

The Third Annual  
***ENT for the PA-C***  
April 26-28, 2013

**Presented By**

American Academy of Otolaryngology – Head and Neck Surgery  
Society of Physician Assistants in Otorhinolaryngology - Head and Neck Surgery

**Hosted By**

New York Presbyterian Hospital/  
Weill Cornell Medical Center  
New York, NY



**Exhibitor Prospectus**

Dear Exhibitor,


We cordially invite you to exhibit at The Third Annual *ENT for the PA-C* CME program. This program is jointly sponsored by the American Academy of Otolaryngology / Head & Neck Surgery Foundation (AAO-HNSF) and the Society of Physician Assistants in Otorhinolaryngology / Head & Neck Surgery (SPAO-HNS).

Throughout the country thousands of PAs practice in various specialty and primary care settings; writing millions of prescriptions each year. At the *Third Annual ENT for the PA-C*, more than 200 of those PAs and their nurse practitioner colleagues will be in attendance. Exhibitors will benefit from the conference's scheduled exhibitor times each day to give maximum opportunity to interact with attendees.

If you have questions or are interested in exhibiting, please fill out the forms provided and return to Marie Gilbert [mgilbertpa@gmail.com](mailto:mgilbertpa@gmail.com). Your support of the PA profession is greatly appreciated and we look forward to working with you to make this conference a success.

This program is not yet approved for CME credit. Conference organizers plan to request 25 hours of AAPA Category 1 CME credit from the Physician Assistant Review Panel. Total number of approved credits yet to be determined. This program was planned in accordance with AAPA's CME Standards for Live Programs and for Commercial Support of Live Programs.



<b>Meeting Site:</b>	New York Presbyterian/Weill Cornell Medical Center <b>1305 York Ave.</b>  New York, NY10065  (Direct shipment of materials to 5 <sup>th</sup> Floor Dept. Otolaryngology, attn. Amy Noftz.)	
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### **Transportation**

A variety of transportation choices are included; however, taxis are generally the most convenient. Please consider whether luggage and other items will make travel on public transportation too difficult. Also, please be aware that only yellow cabs may legally solicit customers with offers of transportation. Use official taxi stands whenever possible, especially at airports.

### **Directions**

**By Subway** -Take the #6 train to East 68th Street. Walk four blocks east to York Avenue, or take the M66 bus eastbound to York Avenue.

**By Bus** - Take the M31 to the East 69th Street stop, directly in front of New York Presbyterian/Weill Cornell. (The M31 operates north and south on York Avenue, and across town on 57th Street.) Crosstown buses M30, M66, and M72 allow you to transfer to the M31 at York Avenue.

**By Car** - Approaching from south of East 68th Street - Take the FDR Drive northbound to the 61st Street exit. Make right onto York Avenue and go north to 68th Street.

### **Accommodations**

#### **Hudson Hotel**

*356 W58th St, New York, NY.*

Queen \$229 per night plus tax. Modern, comfortable, great night life.

Offer good only until Feb. 20, 2013. Call to book, 1(800) 606-6090 and mention the program name "ENT for the PA-C" to receive discounted price. Any reservations made after 2/20/13 will be made only as available and without discount. See online: <http://www.morganshotelgroup.com/en-us/email-special-offers/hudson-spao>

#### **Bentley Hotel**

*500 East 62nd Street | New York, NY 10065*

Queen \$259/night plus tax, Modern, 0.4 miles from meeting site. Must be booked before March 18<sup>th</sup>.

Phone: 212.644.6000 To book mention meeting name. Fax: 212.207.4800

Email: Bentley@amsterdamhospitality.com

#### **New York Presbyterian Guest Facility ("Helmsley")**

*1320 York Avenue, between East 70th and East 71st, New York, NY 10021*

Condo-style, rates \$240-315/night. Must be booked before April 1<sup>st</sup>, mention meeting name.

(212) 472-8400

#### **Cornell Club**

*6 East 44<sup>th</sup> St., New York, NY*

Rates \$205-435 plus tax. Lovely! Close to Grand Central Station.

Call to book: (212) 986-0300 (Mention conference name)



# Event Schedule and Exhibit hours

## Friday

7:30 -12:00pm	Workshops
11:45-1:00pm	Lunch on your own
1:00-5:15pm	Workshops
4:00 -6:00pm	Exhibitor Set up


## Saturday

7:30 -10:00am	General Session
10:00-10:15pm	Break with Exhibitors
10:15- 1:15pm	General Session
1:15-2:15pm	Lunch with Exhibitors
2:15-4:15pm	General Session
4:15-4:30pm	Break with Exhibitors
4:30-6:30	General Session
7:00pm	Reception

## Sunday

7:30 -10:00am	General Session
10:00-10:15pm	Break With Exhibitors
10:15- 12:15pm	General Session
12:00-1:30pm	Lunch with Exhibitors
1:30-4:30pm	General Session
5:00pm	Adjourn

**ENT for the PA-C**



April 26-28, 2013  
New York-Presbyterian Hospital/  
Weill Cornell Medical Center





# Exhibitor Registration Form

Please print or type

Exhibitor Package Selection (check one):

Grand Benefactor  Platinum  Gold  Silver  Friend

Exhibit Table Only

We would like to also provide funding to support:

Reception  Lunch  Breakfast  Break  Lanyards  Bags

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

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ E-mail \_\_\_\_\_

Company Web site \_\_\_\_\_

Fax \_\_\_\_\_

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

Title \_\_\_\_\_

Name as it should read in program \_\_\_\_\_

Signature of authorized representative \_\_\_\_\_

Graphics for advertising support of our event must be provided in both black and white and color with a minimum 300 dpi resolution. Send exhibit description by e-mail to: [mercadopa@aol.com](mailto:mercadopa@aol.com)

## Payment Information for Exhibitors/Grantors

Thank you for your generous support of the Third Annual ENT for The PA-C. All payments should be made payable to the "Society of Physician Assistants in Otorhinolaryngology" or "SPOA-HNS." The applicable tax ID number is **38-3045692**. A W-9 form will be provided upon request. For questions, please contact our offices at 800-863-1207.

Completed form and payments should be mailed to:

SPOA-HNS

2415 Westwood Avenue, Suite B

Richmond, VA 23230



# Conditions of Agreement

- 1. Statement of Purpose:** Program is for scientific and educational purposes only and will not promote a company's products, directly or indirectly.
- 2. Control of Content & Selection of Presenters & Moderators:** AAO-HNSF and SPAO-HNS are ultimately responsible for control of content and selection of presenter and moderators. Company or its agents will respond only to AAO-HNSF and SPAO-HNS initiated requests for suggestions of presenter or sources of possible presenters. Company will suggest more than one name (if possible); will provide speaker qualifications; will disclose financial or other relationships between company and speaker; and will provide this information herein. AAO-HNSF and SPAO-HNS will seek suggestions from other sources and will make selection of presenter(s) based on balance and independence.
- 3. Disclosure of Financial Relationship:** AAO-HNSF and SPAO-HNS will ensure disclosure to the audience of (a) company funding and (b) any significant relationship between the sponsor and the company (e.g. grant recipient) or between individual speakers or moderators and the company.
- 4. Content Involvement:** There will be no "scripting" emphasis or influence on content by the company or its agents.
- 5. Ancillary Promotional Activities:** No promotional activities or advertisements will be permitted in the same room as the educational activity.
- 6. Objectivity & Balance:** AAO-HNSF and SPAO-HNS will make every effort to ensure that data regarding the company's products (or competing products) are objectively selected and presented including balanced discussion of prevailing information on the product(s) and or alternative treatments.
- 7. Limitations of Data:** AAO-HNSF and SPAO-HNS will ensure to the extent possible disclosure of limitations of data (e.g. ongoing research, interim analysis preliminary data, or unsupported opinion).
- 8. Discussion of Unproved Uses:** AAO-HNSF and SPAO-HNS will require that presenters disclose when a product is not approved in the United States for the use under discussion.
- 9. Opportunities for Debate:** AAO-HNSF and SPAO-HNS will ensure opportunities for questioning or scientific debate.
- 10. Independence of Sponsor in the Use of Contributed Funds:** Funds should be in the form of an educational grant made payable to the Society of Physician Assistants in Otorhinolaryngology / Head & Neck Surgery (SPAO-HNS), (Tax ID# 38-3045692) and mailed to 2415 Westwood Avenue, Suite B Richmond, VA 23230

All other support associated with this CME activity (e.g. distributing brochures, preparing slides) must be given with the full knowledge and prior approval of the AAO-HNSF and SPAO-HNS office of CME. No other funds from the commercial company will be paid to the program director, faculty or others involved with the CME activity (e.g. additional honoraria, extra social events, etc.). The terms, conditions, and purposes of the educational grant will be documented in this letter of agreement.

