

To Whom It May Concern:

Re: Statement of Funding: Client payment to M|C Communications for Exhibit Space and Non-CME Peer to Peer Opportunities at Pri-Med Conference & Exhibition

- M|C Communications, LLC is the parent holding company for the Pri-Med brand.
 - Under the Pri-Med brand are programs for physicians and allied health professionals that are developed and conducted compliantly and in accordance with accrediting organization requirements and standards. Programs can offer certified-CME activities in addition to opportunities for industry to present non-CME product information and exhibits
 - This is a similar model to that deployed throughout the professional tradeshow industry, including those produced by not-for-profit healthcare associations and member groups as well as for-profit education providers. In this model, an industry supporter purchases exhibit space at meetings planned for attendance by healthcare professionals where the accredited division of that association is responsible for producing and accrediting the CME content.
- M|C Communications hires accredited providers to certify the activity for CME credit and to manage the content for that activity.
 - The accredited provider can either be Pri-Med Institute, LLC or another accredited provider. It is the responsibility of the accredited provider to ensure that the accreditation standard relating to the separation of education from promotion within any activity are followed and implemented as well as to ensure the independence of the CME components from industry influence.
 - The accredited provider manages all aspects of the CME components and pays all contributors, including other collaborating accredited providers, faculty and other contributors for content services.
 - The accredited provider, its staff members and collaborators do not have access to the client list or the payment schedule of clients who are engaged in the purchase of non-CME product information and/or exhibits until that information is available for public dissemination.
- These operational and business relationships are similar to the relationship that M|C Communications has with other vendors including the venue (a convention center or hotel) or the catering company. M|C hires outside organizations to produce components of the program.
 - Exhibitor/sponsor agreements are with M|C Communications for Exhibit Space and/or Non-CME Peer to Peer opportunities. The client is paying for the opportunity to market products and services to the Pri-Med attendee base.
 - Financial accounting of payment for these opportunities goes from the Client directly to M|C Communications
 - Exhibitor/sponsorship funds are not used to support the activities and services of the accredited organizations (including Harvard and Pri-Med Institute)
 - M|C Communications has no involvement in content creation – either with the content developed by the accredited provider or developed by the client for the non-CME opportunities.

Sincerely,



Stephen Henkenmeier
Chief Financial Officer