Exhibit and Sponsorship Opportunities

Coding for Maternal-Fetal Medicine

November 7-8, 2019

Practice Management Conference

November 8-9, 2019

Back-to-back meetings presented by SMFM
Hyatt Regency Grand Cypress
Orlando, FL

SMFM.org/events
Exhibit Information

Coding Course

Designed especially for maternal-fetal medicine physicians, practice managers and MFM staff, the SMFM Coding Course is the most comprehensive and interactive course of its kind. Attendees will enjoy class discussions, live polling, and case studies with national experts in coding.

Practice Management Conference

Led by course director Dr. James Keller, the Practice Management Conference’s all-star faculty provides comprehensive preparation for the management and administration of operations of an obstetric health professional practice. Expected attendance is 100+ physicians, practice managers, coders and office professionals. For a complete course schedule, faculty list and additional course information, please see the course brochure.

The Fall Coding Course and Practice Management Conference will take place at the Hyatt Regency Grand Cypress in Orlando, FL. An outdoor lover’s dream, the resort sits on 1,500 lush acres with a private lake, tennis courts, and a unique lagoon-style pool. The hotel runs free scheduled shuttles to Walt Disney World Resort, Universal Orlando Resort™ and SeaWorld® Orlando.

Continental breakfast and lunch will be served on each day of the events. Breakfasts and breaks are located in the exhibit area and there is networking cocktail reception with faculty in the exhibit hall on November 8. There will be designated exhibitor seats at each table during the lunch which is designed to facilitate networking time with attendees in a relaxed atmosphere!

Dedicated meals, reception and breaks mean the conference attendees have time set aside to visit your exhibit!

Cancellation Policy: Notification of an exhibitor’s decision to cancel must be sent in writing on company letterhead to SMFM. If an exhibiting company does not cancel its space in writing and does not occupy its booth space on site, the company will be regarded as a no-show. If written notification of cancellation or booth reduction is received at the SMFM office by September 20, for a full refund, less a 20% administrative fee, will be refunded. After 9/20 no refunds will be given.

Why Exhibit?

The Society for Maternal-Fetal Medicine stands out as the nation’s exclusive association for practicing maternal-fetal medicine specialists and the teams they work with. The Coding for MFM postgraduate course and Practice Management Conference convenes the entire MFM coding and practice management ecosystems for THE premier national event focusing on coding and practice management for MFM and obstetrics. Each year, these popular meetings evolve to keep pace with ever-changing practice management trends and best practices in coding. Our exhibit floor represents the entire spectrum of MFM practice management products and service providers. Now that these meetings are back-to-back, you have twice the opportunity to increase exposure, build relationships and enhance your company’s image among the decision makers. Make sure your company is a part of the excitement!

EXHIBIT SPACE COST

| EXHIBIT RATES: Coding for MFM |
| One and a half day postgraduate course. November 7-8. |
| Standard 10 x 10': $1,000   Non-Profit 8 x 10': $700 |
| EXHIBIT RATES: Practice Management Conference |
| One and a half day conference. November 8-9. |
| Standard 10 x 10': $3,000   Non-Profit 8 x 10': $2,000 |
| EXHIBIT RATES: Both Courses– Best Value |
| Both meetings over three days. November 7-9. |
| Standard: $3,800   Non-Profit: $2,500 |

Each exhibit display includes:

- One draped table with two chairs
- Two exhibitor registrations
- Access to attendee list postal addresses
- Acknowledgement on-site and on the course website

Apply to exhibit today! Space is very limited. Companies exhibiting at both courses will be given primary consideration.

Book A Room

A block of rooms has been reserved at the Hyatt Regency Grand Cypress at the special group rate of $199 per night single/double. Room reservations should be made by booking online or calling the hotel directly at +1 (800) 233-1234. Attendees must identify their affiliation with the Society for Maternal-Fetal Medicine to receive the special group rate. The special room rate will be available until Oct. 15, 2019 or until the group block is sold-out, whichever comes first.

Contact Julie Miller, CRO, at jmiller@smfm.org for additional information
Promotional and Sponsorship Opportunities

Build relationships with the decision makers in obstetric practice, including chairs, department heads, practice administrators and practice partners. Grow your mindshare with a wide range of promotional opportunities. Expand your prospect list with new contacts from the Coding Course and Practice Management Conference! Expand your prospect list with new contacts from either or both courses!

Attendee Lunch / $5,000 per day on Thursday and Saturday; Friday Joint Event Lunch/$6,000
Taking place within the formal framework of both events, an official lunch also provides the opportunity to emphasize your organization's services or products in a more congenial setting. Sponsors receive recognition in meeting promotions and as a sponsor of a course lunch you are entitled to provide appropriate signage in the Rosetta room on Saturday. You will have the opportunity to distribute your company's literature and giveaways at a display table during the lunch. Exclusive

Networking Cocktail Reception / $6,000
Conference attendees can take this opportunity to network with the faculty and their peers and colleagues in a relaxed social environment. The sponsor will receive recognition in meeting promotions, program and at the reception. You will have the opportunity to distribute your company's literature and giveaways at a display table during the reception. Exclusive.

Continental Breakfast / $2,000 per day – 3 available
Breakfast is provided for attendees on each day of the courses. Sponsors receive recognition in meeting promotions and you are entitled to provide appropriate signage in the breakfast area. You will have the opportunity to distribute literature or giveaways at a display table. Sponsors also have the opportunity for name and logo exposure on coffee cups and/or napkins provided by the sponsor. Exclusive per day.

Coffee Breaks / $1000 per break
Coffee breaks are held each day of the courses in the morning and afternoon. Sponsors receive recognition in meeting promotions and you are entitled to provide appropriate signage in the break area. You will have the opportunity to distribute literature or giveaways at a display table. Sponsors also have the opportunity for name and logo exposure on coffee cups and/or napkins provided by the sponsor. Exclusive per break.

Attendee Bag Insert /$800 per course
Put your brochure, flyer or small promotional item directly in to the hands of attendees. Inserts must be preapproved by SMFM and are due at the course site by November 4.

Digital Signage/$700 per day
Keep your brand in front of attendees all day long with our digital signage option. The large in-venue digital signage screen is located at the bottom of the escalator prior to reaching the event space. Non-animated images will rotate every 20 seconds. Contact Darryl Diamond at ddiamond@smfm.org for accepted file types and specifications.

Contact Julie Miller, CRO, at jmiller@smfm.org for additional information
Display spaces are limited so please apply early to ensure your space. Priority is given to companies exhibiting at both events. As an exhibitor, your company will be enjoy one 10 x 10 or 8 x 10 display space provided with of one draped table and two chairs. The exhibit area is carpeted. Upon receipt of your application and payment, you will be assigned a display space and your confirmation will include shipping and other logistical information.

Exhibitor hereby agrees to and does indemnify, hold harmless, and defend SMFM from and against any and all liability, responsibility, loss, damage, cost, or expense of any kind whatsoever which SMFM may incur, suffer, be put to, pay or be required to pay, incident to or arising directly or indirectly from any intentional or negligent act or omission by Exhibitor or any of its employees, servants, or agents. SMFM shall not be responsible in any way for damage, loss, or destruction of any property of Exhibitor or injury to exhibitor or its representatives, agents, employees, licensees or invitees.

Please type or print. Application and payment must be received by October, 30 2019. To apply by mail, return this form to:

SMFM Exhibit Department
409 12th Street, SW, Suite 601
Washington, DC 20024

If you prefer, you may e-mail this application to Julie Miller, Chief Relationship Officer, at jmiller@smfm.org.

### Exhibit Category

<table>
<thead>
<tr>
<th>Exhibition for MFM</th>
<th>Exhibition at Coding for MFM Conference</th>
<th>Preferred Date and Time</th>
<th>Total Sponsorship Cost</th>
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</thead>
<tbody>
<tr>
<td>Standard 10 x 10'</td>
<td>$1,000</td>
<td></td>
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<tr>
<td>Non-profit/8 x 10'</td>
<td>$700</td>
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#### Sponsorship

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Price each</th>
<th>Quantity</th>
<th>Preferred Date and Time</th>
<th>Total Sponsorship Cost</th>
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</thead>
<tbody>
<tr>
<td>Attendee Lunch (Thurs &amp; Sat)</td>
<td>$5,000</td>
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<tr>
<td>Joint Event Attendee Lunch Friday</td>
<td>$6,000</td>
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<td></td>
<td></td>
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<tr>
<td>(attendees and faculty</td>
<td>from both Coding and Practice Management)</td>
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<td></td>
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<tr>
<td>Continental Breakfast (3 available)</td>
<td>$2,000</td>
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<tr>
<td>Coffee Break (5 available)</td>
<td>$1,000</td>
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<tr>
<td>Signature Practice Management</td>
<td>$6,000</td>
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<tr>
<td>Conference Networking Reception</td>
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<td>Friday Evening</td>
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<tr>
<td>Bag Insert (per event)</td>
<td>$800</td>
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<tr>
<td>Digital Signage outside meeting</td>
<td>$700</td>
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<tr>
<td>room (per day)</td>
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Application to Exhibit and Sponsor

TOTAL COST: Exhibit + Optional Sponsorships: _______________________

COMPANY NAME: _______________________

COMPANY WEBSITE: _______________________

PREFERRED BOOTH NUMBER(s): _______________________

(* indicates 8 x 10’)

COMPANY DESCRIPTION: (Please enclose the exhibiting organization’s description in 75 words or less. Describe the products and/or services that you plan to exhibit. You may also email your description to Julie Miller at jmiller@smfm.org, please state your company name and the term “Exhibitor Description” in the e-mail subject line.)

EXHIBIT CONTACT INFORMATION

FIRST NAME: _______________________

LAST NAME: _______________________

ADDRESS: _______________________

PHONE: _______________________

E-MAIL: _______________________

Method of Payment: CHECK ENCLOSED  VISA  MASTERCARD  AMEX

CREDIT CARD NUMBER: _______________________

EXPIRATION DATE: _______________________

CVV: _______________________

SIGNATURE: _______________________

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