



CARIBBEAN EXPLORATORY NIMHD RESEARCH CENTER

National Institute on Minority Health and Health Disparities
University of the Virgin Islands, School of Nursing 340-693-1178
Supported by NIH/NIMHD Grant # 5P2OMDOO2286



Dear Colleague:

The Caribbean Exploratory [NIMHD] Research Center of Excellence (CERC) will be hosting its **10th Annual Health Disparities Institute** entitled "Eliminating Health Disparities in Minority Communities: Translational research, targeted policy revisions, community-based participatory research, and capacity building" This year's Institute will be held at the Frenchman's Reef & Morning Star Marriott Beach Resort on St. Thomas, Virgin Islands. The Institute will commence with Registration, Pre-Institute, Poster Exhibit and a Reception on **Wednesday, October 18, 2017**, followed by the Institute proceedings on **Thursday, October 19 and Friday, October 20, 2017**, including The Dr. Donna M. Christensen Lecture Series. You are invited to participate in this stimulating event by pooling resources with the CERC as an Exhibitor, Sponsor, Donor or purchase of an Ad in the program booklet.

As an Exhibitor, Sponsor, Donor, or with an Ad, you will have the opportunity to extend your customer base as well as capitalize on marketing your products and services. We expect approximately 175 participants in attendance over the course of the Institute. These will include health professionals, human services professionals, health policy leaders, criminal justice professionals, elected and appointed officials, educators, students, concerned citizens, religious leaders, and members of the media. Please find enclosed the Sponsor, Donor and Ad invoices and the Exhibitor Registration Form. You can confirm your participation by contacting us via the Institute E-mail at Institute@cercuvi.com, or via tel. (340) 693-1178.

The Center is dedicated to increasing awareness and understanding of health disparities. The Annual Institute is one avenue to showcase the work of the Center. Another mechanism is to promote effective methods to reduce disparities, share results from research studies, and learn from best practices in the field. The Institute offers an invaluable prospect for your organization. We look forward to your responses and seeing you on scenic St. Thomas, U.S. Virgin Islands at our Institute in October 2017.

Cordially,

Gloria B. Callwood, PhD, RN, FAAN
Director & Principal Investigator
Caribbean Exploratory [NIMHD] Research Center of Excellence

EXHIBIT COSTS

Each exhibit space costs USD\$1000.00 and includes:

- Six-foot draped table with two chairs;
- Registration for two representatives;
- Institute meals and breaks for two representatives; and
- Free 550 Word description of your organization in the program booklet.

Is an electrical outlet needed for your exhibit space? Yes No

◆Other requirements _____

List the names of the two (2) representatives attending the conference. *Add a \$200 fee for each additional representative.*

1.◆◆ _____ 2. _____

3. _____ 4. _____

◆These services may incur additional fees

◆◆Primary Representative's Telephone number () _____ - _____

Exhibitor Guidelines

St. Thomas, U.S. Virgin Islands – Frenchman's Reef and Morning Star Marriott Beach Resort

Exhibitors may set up between the 2:00 p.m. & 7:00 p.m. on Wednesday, October 18, 2017 and must move out by 5:00 p.m. on Friday, October 20, 2017. The exhibit hall will be open to Institute attendees during the following hours:

DATE	TIME
Wednesday, October 18, 2017	4:00 p.m. thru 7:00 p.m.
Thursday, October 19, 2017	7:00 a.m. thru 5:00 p.m.
Friday, October 20, 2017	7:00 a.m. thru 4:00 p.m.

Exhibitor may cancel through September 29, 2017 and will be subject to a USD \$500.00 cancellation fee. No refunds will be made for cancellation made after September 29, 2017.

Information and instructions on materials shipping, storage, electrical, and other exhibit services will be forwarded in your exhibitor acceptance packet.

Important

INSURANCE – UVI-CERC requires that every exhibitor carry adequate liability and property insurance. Liability insurance should provide public liability coverage for bodily injury and property damage occurring from an accident in your exhibit booth. Property insurance should cover theft or damage of your property from the time materials leave their point-of-origin until they reach their post-show destination, including the time on the show floor. Some exhibitors also insure against non-arrival of freight material at the show site. The most economical and practical way to obtain this coverage is to contact your current insurance company and ask them for a rider on your existing policy.



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SPONSORSHIP OPPORTUNITIES

To increase visibility at the Institute, The Center is pleased to offer several sponsorship opportunities.

PINK STAR DIAMOND SPONSOR:- \$10,000 and above

Each Company at the PINK STAR DIAMOND Level will sponsor and receive the following:

- Sponsor the Pre-Institute Workshop; Sponsor the Seaside Chat; and Sponsor the Reflective Reception
- Signage bearing company logo at the Institute
- Acknowledgement for the event in the Institute Booklet
- Special recognition at opening session on all days
- Free booth space along with all vendor benefits outlined in the Exhibitor section

DIAMOND SPONSOR: - USD\$5,000

Each Company at the DIAMOND Level will sponsor and receive the following:

- Co-Sponsor the Scientific Displays
- Signage bearing company logo at the Institute
- Acknowledgement for the event in the Institute Booklet
- Special recognition at opening session on all days
- Free booth space along with all vendor benefits outlined in the Exhibitor section

RUBY SPONSOR: - USD \$3,500

Each Company at the RUBY Level will sponsor and receive the following:

- Co-Sponsor the Institute Lunch
- Acknowledgement in the Institute Booklet
- Special recognition at opening session on all days
- Free booth space along with all vendor benefits outlined in the Exhibitor section

EMERALD SPONSOR: - USD \$2,500

Each Company at the EMERALD Level will sponsor and receive the following:

- Co-Sponsor the Institute Breakfast
- Acknowledgement in the Institute Booklet
- Free booth space along with all vendor benefits outlined in the Exhibitor section

SAPPHIRE SPONSOR: - USD\$1,500

Each Company at the SAPPHIRE Level will sponsor and receive the following:

- Sponsor the Badge Lanyards
- Sponsor the Institute Notepads
- Acknowledgement in the Institute Booklet



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SPONSOR INVOICE – 10th Annual Health Disparities Institute

Please complete this form and return with the Sponsorship fee by September 8, 2017.

Mail all correspondence/checks to: CERC Institute Planning
Quarters B, Room 305
University of the Virgin Islands, School of Nursing
Caribbean Exploratory [NIMHD] Research Center
#2 John Brewers Bay
St. Thomas VI 00802

Fax Registration, Credit Card payment only to: (340) 693-1148

SPONSOR LEVELS

PINK STAR SPONSOR: - USD\$10,000 and above	<input type="checkbox"/>
DIAMOND SPONSOR: - USD\$5,000.....	<input type="checkbox"/>
SAPPHIRE SPONSOR: - USD\$3,500	<input type="checkbox"/>
EMERALD SPONSOR: - USD\$2,500	<input type="checkbox"/>
RUBY SPONSOR: - USD\$1,500	<input type="checkbox"/>
EXHIBITORS Only \$1000.....	<input type="checkbox"/>

Additional company representatives @ USD\$300.00 each. Number _____ \$ _____

Other Amount: Recognition in Program..... \$ _____

Total Fees \$ _____

Payment by:

_____ Check (payable to: University of the Virgin Islands; Memo: CERC Institute)
_____ Credit Card

If paying by credit card, please supply the following information:

MasterCard VISA 3 Digit code at back of C/C _____

Credit Card Number: _____ Expiration Date: _____ / _____
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Print Name on Credit Card: _____

Authorization Signature: _____

FOR UVI-CERC USE ONLY

Exhibit Space Assigned _____
By CERC Representative _____
_____ / _____ / _____



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DONOR OPPORTUNITIES

Donor support and profiles are visible to a large, high-profile worldwide audience. Institute attendees include clinicians and other health workers; medical, biomedical and social science researchers; social and community workers; government and non-governmental agencies at all levels; educators and students; policy makers and leaders; faith-based community activists; and the media, both audiovisual and print.

The Caribbean Exploratory (NIMHD) Research Center would be delighted to meet with charitable foundations, companies, and others, who share our commitment to research in health disparities to discuss ways in which your support could be used. Donations can be directed to specific Institute areas, or invested in the general costs of the Institute. For further information please contact us via e-mail at Institute@cercuvi.com or [340-693-1178](tel:340-693-1178).

As a Donor, your contribution will be used to offset the following expenses:

- **Attendance opportunities to deserving students to attend the Health Disparities Institute**
- **Transportation and Accommodation of Key Speakers**

Additionally, you will receive the following benefits:

- **Acknowledgement for the event in the Institute Booklet**
- **Special recognition at opening session on all days**
- **Advertising throughout the entire Institute proceedings**



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Quarters B, Room 305
University of the Virgin Islands
School of Nursing
Caribbean Exploratory [NIMHD] Research Center
#2 John Brewers Bay
St. Thomas VI 00802

Fax Registration, Credit Card payment only to: 340 693-1148

Please indicate Donor Support

DONATION LEVEL I:- USD\$10,000.....

DONATION LEVEL II:- USD\$5,000.....

DONATION LEVEL III:- USD\$3,500

DONATION LEVEL IV:- USD\$2,500

DONATION LEVEL V:- USD\$1,500

Fill in amount of Donation/Sponsorship.....

Payment by:

Check (payable to: University of the Virgin Islands- CERC)

Credit Card

Paying by credit card, please supply the following information:

MasterCard VISA

Credit Card Number: _____ Expiration Date: ____/____/____
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Print Name on Credit Card: _____

Authorized Signature: _____

FOR UVI-CERC USE ONLY

By CERC Representative _____

Date _____/_____/_____



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PROGRAM BOOKLET ADVERTISING OPPORTUNITIES

This is an opportunity to advertise your business to a large, high-profile worldwide audience. Institute attendees include clinicians, and other health workers; medical, biomedical and social science researchers; social and community workers; government and non-governmental agencies at all levels; educators and students; policy makers and leaders; faith-based community activists; and the media, both audiovisual and print.

The Caribbean Exploratory (NIMHD) Research Center would be delighted to showcase your company in this year's Program Booklet to demonstrate the commitment that your business has to research in health disparities. Below is a detailing of the types of advertisements that can be purchased for inclusion in the Program Booklet.

Covers [Color]:

- | | |
|-------------------------|------------|
| 1. Outside Back Cover → | \$1,000.00 |
| 2. Inside Front Cover → | 800.00 |
| 3. Inside Back Cover → | 800.00 |

Inside Program Booklet [Grayscale]:

- | | |
|---------------------|-----------|
| 1. Full Page → | \$ 500.00 |
| 2. Half Page → | 300.00 |
| 3. Quarter Page → | 200.00 |
| 4. Business Cards → | 100.00 |

For further information please contact us via e-mail at Institute@cercuvi.com
or [340-693-1178](tel:340-693-1178).

BOOKLET AD INVOICE – 10th Annual Health Disparities Institute

Please complete this form and return with your Contribution by September 8, 2017

Please Note: All Ad information and graphics are to be submitted camera ready.

Mail all correspondence/checks to:

CERC Institute Planning
Quarters B, Room 305
University of the Virgin Islands
School of Nursing
Caribbean Exploratory [NIMHD] Research
Center #2 John Brewers Bay
St. Thomas VI 00802

Fax Registration, Credit Card payment only to: **340 693-1148**

Please indicate Type of Booklet Advertisement

- | | |
|---|-------------|
| <input type="checkbox"/> Outside Back Cover | USD\$ 1,000 |
| <input type="checkbox"/> Inside Front or Back Cover | USD\$ 800 |
| <input type="checkbox"/> Full Page | USD\$ 500 |
| <input type="checkbox"/> Half Page | USD\$ 300 |
| <input type="checkbox"/> Quarter Page | USD\$ 200 |
| <input type="checkbox"/> Business Card | USD\$ 100 |

Fill in amount of Donation..... \$

Payment by:

_____ Check (payable to: University of the Virgin Islands-CERC)

_____ Credit Card

Please Note: Paying by credit card, please supply the following information:

MasterCard VISA

Credit Card Number: _____ Expiration Date: _____ / _____
mm yyyy

Print Name on Credit Card: _____

Authorization Signature: _____

FOR UVI-CERC USE ONLY

By CERC Representative _____

Date _____ / _____ / _____

Transportation and Accommodation

Air Travel to the U.S. Virgin Islands and Inter-Island Travel

American, Delta, Jet Blue, Spirit and United Airways provide service to St. Thomas, US Virgin Islands from several cities in the U.S. Mainland; some are non-stop flights or with connecting service depending on the originating flight. American Eagle and Cape Air provides service into San Juan, Puerto Rico from some Caribbean destinations, with continuing flights on Seaborne Airlines and Cape Air to St. Thomas, U.S. Virgin Islands. Many other airlines fly into San Juan, Puerto Rico as well. Inter-island service is provided by Seaborne Airlines, Sea Flight and Cape Air between St. Thomas, U.S. Virgin Islands and St. Croix, U.S. Virgin Islands. Ferry Service is provided inter-island between St. Thomas and St. John. Also, for travel to the British Virgin Islands, ferry service is provided from Red Hook, St. Thomas – minutes away from the hotel or downtown, Charlotte Amalie, St. Thomas.

Ground Transportation

Major auto rental agencies are available at the Cyril E. King Airport on St. Thomas, to include HERTZ, Budget, and Avis. Taxi service is also available at the Cyril E. King Airport to take you to the Frenchman's Reef & Morning Star Marriott Beach Resort.

Accommodation

St. Thomas, U.S. Virgin Islands

Frenchman's Reef & Morning Star Marriott Beach Resort



Reservation booking for the 2017 CERC Institute can be made by contacting the hotel directly toll free at 1 (800) 524-2000 or following the customized web link

<https://aws.passkey.com/event/14204133/owner/1495924/home> Please indicate that the reservation is for the CERC Institute October 18 – 20, 2017. On-line reservation and the toll free number are open 24 hours per day. You may also take advantage of any room upgrades, amenities or other services offered by the hotel, as well as the same Institute rate three (3) days prior to the start and three (3) days after the Institute. Reservations must be made by September 18, 2017 to get the Institute rate, subject to availability