



4TH ANNUAL SYMPOSIUM

September 10 - 14, 2025 | Grand Hyatt, Tampa, FL

Industry Prospectus

SERFS



Southeastern Rheumatology
Fellows Symposium



SERF-SYMPOSIUM.COM

info@goserfs.com



SERFS Board of Directors

Rodney Daniel, MD

Julio Gonzalez, MD

Adam Grunbaum, DO

Robert Levin, MD

Ernesto Rodriguez, MD

**106 State Street East,
Oldsmar, FL 34677**

727-263-0800

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GOSERFS.COM

Dear Industry Colleagues:

On behalf of the Southeastern Rheumatology Fellows Symposium, and our Board of Directors, we invite your support and participation in the upcoming 2025 SERFS Annual Meeting. This exciting meeting will take place at the Grand Hyatt Hotel in Tampa, Florida from September 10, 2025 through September 14, 2025.

SERFS strives to stimulate interest in and increase the knowledge of rheumatic diseases among rheumatology fellows with a special focus on filling in curriculum gaps. Dynamic speakers and sessions will equip our attendees with the skill set necessary to navigate the changing landscape of medicine, cleaving state of the art clinical knowledge with practical information to meet the needs of the attendees and assist them in providing improved patient care.

In addition to clinical information, attendees will learn the importance of strong state societies. A secondary goal of SERFS is to empower the next generation of rheumatologists to have a healthy interest in advocacy activities and professional development. We are offering a revamped and robust range of sponsorship opportunities from \$5,000 to \$75,000 designed to facilitate networking with attendees. Sponsors are an essential part of our meeting's success and benefit both our attendees and the companies who participate. We are expecting approximately 100 plus healthcare providers to attend this event, the vast majority are rheumatology fellows in training. The 4th Annual SERFS will include fellows from all nine of the rheumatology training programs in Florida and we also anticipate participation from Puerto Rico, Georgia, Alabama, Kentucky, and Louisiana based training programs. With all breaks located in the exhibit hall and common areas, we anticipate quality interactions and networking with all attending rheumatology providers. Returning this year, MSLs will be allowed to register for and attend the conference fostering a unique opportunity to meet the next generation of rheumatologists. New this year are seminars designed for Program Directors to enhance fellow professional development and guide SERFS curriculum.

Space is limited and Product Theaters are capped. To ensure your chances of receiving prime space and your desired sponsorship level, please review the enclosed prospectus materials and return provided registration form to us at drr.daniel@aara.care.

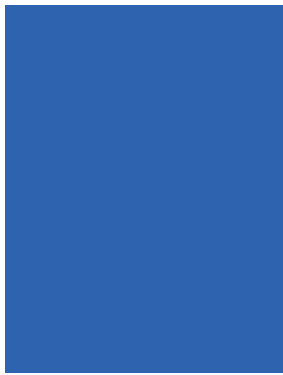
Sincerely Yours,

Rodney Daniel, MD MSCR
President & Founding Member, SERFS
Assistant Professor, HCA Healthcare Bayonet Point/USF Morsani College of Medicine
Chair Clinical Competency Committee
Clinical Assistant Professor, NOVA

| Sponsorship Levels and Benefits | Non profit | Level 1 \$5,000 | Level 2 \$10,000 | Level 3 \$20,000 | Level 4 \$30,000 | Level 5 \$40,000 | Level 6 \$50,000 | Level 7 \$60,000 | Level 8 \$75,000 |
|---|-------------------|------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Sponsor name listed in meeting program | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| Sponsor name listed on SERFS website | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| 6 ft tabletop display in Exhibit Hall (tabletop signs only, No Banner Stands) | ● | ● | | | | | | | |
| Attendee Bag insert | 0 | 0 | 1 | 1 | 1 | 2 | 2 | 3 | 4 |
| Lunch included | 1 Person | 1 Person | 1 Person | 1 Person | 1 Person | 2 People | 2 People | 3 People | 4 People |
| Sponsor logo on conference display signs | ● | ● | ● | ● | ● | ● | ● | ● | ● |
| Sponsor logo on attendee bag | | | | | ● | ● | ● | ● | ● |
| 10x10 Booth Display in Exhibit Hall (Banner Stands allowed) | | | ● | ● | ● | | | | |
| 10x10 Booth Display in Common Area | | | | | | ● | ● | ● | ● |
| One Floor decals in Common area | | | | ● | ● | | | | |
| Wall graphic in Exhibit Hall | | | | | | ● | ● | | |
| Wall graphic in Common Area | | | | | | | | ● | ● |
| 30 min meeting with 2 SERFS Board Members | | | | | ● | ● | | | |
| 30 min meeting with 3 SERFS Board Members | | | | | | | ● | ● | |
| Two 30 min meetings with 4 SERFS Board Members | | | | | | | | | ● |
| One email blast the week of SERFS | | | | ● | ● | ● | | | |
| Two email blasts month of SERFS | | | | | | | ● | ● | |
| Four email blasts the month of SERFS | | | | | | | | | ● |
| Sponsor Meet the Professor and speak about Product for 5 minutes | | | | | ● | | | | |
| Sponsor ONE Breakfast Product Theater (4 available) | | | | | | ● | | | |
| Sponsor ONE Dinner Product Theater (3 available) | | | | | | | ● | ● | ● |
| One week early access to reserve Product Theater Date | | | | | | | | | ● |
| Discount on additional advertising opportunities | | | | | | 3% | 5% | 7% | 10% |
| Complimentary Badges. (Non-Transferable) | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 3 | 4 |
| Badges for purchases @ \$100 per person/day | 1 | 1 | 1 | 1 | 1 | 1 | 2 | 2 | 3 |
| Hidden Logo on Program Guide Cover | | | | | | | ● | ● | ● |
| Attendance at SERFS/FSR Social Event | ● | | | ● | ● | ● | ● | ● | ● |
| Attendee List Provided | | | | | | 1 Week Prior | 1 Week Prior | 2Weeks Prior | 4 Weeks Prior |
| Enjoy an opportunity for up to 2 hours to gather key insights from Faculty, SERFS board, & local physicians. Additional logistics, involving recruitment & invitations, contract & agreements, travel-related expenses, and honoraria, will be the responsibility of the sponsoring company. SERFS will provide a meeting room with standard AV plus food & beverage. Content to be approved by SERFS. A time slot will be assigned by SERFS. | | | | | | | | | ● |

Product Theater assignments will be made on June 1, 2025 unless otherwise specified in writing by SERFS.

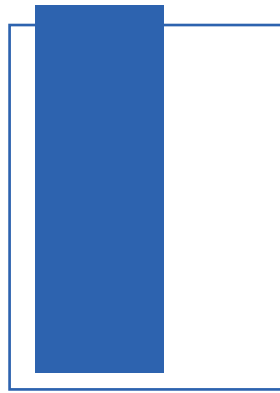
A LA CARTE Advertising



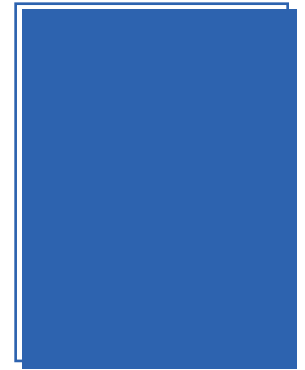
Full Page Ad in Program Guide
\$2000



1/2 Page Ad in Program Guide
\$1000



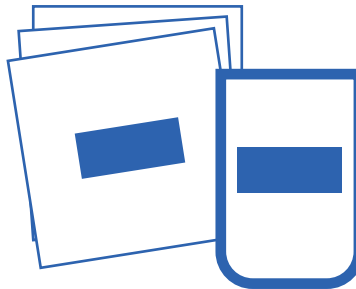
Advertisement Insert
\$2000



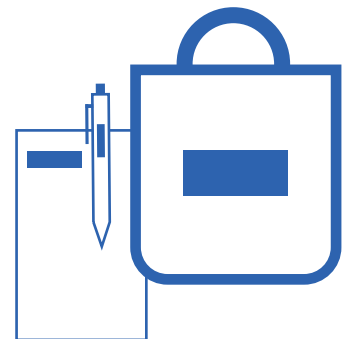
Full Page Ad on back of Program Guide
\$3000



Complimentary wifi sponsor. Logo will appear on card with wifi info
\$1000



Snack sponsor
Company Signage allowed at all snack breaks. Provide napkins + cups with logo. Company will not be responsible for cost of food
\$1000



Logo/Advertising on Pens, Stationary, Bag
Please contact us

A LA CARTE Advertising

Lanyards - \$2,000

Combine utility with aesthetics when your logo is applied to the lanyard that will be worn throughout the conference by every registrant. The lanyard is an excellent opportunity to gain exposure for your logo and company and provides a good and lasting impression.

Desserts at Your Booth - \$2,000

Have assorted desserts at your booth to entice better attendance and generate more leads. Your dessert time will be promoted with a special insert in the Program Guide. SERFS will have the dessert cart brought to your booth to attract attendees. Sponsor is responsible for cost of desserts.

Imprinted Key cards - \$2,000

There is an opportunity for one lucky company to have its name, logo, and/or brand seen by every participant staying at the conference hotel. The supporter will coordinate the production of the keycards and pay production fees directly with the hotel for distribution. The artwork must be provided by the sponsor and must also contain the Grand Hyatt and SERFS logos.

Image Competition Sponsor - \$2,000

Images submitted for competition will be cycled on a TV screen in the common area. Have your branding on the screen between the first and last image.

Floor Graphic - \$2,000

Place your corporate or brand information on the floor in the common area. The artwork must be provided by the sponsor and must also contain the SERFS logo. (6 sq. ft)

Hotel Door Drops - \$3,000

Once approved, supporter will coordinate with the hotel to make the arrangements for distribution. Hotel fees may apply.

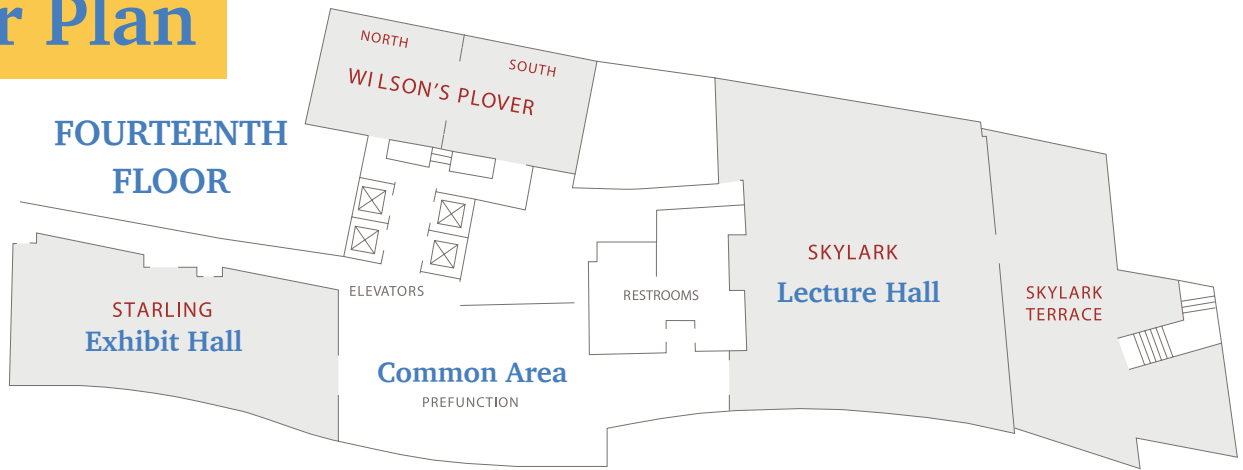
Wall Graphic - \$4,000

Place your unbranded information on the strategically located rectangular columns in the Skylark lecture hall or branded information on similar columns in the Starling exhibit hall.

Advisory Board - \$15,000

Take advantage of the KOLs gathering to garner strategic insights. Additional logistics, involving recruitment & invitations, contract & agreements, travel-related expenses, and honoraria, will be the responsibility of the sponsoring company. SERFS will provide a meeting room with standard AV plus food & beverage. Content to be approved by SERFS. A time slot will be assigned by SERFS.

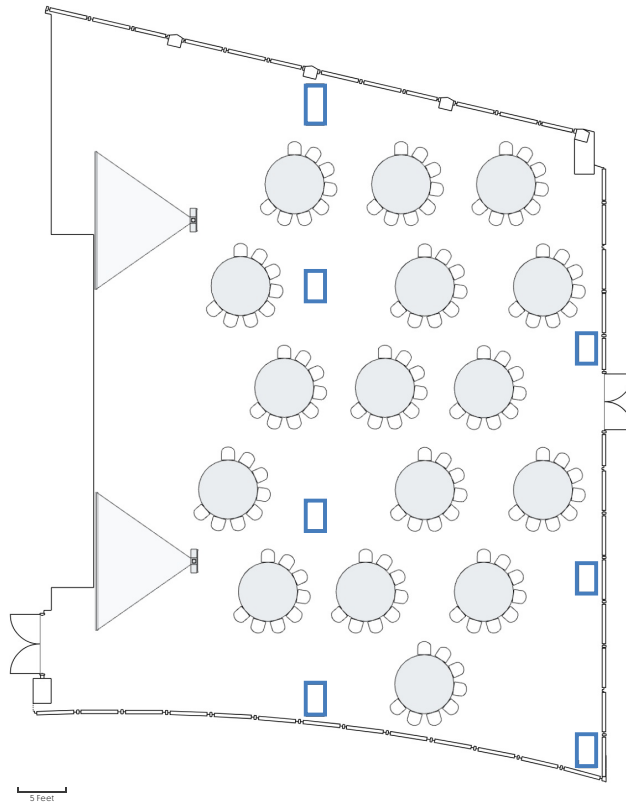
Floor Plan



SKYLARK Lecture Hall

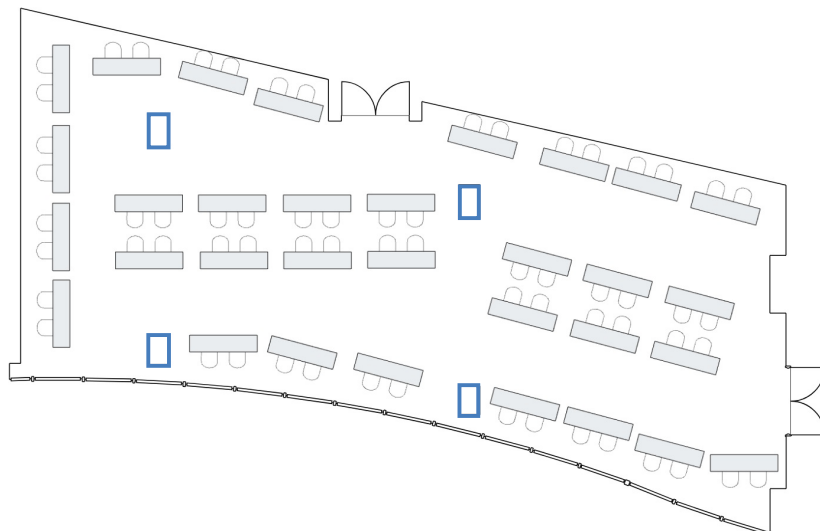
 Wall Graphics

7 Sponsor Opportunities



STARLING Exhibit Hall

4 Sponsor Opportunities



Details & Requirements

Sanctioned Events

Companies exhibiting at the SERFS meeting are required, as a condition of their participation as exhibitors/sponsors, to not plan any events or dinners until sanctioned event application is approved by SERFS. No other functions, i.e. meeting at dinner, bar, foyer etc. are permitted. Attendees are instructed to attend only SERFS sanctioned events.

SERFS will advertise all sanctioned events multiple times via emails and printed programs. It is the responsibility of the exhibiting company to provide us the title of talk, speaker name, venue, day and time, where to RSVP and who is invited to attend. If we do not have this info, all advertisements will go out as TBA. However, it is your company's responsibility to solicit attendees for your event.

Hotel Accommodations

Make your reservations directly with Grand Hyatt @ 2900 Bayport Dr, Tampa, FL 33607. Make sure to mention that you are attending SERFS to get our negotiated rate.

Uncontrollable Events

SERFS will take all reasonable precautions against damage or loss by fire, water, storm, theft, strike or any other emergencies of that character but does not guarantee or insure the exhibitor against loss by reason thereof (see "Responsibility Agreement").

Shipping Information

Booth material should be shipped to arrive no more than 3 days prior to our meeting. Please make sure you have the Group name (SERFS), Company Name (not product) and Recipient's name for which they will hold the package. Address: Grand Hyatt, 2900 Bayport Dr, Tampa, FL 33607.

Exhibit Set up/Tear down Hours

Set up will be held from 7:00AM – 8:00AM on Thursday, September 11, 2025 and tear down will be from 5:00PM – 6:00PM on Saturday, September 13, 2025. No company or representative will be permitted in the exhibit hall prior to 7:00AM on, September 11, 2025 as we need time to finalize the floor plan set-up and walk through with the hotel.

Space Assignment

Booth assignment is provided by SERFS upon arrival at the conference and is strictly enforced unless authorized by SERFS staff. No booth assignments will be given out prior to the event. Exhibits can't be larger than space and may not protrude.

Exhibitor is responsible for damage to property (see "Responsibility Agreement"). No signs or other articles shall be posted, nailed, or otherwise attached to any of the pillars, walls, doors, etc., in such manner as to deface or destroy them. No attachments shall be made to the floors by nails, screws, or any other device. All space is leased subject to these restrictions.

Registrants List

A list of attendees will be emailed to each exhibiting company two times: two weeks prior, and one week following the meeting, if requested.

Electricity

If electricity is required for your booth (not personal use) you will need to request in advance and must purchase directly through the hotel.

Cancellations

Once formal application has been made, any cancellation must be furnished to us, in writing, 3 months prior to the event date, a \$250 cancellation fee will be assessed. No refund will be given after that time. In the event the program is cancelled by the SERFS, due to uncontrollable circumstances, then SERFS will apply funds subsequent to the meeting.

Responsibility Agreement

Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, and defend the South Eastern Rheumatology Fellows Symposium (SERFS), the affiliates, officers, directors, agents, employees and partners of each, ("Indemnified Parties") harmless against all claims, losses and damages, including negligence, to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibit premises or a part thereof.

In addition, Exhibitor acknowledges that the Indemnified Parties do not maintain insurance covering Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption, property damage and comprehensive general liability insurance.

Rules & Regulations

Display Requirements and Restrictions: SERFS retains the right to deny the exhibition of inappropriate items and products. Please contact the SERFS Staff if you have any questions. Gail Alexiou at (727) 263-0800 or Email: Dr. Rodney Daniel at drr.daniel@ara.care

Solicitation during conference: Solicitation of business or conferences in the interest of business except by exhibiting firms is prohibited. No solicitation for conferences/meetings other than SERFS will be permitted.

Uncontrollable Circumstance: SERFS will take all reasonable precautions against damage or loss by fire, water, storm, theft, strike or any other emergencies of that character but does not guarantee or insure the exhibitor against loss by reason thereof (see "Responsibility Agreement")

Except as required by law or with the express prior written approval of Fellows Forum/SERFS, the Sponsor may not use, expressly or by implication, Fellows Forum/SERFS name or any trademark, service mark, logo, or trade name of Fellows Forum/SERFS (or any variant thereof), or the name or likeness of any employee or medical staff member of Fellows Forum/SERFS, in any news/press/publicity release, policy recommendation, advertising or promotional material, or other commercial communication.

| | |
|------------------|-----------------------|
| SERFS Signature: | Authorized Signature: |
| Name: | Name: |
| Date: | Date: |



Industry Registration Form

4TH ANNUAL SOUTHEASTERN RHEUMATOLOGY FELLOWS SYMPOSIUM

GRAND HYATT, TAMPA, FL | SEPTEMBER 10-14, 2025

THIS FORM MUST BE RETURNED TO GAIL@GOSERFS.COM TO RESERVE YOUR SPOT

1 Sponsorship Opportunities

- \$5,000 Level 1
- \$10,000 Level 2
- \$20,000 Level 3
- \$30,000 Level 4
- \$40,000 Level 5
- \$50,000 Level 6
- \$60,000 Level 7
- \$75,000 Level 8
- \$1000 MSL Registration
- \$100 Additional badges are requested per person per day. Qty_____

2 A La Carte Advertising Opportunities

- \$2,000 Full Page Ad in Program Guide
- \$1,000 1/2 Page Ad in Program Guide
- \$2,000 Advertisement Insert
- \$3,000 Full Page Ad on back of Program Guide
- \$1,000 Complimentary WIFI sponsor
- \$1,000 Snack sponsor
- Swag Advertising (Pens, Stationary, Bags) *Contact us
- \$2000 Lanyards
- \$2000 Desserts at Your Booth
- \$2000 Imprinted Key cards
- \$2000 Image Competition Sponsor
- \$2000 Floor Graphic
- \$3000 Hotel Door Drops
- \$4000 Wall Graphic
- \$15,000 Advisory Board

3 Company | Sponsor Company: _____

Attendee Names: _____

Phone Numbers: _____

Emails: _____

4 Meeting Contacts (Please provide information for meeting contacts to receive all meeting related correspondence)

Main Meeting Contact:

Name: _____ Title: _____

Address: _____

Phone: _____ Email: _____

5 Payment

Visa Mastercard American Express Check/ACH contact Gail Alexiou: Email: Gail@goserfs.com

*Credit Card will be charged a 4% Processing Fee

Credit Card Number: _____ CVV: _____ Expiration Date: _____ / _____

Name on card: _____ Total: \$ _____

6 Display Specifics

Companies/Competitors you do NOT wish to exhibit next to: _____

Your Company product being displayed: _____

7 Agreement & Authorization

I am an authorized representative for this company with full power and authority to sign this application for exhibit/sponsorship. This company agrees to comply with all of the rules and regulations stated in the Exhibitor Prospectus, as well as all polices added after publication of the prospectus, which we accept as part of the agreement.

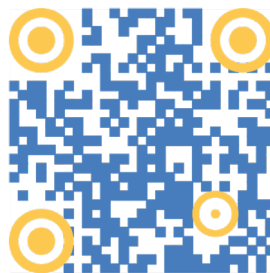
Authorized Signature: _____ Date: _____



4TH ANNUAL SOUTHEASTERN RHEUMATOLOGY FELLOWS SYMPOSIUM

@ GRAND HYATT, TAMPA, FL | SEPTEMBER 10-14, 2025

SPACES ARE LIMITED! SIGN UP TODAY!



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