



G-I-N
North America

*A network for guideline users, developers, and other stakeholders to create partnerships
and discuss regional guideline issues*

<http://www.g-i-n.net/regional-communities/g-i-n-na>

Evidence-Based Guidelines Affecting Policy, Practice, and Stakeholders (E-GAPPS III) Conference

**Beyond Implementation: Are Clinical Guidelines Improving the Quality of Healthcare?
Challenges of Quality Assessment, Stakeholder Engagement, and Trustworthiness**

March 20-21, 2017
The New York Academy of Medicine
1216 Fifth Avenue, NYC 10029

Exhibitor and Sponsor Prospectus



THE SECTION ON
Evidence Based Health Care
OF THE NEW YORK ACADEMY OF MEDICINE

**THE
NEW YORK
ACADEMY
OF MEDICINE**
HEALTHY CITIES.
BETTER LIVES.

2015 ATTENDEES:

"E-GAPPS in New York was a great event and fantastic training. I was my first time being exposed to the guidelines development arena."

"The E-GAPPS conference was an excellent opportunity to learn about guidelines panels, hear case studies, network with multi-disciplinary professionals and challenges that arise during guideline development, framework and dissemination (implementation also)"



G-I-N
North America

Sponsor the E-GAPPS III Conference!

Network with North American professionals in guideline development and implementation, healthcare research, technology, and policy.

Showcase your products and services at this influential conference in evidence-based medicine.

The first two Evidence-based Guidelines Affecting Policy, Practice, and Stakeholders (E-GAPPS) conferences, in 2012 and 2015, attracted over 400 developers, disseminators, and implementers of clinical practice guidelines as well as consumer stakeholders. Policy leaders, clinicians, guideline methodologists, disease advocacy groups, educators, journalists, and implementation science researchers attended these meetings. The innovative interactive format elicited excitement and enthusiasm among attendees.

E-GAPPS III: March 20-21, 2017

The third E-GAPPS conference builds on the first two and explores how guidelines are being used and whether they are impacting the quality of healthcare. Breakout tracks will explore both new and old E-GAPPS themes:

- **Impact and Implementation:** Are Clinical Guidelines Improving the Quality of Care?
- **Multi-stakeholder Engagement:** Moving from Why to How to Engage Consumers and Other Stakeholders
- **Trustworthy Development:** Beyond Conflicts of Interest

Take advantage of this unique opportunity to interact and network with key opinion leaders, medical researchers, healthcare providers, guideline methodologists, and diverse stakeholders who develop, implement, or employ clinical practice guidelines.

www.g-i-n.net/regional-communities/g-i-n-na

Sponsor Prospectus

<http://nyam.org/events/event/evidence-based-guidelines-conference-iii>

General Sponsor Information

Location: The New York Academy of Medicine, 1216 Fifth Avenue, New York, NY 10029

Exhibit Dates: March 20-21, 2017

Exhibit Hours: 8:00 AM – 3:00 PM*

Assembly: March 20, 8:00 AM

Dismantling: March 21, 4:00 PM

Anticipated Attendance: 250-300

Levels of Sponsorships

Platinum Sponsor (1 available)

Support the conference at the \$15,000 level and be entitled to the following benefits and opportunities:

- **Opportunity to offer product demonstrations during 2 open break times**
- 100-word company profile in program
- Company name and logo in program
- 3 exhibitor registrations
- 1 full-page advertisement in program
- Unique premium exhibit location in the Main Foyer

Gold Sponsor (2 available)

Support the conference at the \$10,000 level and be entitled to the following benefits and opportunities:

- **Opportunity to offer product demonstration during one assigned break**
- Company name and logo in program
- Exhibitor table in desirable location near the entrance of The President's Gallery
- 2 exhibitor registrations
- Half page advertisement in program

Silver Sponsor

Support the conference at the \$5,000 level and be entitled to the following benefits and opportunities:

- Company name and logo in program
- Quarter-page advertisement in program
- Exhibitor table in The President's Gallery
- 1 exhibitor registration

Bronze Sponsor

Support the conference at the \$1,000 level and be entitled to the following benefits and opportunities:

- Company name and logo in program
- Quarter-page advertisement in program
- Exhibitor table in The President's Gallery

Exhibit Prospectus

General Exhibit Information

Location: The New York Academy of Medicine, 1216 Fifth Avenue, New York, NY 10029

Exhibit Dates: March 20-21, 2017

Exhibit Hours: 8:00 AM – 3:00 PM*

Assembly: March 20, 8:00 AM

Dismantling: March 21, 4:00 PM

Anticipated Attendance: 250-300

Exhibit locations determined by sponsorship level

Exhibit Opportunities

Support the conference with a \$500 Exhibitor's Booth and be entitled to the following benefits and opportunities:

- Company name in program
- Exhibitor table in The President's Gallery

Recognition in program book, website, and other promotional materials is subject to payment in full by deadline dates. Sponsors and exhibitors must respond early to be included in all marketing materials.

Exhibitors will be permitted 2 people per booth. Attendance at sessions will require separate registration via the conference site (<http://nyam.org/events/event/evidence-based-guidelines-conference-iii/>). There may be NO promotion of company products or services in the session rooms.

The Guidelines International Network, G-I-N/North America, and New York Academy of Medicine neither take responsibility nor assume liability for damage or loss of any products or materials or their installation. There will be no security services provided so exhibitors may wish to remove their materials when booths are not staffed.

** Exhibit Hall hours are subject to change. Exhibitors will be notified if a change in hours is necessary. Exhibitors will be allowed in the exhibit hall 1 hour before the exhibits open each day and may remain in the exhibit hall 1 hour after the exhibits close. Dismantling of exhibits must take place with removal from the building within one hour after the close of the conference. Exhibitors must staff their exhibits during the above exhibit hours. Booths may not be left unattended for extended periods of time.*



Exhibit Prospectus

Sponsorship Response

Company Name

Company Contact Name

Company Title

Mailing Address

City, State, Zip Code

Email

Telephone

Fax

Yes, I am pleased to support the Evidence-Based Guidelines Affecting Policy, Practice and Stakeholders (E-GAPPS III) Conference at the following level:

Platinum	(\$15,000)
Gold	(\$10,000)
Silver	(\$5,000)
Bronze	(\$1,000)
Exhibitor only	(\$500)

I agree to submit payment in full within 30 days of the submission of this form.

Name of Authorized Company Representative:

Title

Date:

By typing my name below, I am electronically signing my application

Signature (required)

Please make checks payable to: New York Academy of Medicine

Return form to: Donna Fingerhut

Director Office of Trustee and Fellowship Affairs

Section on Evidence-Based Medicine

New York Academy of Medicine

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