

# Exhibit Prospectus -Virtual Conference

14th Annual Women and Ischemic Heart  
Disease Symposium

Friday, September 25, 2020

[cedars.cloud-cme.com/wihdcme](https://cedars.cloud-cme.com/wihdcme)



# Letter of Request

Dear Prospective Exhibitor:

This letter is an invitation on behalf of Dr. C. Noel Bairey Merz to participate as an exhibitor for the continuing medical education symposium entitled, 14th Annual Women and Ischemic Heart Disease Symposium to be held virtually on Friday, September 25, 2020.

The 14th Annual Women and Ischemic Heart Disease Symposium will explore sex and gender-specific issues in COVID-19, Estrogen, and Inflammation, as well as Ischemia and Ambulatory Blood Pressure Monitoring. Other important topics include, Diabetes and Heart Disease, prevention of Cardiovascular Disease in Women, and Plant-Base/Mediterranean Nutrition Approach in Cardiovascular Disease.

To participate as an exhibitor at this symposium, we require completion of the online registration, payment of the applicable exhibit fee and full compliance with the ACCME Standards for Commercial Support.

Should you decide to participate at this important educational activity, please complete the online exhibit registration at [cedars.cloud-cme.com/wihdcme](https://cedars.cloud-cme.com/wihdcme). Click the “Exhibitor” tab, select “Exhibit at this Event” and proceed.

Our non-profit tax I.D. number is: 95-1644600. A copy of our W9 can be provided for your records.

Best Regards,

CME Office

Cedars-Sinai

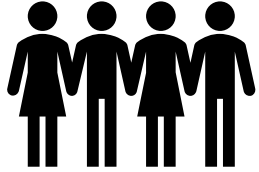
700 North San Vicente Blvd, Ste G550

West Hollywood, 90069

Phone: 3104235548

Email: [cme@cshs.org](mailto:cme@cshs.org)

# Target Audience



This activity is designed to meet the educational needs of physicians, physicians in training, advanced practitioners, nurses and healthcare professionals in cardiology, family/general medicine, internal medicine, and other specialties who are involved in the care of women with cardiovascular health issues.

Projected attendance is estimated to be 150.

Physicians	100
Non Physicians	50
Total	150



## Top 10 Specialties

Cardiology  
Internal Medicine  
Family / General Medicine  
Obstetrics & Gynecology  
Endocrinology & Metabolism

Geriatrics  
Preventive Medicine  
Critical Care Medicine  
Gastroenterology  
Imaging

# EXHIBIT FEES

## Gold Level: Exhibit Sponsored Session

\$2,000

- Includes two 25 minute exhibit sponsored sessions (see agenda for specific times, not CME eligible). Reach participants via your own virtual mini forum/presentation or workshop. Meeting links and tech set up to be done by exhibitor.
- Top position posting on meeting exhibit page (first come first serve basis), posting will include company logo, company contact information and link to product video
- Email to participants promoting the meeting exhibit page and meeting links
- Promotion on meeting materials

## Silver Level: Exhibit Sponsored Posting

\$1,000

- Second position posting on meeting exhibit page (first come first serve basis), posting will include company logo, company contact information and link to product video
- Promotion on meeting materials
- Email to participants promoting the meeting exhibit page

\*All information is needed at least two weeks before the meeting date

# Agenda

8:30-8:55 am	Exhibit Sponsored Forum and Workshops (No CME)
8:55-9:00	Log In
9:00 – 9:15	Introduction and Attendee Q&A C. Noel Bairey Merz, MD, FACC, FAHA, FESC
9:15 – 9:35	COVID19 - Sex Differences, Estrogen, and Inflammation SPEAKER: Chrisandra Shufelt, MD, MS, FACP, NCMP MODERATOR: C. Noel Bairey Merz, MD, FACC, FAHA, FESC
9:35 – 9:45	Question & Answer
9:45 – 10:05	Ischemia with No Obstructive Coronary Artery Disease: Beyond the Angiogram SPEAKER: Janet Wei, MD, FACC, FAHA MODERATOR: C. Noel Bairey Merz, MD, FACC, FAHA, FESC
10:05 – 10:15	Question & Answer
10:15 – 10:35	Ambulatory Blood Pressure Monitoring: Who, How, and Why? SPEAKER: Florian Rader, MD, FACC MODERATOR: C. Noel Bairey Merz, MD, FACC, FAHA, FESC
10:35 – 10:45	Question & Answer
10:45 – 11:00	Break

# Agenda

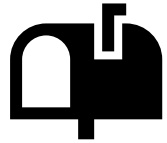
- 11:00 – 11:20 Case Presentation #1: Diabetes and Heart Disease  
SPEAKER: C. Noel Bairey Merz, MD, FACC, FAHA, FESC  
MODERATOR: Chrisandra Shufelt, MD, MS, FACP, NCMP
- 11:20 – 11:30 Question & Answer
- 11:30 – 11:50 Case Presentation #2: Prevention of CVD in Women  
SPEAKER: Margo B. Minissian, PhD, ACNP, FNLA, FAHA  
MODERATOR: Chrisandra Shufelt, MD, MS, FACP, NCMP
- 11:50 – 12:00 pm Question & Answer
- 12:00 – 12:10 The Benefits of a Plant-Base/ Mediterranean Nutrition Approach in Cardiovascular Disease  
SPEAKER: Simona Campa, MSN, ACNP-BC  
MODERATOR: Chrisandra Shufelt, MD, MS, FACP, NCMP
- 12:10 – 12:20 Question & Answer
- 12:20 – 12:50 Q&A Panel Discussion  
PANELISTS: C. Noel Bairey Merz, MD, FACC, FAHA, FESC,  
Chrisandra Shufelt, MD, MS, FACP, NCMP,  
Janet Wei, MD, FACC, FAHA ,  
Florian Rader, MD, FACC,  
Margo B. Minissian, PhD, ACNP, FNLA, FAHA
- 12:50 p.m. Adjourn
- 12:50 – 1:15 pm Exhibit Sponsored Forum and Workshops (No CME)

# WANT TO EXHIBIT ?



Register online at [cedars.cloud-cme.com/wihdcme](https://cedars.cloud-cme.com/wihdcme)

**Online registration is required even if paying by check.** An account will need to be created. Click the “Exhibitor” tab, select “Exhibit at this Event” and proceed.



Checks should be made payable to CSMC

Mail Check to:

Cedars-Sinai Office of Continuing Medical Education  
700 N. San Vicente Blvd, Suite G550  
West Hollywood, CA 90069

Checks must be received at least 2 weeks prior to the activity.



Exhibit Information Email

An email will be sent closer to the event date with exhibit details.

# ANY QUESTIONS ? CONTACT US!



Continuing Medical Education

Cedars-Sinai

Phone: 310-423-5548

Email: [cme@cshs.org](mailto:cme@cshs.org)