

Sponsorship and exhibitor prospectus

# momentum

Pre-conference training workshops  
**October 16, 2026**

Main conference dates  
**October 17-18, 2026**

Gaylord Palms Resort & Convention Center  
6000 West Osceola Parkway  
Kissimmee, FL 34746



## Welcome

At ModMed®, community is vitally important to us. From our clients and partners to our team members and associates, we believe that we have, and are part of, the best healthcare community in the nation. And we are pleased to invite you to our live, in-person event in sunny Orlando.

MOMENTUM is all about connecting our community members with each other and with the sponsors that choose to showcase their products and services. Our 1,200+ attendees represent a variety of specialties and are eager to learn about your company's products and solutions.

We're pleased to offer Diamond, Platinum, Gold and Silver sponsorship packages, featuring excellent promotional opportunities for your brand.

### Take advantage of amazing brand exposure opportunities, including:

- On-site signage
- Speaking opportunities
- Digital advertising
- Social media engagement
- Direct access to event attendees
- Exhibit display space and badges

PLEASE NOTE: Exhibit and sponsorship opportunities are limited and offered on a first-come, first-served basis, so we encourage you to register early.

MOMENTUM is filled with unique chances to network with physicians and medical professionals from across the country. We hope you choose to be a part of this incredible event.

## See you in Orlando



**Dan Cane**

co-Chief Executive Officer  
& co-Founder



**Michael Sherling, MD, MBA**

Chief Medical and Strategy Officer  
& co-Founder



**Joe Harpaz**

co-Chief Executive Officer

## Benefits of becoming a sponsor or exhibitor

Put your brand in front of a fast-growing medical community eager to learn more about your products and services. Don't miss your chance to:



### Network

Sponsor key sessions, mingle with over 1,200 medical professionals and expand your contacts.

### Build brand awareness

Be seen. Be heard. Be remembered. Grow your audience and spread the word about your brand.

“

This is, by far, the best conference we attend all year. The attendees are engaged. The ModMed team is stellar.

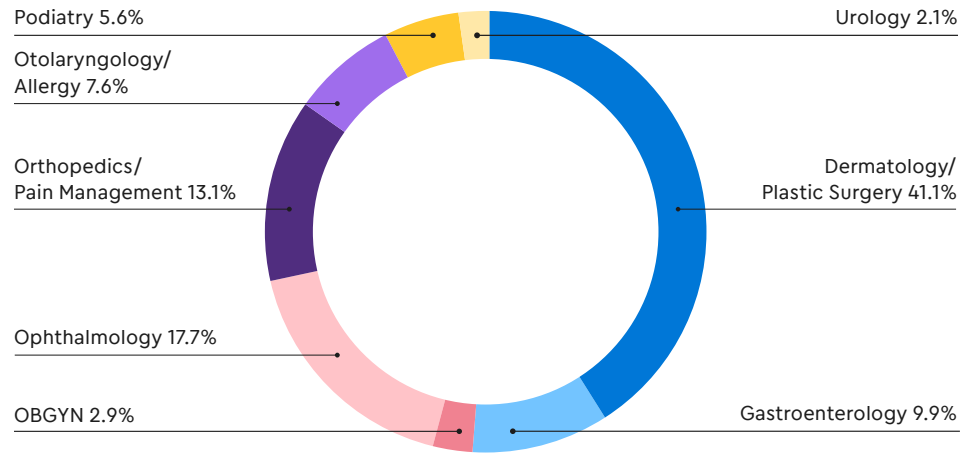
“

The ModMed team ensured that we were visible and prominent. We are very grateful for the partnership.

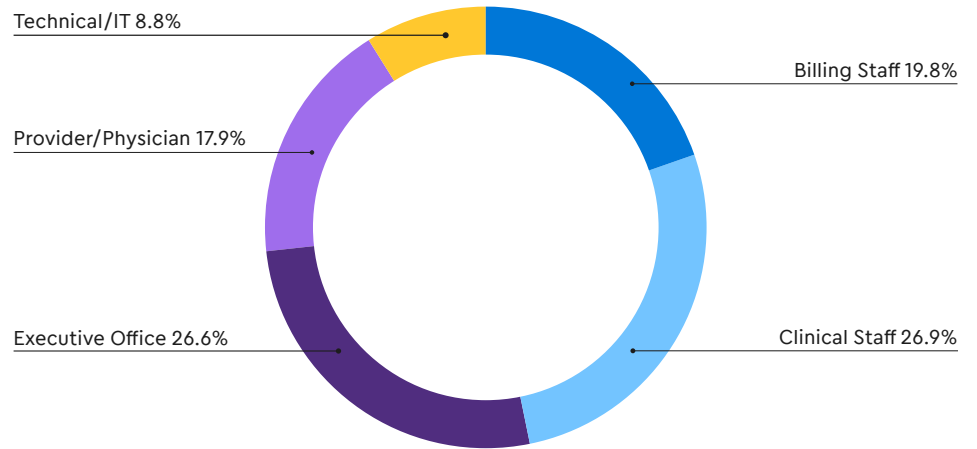
MOMENTUM attendees:  
1,200+ medical  
professionals are  
expected to attend



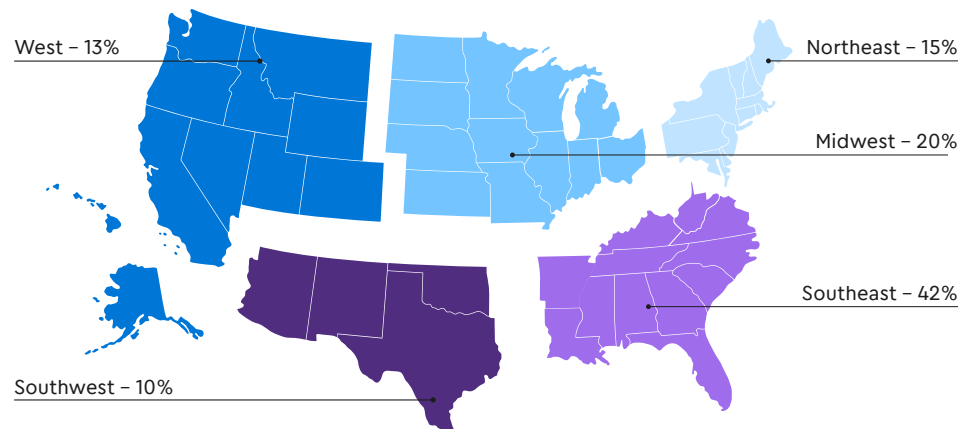
## Attendees by medical specialty



## Attendees by role



## Attendees by location



# MOMENTUM 2026

## Marketing opportunities for sponsors

**SOLD** **SOLD**

2026 sponsorship benefits	Diamond	Platinum	Gold	Silver
	\$75,000	\$50,000	\$30,000	\$15,500
<b>Limited</b>	1	4	6	10
<b>On-site branding and visibility</b>				
Sponsor branding on large format entrance signage	✓			
Intro slide on all PPT decks — showcased at every breakout session	✓			
Dedicated meeting room	✓			
Logo on lanyards OR co-branded registration	✓			
(4) Complimentary lead retrieval licenses	✓			
Reserved table at all meal functions	✓			
Client Appreciation Event sponsor	✓			
Opportunity to attend a networking event with ModMed Senior Leadership Team	✓			
Sponsor branding in prominent conference location	✓	✓		
30-second looping video played prior to general session and recognition from podium	✓	✓		
Recognition from the podium at opening general session	✓	✓		
Logo placement on conference shirts and bags	✓	✓	✓	
Logo placement by level on general session slides and large format signage	✓	✓	✓	✓
Opportunity to participate in Exhibit Hall Passport to drive traffic to your booth	✓	✓	✓	✓
<b>Digital marketing</b>				
Call out on MOMENTUM website home page	✓			
Main screen banner on mobile app	✓			
Logo placement on splash screen on conference mobile app	✓	✓		
Push notification in conference mobile app	3x	2x	1x	
ModMed mention in activity feed on the conference mobile app	✓	✓	✓	
Mobile app ad (size dependent on sponsorship level)	✓	✓	✓	✓
Logo placement by level in conference email campaigns	✓	✓	✓	✓
Logo placement on MOMENTUM website with customizable description	✓	✓	✓	✓
Recognition on social media	✓	✓	✓	✓
<b>Print marketing</b>				
On-site meeting pamphlet — logo on cover + ad space	✓	✓		
On-site meeting pamphlet — logo placement by level	✓	✓	✓	✓
<b>Direct access to event attendees</b>				
A featured mention in marketing emails to attendees promoting the sponsor	✓			
Featured sponsor callout in final details email to registered attendees	✓	✓		
Pre- and post-event attendee list with email addresses	✓	✓	✓	✓
<b>Complimentary exhibit space &amp; registrations</b>				
Premier booth placement	✓	✓		
Exhibit space (priority selection based on sponsorship level)	20×20	10×20	10×10	10×10
Exhibitor badges with sponsor ribbons	Eight (8)	Five (5)	Four (4)	Three (3)
<b>MOMENTUM marketing options (1 per sponsor — see descriptions for details)</b>				
Present a Main Conference Lunch & Learn session — limit 5 <b>SOLD</b>	✓	✓	✓	
Specialty Networking Reception sponsor — limit 1	✓	✓	✓	
Welcome Reception sponsor — limit 1 <b>SOLD</b>	✓	✓	✓	
Charging zone sponsor — limit 1	✓	✓	✓	
Lunch sponsor — limit 1 <b>SOLD</b>	✓	✓	✓	✓
Present a Pre-conference Lunch & Learn session — limit 4 <b>SOLD</b>	✓	✓	✓	✓
Exhibit Hall activities	✓	✓	✓	✓
Breakfast sponsor — limit 2 <b>SOLD</b>	✓	✓	✓	✓
Breakout session room sponsor — limit 5	✓	✓	✓	✓
Refreshment break sponsor — limit 3	✓	✓	✓	✓

**Standard Exhibit Hall package ..... \$9,500**

Looking for new ways to participate? Purchase our Exhibit Hall package to reserve a booth where you can display your brand and network with 1,200+ attendees during breaks and receptions

**Package includes:**

- One (1) 10×10 space within the exhibit hall, complete with pipe and drape, one (1) table, two (2) chairs and a wastebasket
- Two (2) exhibitor badges
- Customizable listing with logo on MOMENTUM website and mobile app
- Pre- and post-event attendee list with email addresses<sup>1</sup>
- Participation in booth traffic-driving promotional activities



## Add-on sponsorship & marketing opportunities

Make an even bigger impact when you add any of our à la carte options<sup>1</sup> to your exhibit or sponsorship package.

- Item in registration bag .....\$500
- Two (2) push notifications via MOMENTUM mobile app ..... \$2,500
- Digital banners featured around the venue ..... \$2,500
- Three (3) custom floor decals .....\$2,500
- Pre-event email to attendees deployed by ModMed ..... **SOLD**
- Meter board signage (limit 3)..... \$3,500
- Room drop item ..... \$3,500
- Social media marketing package.....\$3,000
- Cube signage.....\$5,000
- Branded notepad.....\$5,000
- Hydration sponsor.....\$7,500
- In-room TV message.....\$7,500





## Sponsorship & marketing opportunity details

### Registration bag item

Supply us with your branded promotional item, and we'll include it in the official conference registration bags given out to every attendee. (All items must be approved.)

### Digital ad

Put your brand in the spotlight with a bold digital ad featured in a high-traffic area of the meeting space.

### Mobile app push notifications (2 opportunities)

Remind attendees to visit your booth and drive awareness for your brand with two (2) customized push notifications sent to attendees via our mobile app at the time of your choosing.

### Floor decals (2 opportunities)

Drive foot traffic to your booth with three (3) customizable floor decals placed in certain areas of the conference. (Floor decal size must not exceed 3 feet.)



### Pre-event marketing email to all attendees — deployed by ModMed (1 opportunity) **SOLD**

Get a head start on the competition. Let us send your message out to all MOMENTUM attendees on your behalf in a customized marketing email deployed by ModMed before the conference. (Marketing email messages must be approved.)

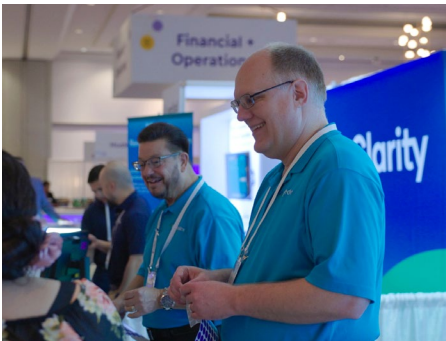
### Meter board or cube signage (2 opportunities)

Got a message you want to share about your brand or services? We'll make sure it is prominently displayed as a meter board or cube signage in a high-traffic area.



## Lunch and Learn session (10 opportunities) **SOLD**

Gold, Platinum and Diamond sponsors will have the chance to present a live, in-person session. Presented material must be approved and should be educational or scientific in nature. Sessions will be presented during the pre-conference event and during the main conference Lunch and Learn slots.



## Welcome Reception sponsor (1 opportunity) **SOLD**

Make your brand stand out by sponsoring our opening reception. This includes the opportunity to have logo placement in the printed meeting guide and on-site signage, and provide branded promotional items.<sup>2</sup>

## Lunch sponsor (1 opportunity) **SOLD**

As our lunch sponsor, you will get logo placement in the mobile app and on-site signage. Sponsors also have the opportunity to place branded promotional items<sup>2</sup> on the tables during lunch.

## Exhibit hall activities

Looking for a fun way to connect with attendees? We will have dedicated exhibit hours with special programming and activities to encourage attendee engagement with sponsors in the exhibit hall.

## Breakout session room sponsor (2 opportunities)

Sponsor a session room and make your brand part of the learning experience. You'll receive signage at the room entrance, branded table tents or podium signage, and recognition in the event app. It's a simple, high-impact way to showcase your brand.

## Breakfast sponsor (2 opportunities) **SOLD**

Two sponsors will have the opportunity to have logo placement in the meeting guide and on-site signage, enjoy reserved seating for special customers and place branded promotional items<sup>2</sup> on the tables where attendees will have breakfast.

## Refreshment break sponsorship (3 opportunities)

Provide us with a custom message, and we'll announce it to attendees while they relax and refuel during one of our scheduled coffee breaks. Plus, you can have your logo appear on signage and have your brand featured within the mobile app.



## Featured mention in ModMed's pre-conference email (1 opportunity)

Reserve a featured mention in the final email we send to attendees before the conference begins. With a 70% average open rate, this email is an excellent way to ensure your brand stays top of mind as attendees prepare to arrive.

## Social media marketing package (2 opportunities)

Engage attendees before the conference with our social media package that includes one (1) Instagram post, two (2) scheduled Facebook posts, one (1) scheduled post on X (formerly "Twitter") and one (1) LinkedIn post. Content is provided by the sponsor and must be approved by ModMed. Post-event report with analytics and insights will be provided.

## Room drop

Stand out from the crowd by having your handout or promotional item<sup>2</sup> delivered right to attendees' guest rooms. Additional hotel fees apply and are the responsibility of the sponsor.

## Branded notepad (1 opportunity)

Benefit from lasting exposure throughout the event and beyond. Have your logo featured on the premium notepad included in the attendee registration bag, and see your brand in the hands of every participant at the conference.

## Hydration sponsor (1 opportunity)

Quench attendees' thirst while showcasing your brand. As the hydration sponsor, your logo will be prominently featured on event water bottles and at hydration stations throughout the venue.

## Charging zone sponsor (1 opportunity)

Keep attendees powered up and connected by sponsoring the charging zone. Your brand will be prominently displayed in this high-demand area where attendees recharge their devices — and take a moment to recharge themselves.

## In-room TV message sponsor

Put your brand directly in front of our most engaged audience — right in their hotel rooms. Your sponsored message will be featured on the in-room TV channel that welcomes attendees throughout the conference.



## General information

Please use this information for general planning purposes. More detailed information will be provided once you confirm your sponsorship commitment.

## On-site events

### **Friday, October 16, 2026**

Welcome Reception: 6:00–7:30PM

### **Saturday, October 17, 2026**

Client Appreciation Event: 7:00–11:00PM

### **Sunday, October 18, 2026**

Conference adjournment: 11:00AM

## Exhibit setup

### **Friday, October 16, 2026**

8:00AM–12:00PM

## Exhibit hours<sup>3</sup>

Break areas will be stationed within the exhibit hall.

### **Friday, October 16, 2026**

1:45–7:30PM

### **Saturday, October 17, 2026**

9:45AM–4:30PM

### **Sunday, October 18, 2026**

8:00–10:15AM

## Exhibit teardown

### **Sunday, October 18, 2026**

10:15–11:15AM

## Questions?

Conference Planning: Event Producers

Phone: 425.420.1680

Email: [momentum@modmed.com](mailto:momentum@modmed.com)

<sup>1</sup> Learn more about what's included in each of these options below.

<sup>2</sup> Sponsors are responsible for all costs associated with supplying branded promotional items.

<sup>3</sup> Times subject to change.

©2026 Modernizing Medicine, Inc. All rights reserved.

# Sponsorship and Exhibitor Terms and Conditions

**1. Program Rules and Regulations.** The Modernizing Medicine, Inc. User's Conference Sponsorship and Exhibitor Program (the "Program") is designed to provide a showcase for products and services relating to the practice of medicine. Modernizing Medicine, Inc. ("Modernizing Medicine") reserves the right to exercise its sole discretion in the acceptance or refusal of applications for the Program. By applying for exhibition space pursuant to the Program, the applying company (the "Applicant") acknowledges that it has read and agrees to adhere to and be bound by all of the policies, terms, rules and regulations governing the exhibition set forth in the Sponsorship and Exhibitor Prospectus (the "Prospectus"). Modernizing Medicine and its agent, Moss Roscher Associates, Inc. DBA Event Producers ("Event Producers"), requests the full cooperation of the Applicant in its observance of the policies, terms, rules and regulations set forth in the Prospectus. It is the responsibility of the Applicant to ensure all booth staff are informed of and adhere to these policies, terms, rules and regulations and conduct themselves in a professional manner throughout the Modernizing Medicine, Inc. User's Conference (the "Conference").

**2. Interpretation and Application of Rules.** The Applicant agrees that Modernizing Medicine shall have the full authority to interpret and modify all policies, terms, rules and regulations contained in the Prospectus and its decision as to the meaning and implementation of a policy, term, rule or regulation is final. The Applicant agrees to abide by any subsequent policies, terms, rules or regulations that may hereafter be adopted by Modernizing Medicine, which shall be as much a part of the Prospectus as though originally incorporated. If the Applicant objects to any material change to any policy, term, rule or regulation, the Applicant must notify Modernizing Medicine within ten (10) business days of the date of such change of Applicant's intent to cancel its application, in which case Modernizing Medicine's sole obligation will be to refund the deposit provided by the Applicant less any actual costs incurred by Modernizing Medicine. All matters and questions not specifically covered in the Prospectus shall be resolved in the sole discretion of Modernizing Medicine. The failure of Modernizing Medicine to enforce at any time any policy, term, rule or regulation set forth in the Prospectus shall not be construed to be a waiver of such policy, term, rule or regulation.

**3. Booth Space.** The Applicant's final booth location shall be determined by Modernizing Medicine, in its sole discretion, based on available space and Modernizing Medicine does not guarantee that Applicant's competitors will not be located nearby in the exhibit area. In the event that Applicant wishes to relocate subsequent to another applicant's booth location choice, the Applicant may contact Event Producers and request relocation to any then available space(s).

Modernizing Medicine requires a clean looking atmosphere for all booths. Containers or boxes must not be visible from the aisles or walkways and must be stored out of sight, under your table or with the hotel. Sponsor signage is restricted to the assigned booth space. No signs may protrude or be placed in any other area of the Conference space except those produced and placed by Modernizing Medicine. These guidelines may be enforced by Event Producers on behalf of Modernizing Medicine.

**4. Dismantling of Booth.** No part of an exhibit space shall be dismantled nor materials removed until the end of the final day of the Conference without specific permission from Modernizing Medicine or Event Producers. All space must be vacated by 11:00 a.m. on the final day of the Conference. If spaces are not vacated by that time, Modernizing Medicine reserves the right to remove materials and charge all of the expenses associated with such removal to the Applicant. Modernizing Medicine will not be liable for any damage or loss as a result of such removal.

**5. Program Fees.** The Applicant agrees to pay all fees, charges and/or expenses set forth in the Prospectus as set forth herein. In the event that Modernizing Medicine is forced to seek legal remedy to collect any amounts due from the Applicant pursuant to the Prospectus all charges related to the collection of unpaid amounts will become the sole responsibility of the Applicant, including, without limitation, any reasonable attorney's fees. If the Applicant fails to make payments due hereunder when they are due, the space or sponsorship is subject to cancellation or reassignment at the sole discretion of Modernizing Medicine without any obligation by Modernizing Medicine to refund any deposit or other amounts previously paid by the Applicant.

**6. Assignment and Subletting.** The Applicant may not assign or sublet any space or sponsorship allotted to them, and may not advertise or display goods other than those manufactured or sold by the Applicant in the regular course of business without prior written authorization by Modernizing Medicine or Event Producers. No such assignment or subletting shall release the Applicant from its obligations and liabilities under the Prospectus.

**7. Housing Policy.** Sponsors and exhibitors must obtain sleeping rooms through Modernizing Medicine's housing bureau, JW Marriott Grande Lakes, or risk the loss of sponsorship and exhibit space.

**8. Cancellation.** Requests for cancellation of any sponsorship must be directed in writing to Modernizing Medicine c/o Event Producers at info@eventproducers.events. Cancellations requests submitted by any other method, including by telephone, will not be accepted. The sponsorship fee will be refunded, less a \$1,000.00 cancellation fee, if the cancellation request is received at least ninety (90) days prior to the first day of the Conference. Sponsors canceling with less than ninety (90) days prior notice shall remain financially liable for the full sponsorship fee. Event Producers, on behalf of Modernizing Medicine, will confirm receipt of all cancellations and refunds, if any, will only be made for confirmed cancellations pursuant to this provision.

**9. Liability.** Neither Modernizing Medicine, Event Producers, JW Marriott Grande Lakes (the "Event Facility") nor any of their respective officers, directors, employees, agents or representatives will be responsible for the safety of the property of the Applicant from theft, damage by fire, accident or any other causes. Applicants are advised to consult their insurance broker for proper coverage on materials from the time such materials leave the Applicant's premises until such materials return to the Applicant's premises. Neither Modernizing Medicine, Event Producers, the Event Facility nor any of their respective officers, directors, employees, agents or representatives shall be held accountable or liable for, and the same are hereby released from accountability or liability for any damage, loss, harm or injury to any person or any property of the Applicant or any of its officers, employees, agents, representatives or business invitees, including, without limitation, those resulting from theft, fire, or other causes. Neither Modernizing Medicine, Event Producers nor the Event Facility will be obligated to obtain insurance against any such damage loss, harm or injury.

## Sponsorship and Exhibitor Terms and Conditions

**10. Indemnification.** The Applicant will be fully responsible for any claims, demands, suits, liabilities, losses, damages and expenses relating to, arising out of or otherwise connected in any way with the Applicant's participation in the Program, including, without limitation, the use of the Conference premises and third party infringement claims, and the Applicant hereby agrees to indemnify and hold harmless Modernizing Medicine, Event Producers and the Event Facility, and their respective officers, directors, employees, agents and representatives from and against any and all such claims, demands, suits, liabilities, losses, damages and expenses (including reasonable attorney's fees). The Applicant acknowledges and understands that neither Modernizing Medicine, Event Producers nor the Event Facility maintain insurance covering the Applicant's persons or property and it is the sole responsibility of the Applicant to obtain such insurance.

**11. Damage to Event Facility.** No sign or articles can be affixed, nailed, or otherwise attached to walls, doors, etc., without the prior approval of Modernizing Medicine or Event Producers and may not be affixed, nailed, or otherwise attached in any manner as to damage such walls, doors, etc. All space is rented subject to these restrictions. The Applicant will be held liable for any damage resulting from violations of this provision. The Applicant and its employees, agents and representatives may not allow any article to be brought into the Event Facility that will invalidate the insurance or increase the premiums on the policies held by the Event Facility nor permit anything to be done by such employees, agents and representatives that may damage the premises, property or equipment of other sponsors.

**12. Insurance.** The Applicant agrees to carry, at its own cost and expense, commercial general liability insurance of at least \$1 million per occurrence and \$1 million aggregate, against injury to the person and property of others. The Applicant further agrees to carry, at its own cost and expense, workers' compensation insurance in full compliance with all federal and state laws governing all of the Applicant's employees engaged in the performance of any work in connection with the Conference for the Applicant. All such policies shall list Modernizing Medicine, Event Producers and the Event Facility as named additional insured parties. If requested by the Modernizing Medicine or Event Producers, the Applicant shall furnish Modernizing Medicine or Event Producers, as applicable, with a certificate of insurance evidencing the required insurance pursuant to this provision.

**13. Activities at Conference.** Extremely loud noises such as bells, sirens, buzzers, etc. will not be permitted in Conference areas in order to maintain a business-like atmosphere. Promotional activity is limited to the confines of space assigned by Modernizing Medicine. Any promotional activities outside the tabletop space, including, without limitation, in general areas or sponsorship spaces assigned to other sponsors, is prohibited. Modernizing Medicine reserves the right, in its sole discretion, to determine what is acceptable publicity and advertising, and also to restrict at any time any display, demonstration, presentation, or activity it deems inappropriate or undesirable. Modernizing Medicine reserves the right to terminate any promotion that could reasonably be determined to affect adversely the goodwill or reputation of the Modernizing Medicine or the Conference.

**14. Advertising.** Exhibit items, advertising literature or pamphlets that are distributed in any manner, including via e-mail or similar electronic means, by the Applicant may contain only recognized indications and claims. Advertising in any media that particular products or services have been exhibited at the Conference or in a manner that could be construed as an endorsement by Modernizing Medicine is prohibited. Modernizing Medicine's logos, seals, trademarks, service marks, or other similar property rights, including those that are in disuse, may not be used in connection with any product or advertising materials. Advertising materials may not be distributed otherwise as permitted by these Terms and Conditions.

**15. Endorsement.** Modernizing Medicine's acceptance of the Applicant's application is not intended to convey Modernizing Medicine's approval, endorsement, certification, acceptance, or referral of the Applicant or the Applicant's products or services. Promotion permitted in connection with the Conference is not to be construed or publicized as an endorsement or approval by Modernizing Medicine, nor may the Applicant state that its claims are approved or endorsed by Modernizing Medicine. The Applicant shall not, without express written permission of Modernizing Medicine, use the name of Modernizing Medicine, or any symbol, logo, trademark, or service mark identified therewith, in any manner representing that the Applicant or its products or services possess the approval or endorsement or are associated or affiliated with Modernizing Medicine.

**16. Events during the Conference.** The Applicant may not schedule other events, including, without limitation, breakfasts, luncheons, dinners, receptions, or sessions during official Conference program hours unless specific permission is granted in writing by Modernizing Medicine or Event Producers.

**17. Cancellation of Conference.** In the event that the Conference is canceled due to fire, strikes, government regulations, acts of God or any other causes beyond Modernizing Medicine's control that renders the Conference space unfit for use, neither Modernizing Medicine, Event Producers nor the Event Facility shall be held liable for failure to hold the Conference and the Applicant's sole remedy is a refund of the fees paid by the Applicant less any actual costs incurred by Modernizing Medicine. In no event will Modernizing Medicine, Event Producers or the Event Facility be liable for any direct, indirect, actual, special or consequential damages of any nature whatsoever, including, but not limited to, lost profits, business interruptions or other economic loss to the Applicant due to cancellation of the Conference.

**18. DISCLAIMER; LIMITATION ON LIABILITY.** NEITHER MODERNIZING MEDICINE NOR EVENT PRODUCERS MAKES ANY WARRANTY OF ANY KIND, WHETHER EXPRESS, IMPLIED, STATUTORY, OR OTHERWISE, WITH RESPECT TO THE CONFERENCE. IN NO EVENT SHALL MODERNIZING MEDICINE'S, EVENT PRODUCERS' AND THE EVENT FACILITY'S AND THEIR RESPECTIVE OFFICERS', DIRECTORS', EMPLOYEES', AGENTS' AND REPRESENTATIVES' AGGREGATE LIABILITY ARISING OUT OF OR RELATED TO THE CONFERENCE, WHETHER IN CONTRACT, TORT OR UNDER ANY OTHER THEORY OF LIABILITY, EXCEED THE AMOUNTS ACTUALLY PAID BY THE APPLICANT PURSUANT TO THE PROSPECTUS. IN NO EVENT SHALL MODERNIZING MEDICINE, EVENT PRODUCERS AND THE EVENT FACILITY OR THEIR RESPECTIVE OFFICERS, DIRECTORS, EMPLOYEES, AGENTS AND REPRESENTATIVES HAVE ANY LIABILITY TO APPLICANT FOR ANY LOST PROFITS, LOSS OF BUSINESS OPPORTUNITY OR FOR ANY INDIRECT, SPECIAL, INCIDENTAL, PUNITIVE, OR CONSEQUENTIAL DAMAGES HOWEVER CAUSED AND, WHETHER IN CONTRACT, TORT OR UNDER ANY OTHER THEORY OF LIABILITY WHETHER OR NOT THEY HAVE BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGE.

**19. Miscellaneous.** The Prospectus shall be governed by and construed in accordance with the laws of the State of Florida, exclusive of the State of Florida's choice of law provisions. The Applicant agrees that any disputes or claims between Modernizing Medicine and the Applicant arising out of or related to the Conference shall be brought in the federal courts of the United States in and for the Southern District of Florida and the state courts of the State of Florida located in Palm Beach County, Florida. In the event that any provision of the Prospectus is held by a court of competent jurisdiction to be contrary to any law, the remaining provisions of the Prospectus will remain in full force and effect.