbers, signature and title with application.

USE OF THE NUFSM NAME, INSIGNIA, LOGO OR ACRONYM

The Northwestern University's Feinberg School of Medicine's name, insignia, logo and acronym are proprietary marks and may not be used in signs, advertising, or promotions in any media or product literature either inside or outside of the exhibit area unless prior written approval has been received from the conference organizers.

CANCELLATION OF ANNUAL MEETING

Upon execution of the exhibitor application, it is mutually agreed that in the event of cancellation of the Annual Meeting due to fire, strikes, governmental regulations, or causes that would prevent its scheduled opening or continuance, then and thereupon this agreement will be terminated and NUFSM planning committee shall determine an equitable basis for the refund of such portion of the exhibit fees as is possible, after due consideration of expenditures and previous commitments.

TERMS AND CONDITIONS

As a condition for exhibiting, each exhibitor shall agree to observe all stated policies in this prospectus. NUFSM reserves the right to refuse exhibit space to any applicant at its sole discretion.

Please sign and return along with the completed application form via email to Allie Burke at alburke@luriechildrens.org.

We acknowledge and agree to the hold harmless provisions set forth in this letter.

Exhibiting Company Name:

Representative's Signature:

Date:

Print Name:

Email:

Hold Harmless Agreement

In-Person Exhibit Booth (silver, gold & platinum levels only)

BADGE PICK-UP

Once full payment is received you will receive a badge request form for up to two representatives. Badge pick-up will occur during exhibitor registration. No person will be admitted to the Exhibition area without a badge.

INSTALLATION OF EXHIBITS

September 7, 2022 • 3:00-6:00PM

All exhibits must be installed by September 8, 2022 by 7:00AM

DISMANTLING OF EXHIBITS

Exhibits are to be dismantled between 5:00-6:30PM on September 8, 2022.

STAFFING OF EXHIBITS

Exhibits must be staffed and operational during event breakfast and breaks

BOOTH OPERATIONS

Exhibitors should not operate in a way that violates the rights of another exhibitor. Exhibitors may not obstruct the view or interfere with the traffic of other exhibitors. General promotion, demonstration and distribution of literature/samples must take place inside your assigned booth. Exhibit areas should be kept clean and in good order. No part of any exhibit, or related signs, shall be posted, nailed, or otherwise attached to columns, walls, floors, or other parts of the building or its furniture, in any way to deface them. The exhibitor is liable for damage from failure to observe these rules.

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SOUND RESTRICTIONS

No equipment or voice-reproducing machines can be operated in such a manner as to cause a disturbance to other exhibitors. Earphones should be provided, or such devices should be enclosed in a special soundproof booth. Feinberg School of Medicine reserves the right to determine when sound is interfering with another exhibit and must be discontinued.

PHOTOGRAPHY AND VIDEOTAPING

The taking of photographs, other than by the official photographer is expressly prohibited.

THIRD-PARTY REPRESENTATIVES

Any agency representing a technical or professional exhibitor must submit their client's name, contact information, address, telephone & fax numbers, signature and title with application.

HANDICAPPED ACCESS

The Louis A. Simpson and Kimberly K. Querrey Biomedical Research Center is in compliance with accessibility as defined by the Americans with Disabilities Act (ADA). Exhibitors are reminded to construct their booths in full compliance with the ADA.

USE OF THE NUFSM NAME, INSIGNIA, LOGO OR ACRONYM

The Northwestern University's Feinberg School of Medicine's name, insignia, logo and acronym are proprietary marks and may not be used in signs, advertising, or promotions in any media or product literature either inside or outside of the exhibit area unless prior written approval has been received from the conference organizers.

LIABILITY AND SECURITY

Exhibitors must make provisions for safeguarding their display and property at all times. General guard service will be provided by the conference organizers for the exhibition period, but conference organizers, the guard service, and The Louis A. Simpson and Kimberly K. Querrey Biomedical Research Center will not be responsible for the loss of any material by any cause. The exhibitor is responsible for all liability, losses, claims, and damages relating to any injury, death, or damage to property (including the Exhibition Hall), however occurring, arising from the acts of the exhibitor, his or her employees, agents, licensees, or contractors. The exhibitor agrees to indemnify and hold harmless NUFSM and The Louis A. Simpson and Kimberly K. Querrey Biomedical Research Center from and against any and all liability, losses, claims, and damages that may arise from or be asserted in connection with the foregoing undertaking and responsibilities of the exhibitor.

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