



On behalf of the University of Pittsburgh's Department of Medicine and the Update in Internal Medicine Course Directors, we invite your organization to participate as a sponsor or supporter of the **2021 Update in Internal Medicine (UIM): Advances Changing Practice** course taking place on **October 21-22, 2021**.

Due to the ongoing uncertainty around COVID19 requirements, and attendee feedback, the Department of Medicine has made the decision to offer this course virtually this year. Our goal for the virtual event is to continue to offer our participants a safe environment to obtain a comprehensive update on the major advances in internal medicine, while earning continuing education credits and learning from highly regarded clinicians, educators, and researchers.

Each year, the Department of Medicine hosts this 2-day educational event which is attended, on average, by 350 general internists, family practitioners, advanced practice providers, physician assistants, nurses/nurse practitioners, pharmacists, and other healthcare professionals. The course provides a comprehensive update on major advances in internal medicine as well as a review of various medical-and surgical-related topics impacting daily practice from a panel of nationally recognized faculty. Participants also receive updates on disease practice activities. Emphasis is placed on evidence-based approaches to practical and innovative healthcare delivery, including care pathways that emphasize key elements in the diagnosis and management of various diseases. The course fosters the cooperation, coordination, and collaboration of professionals of different medical specialties in delivering cost-effective, patient-centered care.

Supporting the UIM post-graduate course allows your organization to connect with our attendees and increase your exposure to this specialized audience, including key decision makers. There are multiple opportunities throughout the two-day virtual course to provide maximum return on your investment. Monetary support of the course will be used to defray program costs, including guest speaker honorarium and/or travel expenses, audio-visual equipment, virtual platform, and other expenses, as necessary.

To confirm your support, please complete the Sponsor and Supporter Agreement form located at https://pitt.co1.qualtrics.com/jfe/form/SV_bmuewfh0p0W0deu no later than September 17, 2021.

Best regards,

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

Jenna Ferguson, MPA, MA
Executive Communications Manager
UIM Course Organizer
Department of Medicine



Sponsor and Supporter Levels

Level	Fee	Benefits
Virtual Exhibitor	\$1,500	<ul style="list-style-type: none"> • 2-day customizable virtual exhibit booth, which can include: videos, logo, description, documents/files, links to website, etc. • Ability for attendees to connect live with an exhibitor in a 1:1 private video call. • In-booth button for attendees to leave their card (contact information) with you. • Ability to message attendees directly who leave their card. • In-booth conversation forum. • In-booth polls. • Downloadable lead generation report. • Downloadable analytics report, including number of booth visitors, conversations, and content views/downloads. • Recognition of sponsorship in the virtual event platform. • Access to the entire course. • <i>Optional:</i> Enrollment in interactive gamification raffle for health care professionals.
Educational Grant	\$1,500-\$15,000	<ul style="list-style-type: none"> • Recognition of support in the virtual event platform. <p>If you are interested in providing an unrestricted educational grant, please contact Jenna Ferguson at domuim@upmc.edu or 412-376-7123.</p>

As of this year, we can only accept checks for sponsor and supporter payments. We are no longer able to accept credit card payments. Sponsorship payments must be received no later than October 1, 2021.

For nonprofit rates, please contact us at domuim@upmc.edu or at 412-376-7123 for further details.

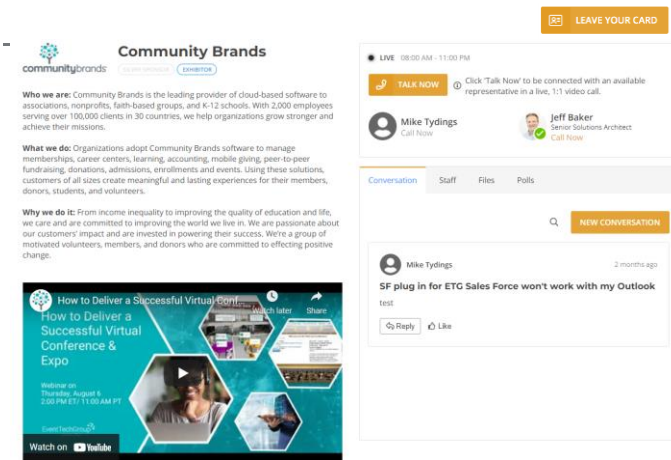


Virtual Exhibit Booth Example

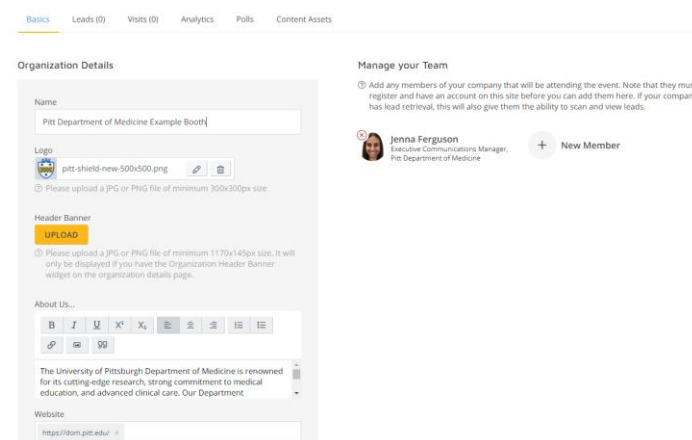
Exhibit Hall Lobby – Booth Icon



Exhibitor Booth – Front End



Exhibitor Booth – Back End (Basics Tab)





Exhibitor Booth – Back End (Leads and Visits Tabs)

Basics **Leads (0)** Visits (0) Analytics Polls Content Assets

ⓘ These are attendees who have specifically requested information about your company or were scanned. EXPORT LEADS

Name	Company	Staff Met	Visits	Doc Views	Video Views	Clicks	Notes	Scanned
No records found								

Basics Leads (0) **Visits (0)** Analytics Polls Content Assets

ⓘ These are attendees who have visited your page, but not explicitly requested information. EXPORT VISITS

Name	Company	Staff Met	Visits	Doc Views	Video Views	Clicks	Notes	Date
No records found								

Exhibitor Booth – Back End (Analytics Tab)

Basics Leads (0) Visits (0) **Analytics** Polls Content Assets

Overview DOWNLOAD .CSV

Booth Visitors	Conversation	Content consumption
Booth Visits ⓘ	Private Messages ⓘ	Video Total Views ⓘ
Unique Booth Visitors ⓘ	Private Meetings ⓘ	File/Document Total Views ⓘ
Leads ⓘ	Chat Messages ⓘ	Video Avg. View Duration ⓘ
Average Booth Visit Duration ⓘ		Link Clicks ⓘ

Exhibitor Booth – Back End (Polls Tab)

Basics Leads (0) Visits (0) Analytics **Polls** Content Assets

Polls ADD NEW POLL

Friendly Name

ⓘ The "Friendly Name" is for your reference, and will not be displayed to attendees.

Question Type: **Multiple Choice**

Allow multiple responses.

ⓘ Check to allow multiple responses to this question. Otherwise, only a single response may be selected.

Question

Options

Poll chart type: **Pie Chart**

Exhibitor Booth – Back End (Content Assets Tab)

Basics Leads (0) Visits (0) Analytics Polls **Content Assets**

Manage Videos ADD NEW VIDEO

ⓘ Add Videos to the "Files" section. You can highlight 6 of the videos to appear in the video carousel by clicking the star icon. Drag and drop using the = to place them in the sequence you want. Both "Files" tab and carousel will show up on your Organization Details Page.

No Files
Add a file to get started

Manage Files ADD NEW FILE

ⓘ Add Files to the "Files" section. You can highlight 4 files to appear as highlighted files on main page by clicking the star icon. Drag and drop using the = to place them in the sequence you want. Both "Files" tab and carousel will show up on your Organization Details Page.