October 12, 2016

Dear Prospective Exhibitor:

Rady Children’s Hospital-San Diego invites you to participate in the 31st Annual Advances in the Practice of Pediatrics 2017 Conference, which will take place at Paradise Point Resort on March 24-26, 2017.

Our own nationally recognized faculty will cover subspecialty topics in Cardiology, Infectious Disease, Orthopedics, Otolaryngology, Allergy/Immunology, Gastroenterology, Hematology, and Sports Medicine. The conference addresses a number of important pediatric issues including the effects of global warming on pediatric health; emerging infections including Zika, Hepatitis, and West Nile viral infections; the consequences of sports-related brain injury in children; substance abuse and brain injury in adolescents; and texting and driving.

This is an exciting opportunity! We hope that you’ll plan to Exhibit at this vitally important conference. Please review the attached 2017 Exhibit Packet and return the Exhibitor Application as your company’s commitment to be a part of this excellent educational activity.

<table>
<thead>
<tr>
<th>Conference</th>
<th>Advances in the Practice of Pediatrics 2017</th>
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<tbody>
<tr>
<td>Date</td>
<td>Friday, March 24- Sunday, March 26, 2017</td>
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<tr>
<td>Time</td>
<td>7:30 am to 5:00 pm</td>
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<td>Theme</td>
<td>Pediatrics</td>
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| Conference Topics | • Adolescent Medicine  
|               | • Allergy/Immunology                  
|               | • Cardiology                           
|               | • ENT                                  
|               | • Gastroenterology                     
|               | • Hematology                           
|               | • Infectious Disease                   
|               | • Orthopedics                          
|               | • Otolaryngology                       
|               | • Psychiatry                           
|               | • Sports Medicine                      |
| Target Audience | Practicing Pediatricians, Family Physicians, Allied Health Professionals, Primary Care Providers |
| Expected Attendance | 250 Physicians, Nurses, Specialists |

On behalf of the planning Committee and Faculty, thank you for considering supporting this conference. It is our hope you will see the value in participating in this initiative. If you have any questions or require additional information, please feel free to contact us at (858) 966-4072.

Sincerely,

Rady Children’s Hospital- San Diego  
CME Department