

## Exhibitors' Prospectus

### 7<sup>th</sup> Annual Doctors' Recognition Day Symposium, Poster Presentations & Physicians' Exposition

Symposium:       Diabetes  
                          Obesity  
                          Asthma  
*Environment, Management and Prevention*

Wednesday, March 24, 2010

Albert Einstein College of Medicine of Yeshiva University  
Forchheimer Building - Robbins Auditorium  
Morris Park, Bronx, New York 10461

Physicians Exposition Opens 3:30 PM –Symposium 5:30 PM – 7:00 PM

Hosted by:  
Bronx County Medical Society

#### **Program Organizing Committee**

##### **Founders**

Cesar A. Vera, MD, FACP, FACC, FACC  
Richard Izquierdo, MD

##### **EINSTEIN– Program Coordinators & Advisors**

Joel Zonszein, MD, FACE, FACP  
David Rosenstreich, MD

##### **Bronx County Medical Society President**

Gurkan F. Taviloglu, MD, FACC, FACP, FCCP

##### **Committee Chairman**

Shervin Mortazavi, MD

##### **Committee Members**

Sumir Sahgal, MD  
Alan Diaz, MD  
Madan Paul, MD  
Anibal Puente, MD  
Jitendra Barmecha, MD, MPH, FACP  
Mario Henriquez, MD  
Neil Herbsman, MD  
Koku Gasinu, MD  
Lyzette Velázquez, MD  
Sunil S. Jhangiani, MD, MBA, FACP, AGAF

##### **Staff/Administration**

Diane P. Miller, Executive Director  
Janine N. Miller, Administrator



To the Physician, the Red Carnation  
Represents Love, Charity, Sacrifice,  
Bravery & Courage

Letter of Invitation & Message from the Program Organizing Committee

**7th Annual Doctors' Recognition Day Symposium, Poster Presentations & Physicians Expo**

to be held at

Albert Einstein College of Medicine

**Wednesday, March 24, 2010**

Physicians Exposition Opens 3:30 PM - Symposium 5:30 PM

**A limited number of "tabletop displays" will be made available. The Physicians Exposition is an excellent opportunity to promote your organization and or your products...**

Don't miss your chance to mingle with the leaders and decision-makers. Our marketing plan is already in motion. In addition to our membership, we will target some 3000 Bronx/Westchester County Physicians. We anticipate at least 300 Physicians to be in attendance at this event.

We hope that we can enlist your participation in making this an outstanding event. Join the 34 Exhibitors who had displays in 2009.

On behalf of the Program Organizing Committee, we thank you for your continued interest in our Society and this event, which gets better every year ...

Sincerely,

Shervin Mortazavi, MD, Committee Chairman  
Doctors Recognition Day - 2010  
Bronx County Medical Society

**Exhibitors Contract**

Program: 7th Annual "Doctors Recognition Day" Symposium & Physician's Exposition  
Date: Wednesday, March 24, 2010  
Move In: 2:00 PM  
Exhibits Open: 3:30 PM- 7:00 PM  
Place: Albert Einstein College of Medicine  
Forchheimer Building - 1300 Morris Park, Bronx, NY 10461

**Table Top Display/Rental: \$1800**

Name of Organization:

Contact Person:

Address:

City: State: Zip:

Telephone: Email: Fax:

Tabletop Exhibit Space: 6' Table

- Supply your own drape
- Move in & Setup: 2:00 PM
- Expo Opens: 3:30 PM
- Symposium Opens 5:30 PM
- 30 Minute Coffee Break
- Move out at 7:30 PM

**Display Rate: \$1800 Check one**

Payment to follow     Payment enclosed     charge (AMEX, Visa or MasterCard)

#    -     -     -

Expiration Date   -   - VCode on the back or (AMEX) front of the card

Signature - Name (Authorized Representative/as it appears on your credit card)  
Print the names of all Representatives that will be attending.

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\_\_\_\_\_  
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**Note: Campus Security Requires that all Representatives be listed on our Attendance Roster.**

Mail to: Bronx County Medical Society  
Attention: Diane P. Miller, Executive Director  
3560 Netherland Avenue, Suite 2F  
Bronx, NY 10463  
Fax to: (718) 549-6681 - Email to: bxcms@msn.com

## DISPLAY RENTAL - EXHIBIT A

Host Organization Information: BRONX COUNTY MEDICAL SOCIETY  
3560 Netherland Avenue, Suite 2F  
Bronx, NY 10463-1601

Contact Person: Diane P. Miller, Executive Director  
Telephone: 718 - 548-4401  
Fax to: 718 - 549-6681  
Email: bxcms@msn.com

Organization's Description: Non-Profit 501 C

Federal Tax ID: #13-1699420 (W9 enclosed)

Type: Exhibit/Display

Amount Requested: \$1800

What will the funding pay for: Exhibit/Display Rental

Date of Activity: Wednesday, March 24, 2010

End of Activity: Wednesday, March 24, 2010

Duration of Activity: 4 Hours

Brief Description of this event: 7th Annual Doctors' Recognition Day Symposium & Physicians Exposition

Benefit to your Company: The Physicians Exposition is an excellent opportunity to promote your organization and or its products... Don't miss your chance to mingle with the leaders and decision-makers.

Marketing: In addition to our 1011 members, we will target all 3000 Bronx/Westchester Physicians. Information will be included in our bi monthly newsletter and on our website [www.bronxdocs.org](http://www.bronxdocs.org)

Setup: Albert Einstein College of Medicine – Forchheimer Building  
Robbins Auditorium Foyer – 2 PM

Deadline: Prior to February 24, 2010 forward your completed contract along with a list of representatives that will be attending.