October 1, 2026
Attn: Industry Partner

Dear Representative:

I am writing on behalf of Drs. Umesh Masharani and Myat Soe at the UCSF Department of Endocrinology and Metabolsim, to invite your participation in our upcoming CME activity:

Diabetes Update and Advances in Endocrinology and Metabolism 2027
The Omni Hotel - *NEW LOCATION!*
San Francisco, California
Thursday - Saturday, March 18 - 20, 2027

The course will draw from the distinguished faculty in the UCSF Department of Endocrinology and Metabolism, as well as important academicians from other interdisciplinary fields. UCSF expects to designate this CME conference for *18.25 AMA PRA Category 1 Credits*™. We are anticipating an audience of 125 practicing physicians, NPs, nurses, and PAs from across the nation to attend the in-person conference, although of course we get great representation from the greater Bay Area. Audience is generated via a targeted marketing campaign to practicing physicians nationwide.

The Diabetes sessions are designed as a clinical update on the optimal management of patients with diabetes mellitus. Discussion of complications will include aspects of prevention as well as current concepts of therapy. Advances in Endocrinology and Metabolism will provide the clinician with updated, pragmatic information about the management of common endocrinologic and metabolic problems, as well as insight into important current areas in clinical research. Formal presentations will be accompanied by question and answer periods with general discussion. Clinical cases will focus on common endocrine problems encountered in clinical practice.

The exhibit fee for the full 3-day course is **$2,500** and the fee for Thursday only (Diabetes day only) is **$1,500.** Both options include a 6-foot table in the exhibit hall where conference breakfast and AM/PM breaks are served (for the duration purchased) and 2 rep badges. Additional tables and badges can be purchased for greater exposure. Exhibit hours are during registration and the morning breakfasts, and midmorning and midafternoon breaks daily.

We welcome your participation as an exhibitor in this program. We highly encourage you to pay the exhibitor fee online by credit card: https://ucsf.cloud-cme.com/DiabEndo27.

If necessary, you can also mail a check to our office – please see instructions below:

> Checks should be made out to "The Regents of the University of California, San Francisco"
> (Federal Tax ID #94-6036493) and can be sent to:
>
> UCSF Office of CME, Box 0742
> Attn: Niharika Patel (MOB27001 ObGyn)
> 490 Illinois Street, Floor 7
> San Francisco, CA 94143

All exhibitors who submit their Exhibitor Agreement and pay their exhibit fee prior to **March 1, 2027** will receive acknowledgment in the program syllabus, on slides shown during conference breaks, and by announcement at the podium.

We thank you in advance for your consideration and support of this educational program!

Sincerely,
Niharika Patel
Conference Manager
UCSF Office of Continuing Medical Education
Niharika.patel@ucsf.edu