

## Exhibitors' Prospectus

# 5<sup>th</sup> Annual Doctors' Recognition Day Physicians Exposition & Symposium

Albert Einstein College of Medicine  
1300 Morris Park Avenue  
Glass Café & Robbins Auditorium

**Wednesday, March 26<sup>th</sup> 2008**

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

### Hosted by:

Bronx County Medical Society  
New York Chapter American College of Physicians  
Urban Health Plan  
MSSNY - First District Branch  
Spanish American Medical & Dental Society NY



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

### Program Organizing Committee Members

Chairman, Scientific Session - Jitendra Barmecha, MD, MPH, FACP  
Founder - Cesar A. Vera, MD., FACP, FACC, FACC  
Co-Founder - Richard Izquierdo, MD  
AECOM - On Site Coordinator - Joel Zonszein, MD, FACE, FACP

### Committee Members

Anibal o. Puente, MD, President BCMS  
Samuel Arce, MD, President - SAMDSNY  
Mario Henriquez, MD  
Alan Diaz, MD  
Gurkan F. Taviloglu, MD, FACC, FACP, FCCP  
Sumir Sahgal, MD  
Shervin Mortazavi, MD  
Aylin Kiyici, MD  
Nejat Kiyici, MD  
Neil Herbsman, MD  
Koku Gasinu, MD  
Lyzette Velázquez, MD

### Administration

Diane P. Miller, Executive Director BCMS  
Janine N. Theurer, Administrator BCMS  
Karen Tucker, CMP, NY ACP

Letter of Invitation & Message from the Program Organizing Committee

**5<sup>th</sup> Annual Doctors' Recognition Day Symposium & Physicians Expo**

to be held at

Albert Einstein College of Medicine

1300 Morris Park Avenue

Glass Café & Robbins Auditorium

**Wednesday, March 26<sup>th</sup> 2008**

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**A limited number of “tabletop displays”** will be made available. The Physicians Exposition is an excellent opportunity to promote your organization and or products... Don't miss your chance to mingle with the leaders and decision-makers. Our marketing plan is already in motion. We will target some 2400 Bronx/Westchester County Physicians. We anticipate at least 350 Physicians to be in attendance at this event.

**TARGET AUDIENCE:** This educational program is designed for All Physicians (MD, DO, or equivalent), Nurses, Healthcare Providers, Physician Assistants, Medical Students, or anyone with an interest in Mental Health.

**PROGRAM**

**30 Scientific Poster Presentations**


**Symposium - Depression: “Psychiatry for the Non Psychiatrist”**

*Signs, Symptoms, Types, and Risk Factors*

We hope that we can enlist your participation in making this an outstanding event. Join the 37 Exhibitors who had displays in 2007.

On behalf of the Program Organizing Committee, we thank you for your continued interest in our Society...

Sincerely,



Jitendra Barmecha, MD, MPH, FACP  
Chairman, Scientific Session  
Doctors Recognition Day - 2008  
Bronx County Medical Society

**SPONSORS OPPORTUNITIES**

- Major Sponsorship – Unrestricted Educational Grant \$5,000 to \$10,000
  - *Forward Grant Application to email: [bxcms@msn.com](mailto:bxcms@msn.com)*
- Sponsor Tote Bags with your Company Logo \$2,500
- Sponsor Coffee/Dinner Break \$2,500
  - *Signage to be provide with company your Company Logo*
- Physician Recognition Awards \$1,500
- Exhibit Booth Display \$1,800

**General Donations**

- Listed in the Program Book as a Major Sponsor \$500
- Business Card Ads - \$100
- Restaurant Gift Certificate

**Exhibitors Contract**

Program: 5th Annual "Doctors Recognition Day" Symposium & Physician's Exposition

Date: Wednesday, March 26, 2008

Move In: 2:00 PM

Exhibits Open: 3:30 PM– 7:00 PM

Place: Albert Einstein College of Medicine  
Michael F. Price Center - Harold and Muriel Block Research  
Pavilion on Morris Park, Bronx, NY 10461

Table Top Display/Rental: \$1800

Name of Organization:

Contact Person:

Address:

City:

State:

Zip:

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_ Fax: \_\_\_\_\_

Display Rate: \$1800 Check one

Payment to follow     Payment enclosed     charge (Visa or MasterCard only)

Card #     -     -     -

Expiration Date   -   - VCode on the back 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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\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Tabletop Exhibit Space: 6' Table

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

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

Return completed form to arrive by February 1, 2008  
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 26, 2008

End of Activity: Wednesday, March 26, 2008

Duration of Activity: 4 Hours

Brief Description of this event: 5<sup>th</sup> Annual Doctors' Recognition Day Symposium & Physicians Expo

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

Marketing: In addition to our 1073 members, we will target all 2400 Bronx 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  
Michael F. Price Center - Harold & Muriel Block  
Research Pavilion – Outside foyer

Deadline: Prior to **February 1, 2008** forward your completed contract along with a list of representatives that will be attending.