

January 7, 2025

Dear Birdsong Exhibitors, past and present!

We wanted to invite you to reserve a table at the **45th McLemore Birdsong Pediatric Conference**, which will be held **LIVE at UVA Alumni Hall March 21-23, 2025**. We expect a regional audience of about 150 pediatricians, family practitioners, nurse practitioners, and pediatric residents, mostly on-site but some virtual. We very much welcome the interest and support of our industry and community partners and hope you will be able to join us this year – our attendees really appreciate learning about new product developments.

The cost for a table is **\$1,800**, which allows up to two representatives at a six-foot table. As before, we offer a **discount to nonprofit exhibitors** – please contact me for details.

Exhibits will be located with refreshments, just outside the ballroom. Breakfast, a mid-morning break, and beverage service will be provided on Friday and Saturday, allowing you the option of setting up Thursday late afternoon or evening and breaking down after 1pm on Saturday. All exhibitors will be recognized during the meeting and in our program materials.

Visit our program webpage at <https://UVA.cloud-cme.com/Birdsong2025> to view information about the program, agenda, faculty, and hotels. Click the **<Register>** tab, then the **<Exhibitors>** tab to review this letter, the *2025 W-9*, the *Exhibit Package(s)* and the terms of the *UVA CE Promotion and Exhibit Agreement*. To reserve your table, you will need to **login (or create an account**, if you have not previously). Click **<Exhibit at this Event>**, confirm that you are properly logged in, select the appropriate *Exhibitor Package*, then click to confirm you have read and agree with the terms of the *Promotion and Exhibit Agreement*. Credit card payment is preferred and may be completed on the same website. Please note that payment is required within 30 days of acceptance of your exhibit registration and prior to the start of the conference, or your exhibit space and sponsorship items may be withdrawn and offered to another group. **Checks should be made out to “The Rector and Visitors of the University of Virginia” (Tax #54-6001796) and mailed to my attention at the physical address below and NOT to the address on the W-9**, which serves the entire University of Virginia and can significantly delay our receipt of your payment. Be sure to mention **“Birdsong 2025”** in the memo line -- or better yet, contact me for ACH banking information to assist in processing direct payment if you cannot use a credit card and want to expedite payment.

Hope to see you there!

Best regards,

A handwritten signature in black ink, appearing to read "Elizabeth K Patterson", with a long horizontal flourish extending to the right.

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