



GEORGIA ACADEMY OF
FAMILY PHYSICIANS
SPECIALIZING IN ALL OF YOU

EXHIBITOR PROSPECTUS

2009 Continuing Medical Education Meeting

**The Biggest and Best Exhibit Opportunity
of the Year!**



**Thursday & Friday
November 12-13, 2009
Cobb Galleria Centre
Atlanta, GA**

GAFP Annual Scientific Assembly is one of the largest medical conferences in Georgia, and is attended by over 500 physicians and other healthcare professionals.

2008 ANNUAL MEETING EXHIBITORS

AAAP Ask and Act Program
 Abbott
 Amedisys Home Health
 Amerisciences
 AMTA Georgia Chapter
 Amylin Pharmaceuticals, Inc.
 APS Healthcare
 AstraZeneca
 Atlanta Business Bank
 Atlantic Health Partners
 Biosphere Medical Inc.
 Candela Corporation
 Children's Healthcare of Atlanta
 ED Care Management
 e-MDs
 eMedical Files
 Emergency Coporation of TeamHealth
 EPIC Program
 Everwell TV
 Forest Pharmaceuticals, Inc.
 FPIC
 Genova
 Georgia Association of Physicians
 Assistants (GAPA)
 Georgia Division of Public Health
 Georgia Immunization Program
 Georgia Medical Care Foundation
 (GMCF)
 GlaxoSmithKline
 Greenway Medical
 Healthcare Procurement Solutions
 ImmunoCap
 iPro Healthcare
 Lippincott Williams & Wilkins
 MAG Mutual
 Magellan Health Services
 McNeil Pediatrics
 MD Messages
 MedImmune, Inc.
 MediPro, Inc.

Mercer University Medical Library
 Merck
 Merrill Lynch
 mPacts
 National Clinical Technology
 Noteworthy Medical Systems
 Novartis Pharmaceuticals
 Ortho Biotech
 Pfizer Inc.
 Physicians' Alliance
 Physicians Interlink Inc.
 Physicians' Pharmaceutical Corp.
 Precision Practice Management
 Proctor & Gamble Pharmaceuticals
 Prof. Medical Insurance Services
 Quest Diagnostics
 Roche Laboratories
 Sanofi Pasteur
 Sanofi-Aventis
 Sanofi-Aventis Metabolism Division
 Saunders/Mosby
 Schering Plough
 Sepracor, Inc.
 Sherwood Clincial Home Infusion
 Simplify MD
 SJ Pharmaceuticals
 Solvay Pharmaceuticals, Inc.
 Spectrum Laboratory Network
 TAP-IN
 The Schumacher Group
 Southeast Permanente Medical Grp.
 TotaleMD
 U.S. Army Health Care
 United Healthcare
 Visionary Medical Systems
 Wachovia Security
 Wellcare
 Wellstar Health System

At the 2008 GAFF Annual Scientific Assembly, one of the comments made repeatedly by attendees was:

“Fantastic opportunity to network and interact with the physicians. Great turn out!”

Tentative Schedule 2009

Wednesday, November 11
 Move-in 3:00 - 5:00 pm

Thursday, November 12
 Move-in 9:00 - 11:00 am

Exhibitor Hall Hours
 11:00 am - 1:00 pm
 (registrant lunch in hall)

Reception
 7:00 - 8:00 pm

Friday, November 13
 Exhibit Hall Hours
 12:00 - 2:00 pm
 (registrant lunch in hall)

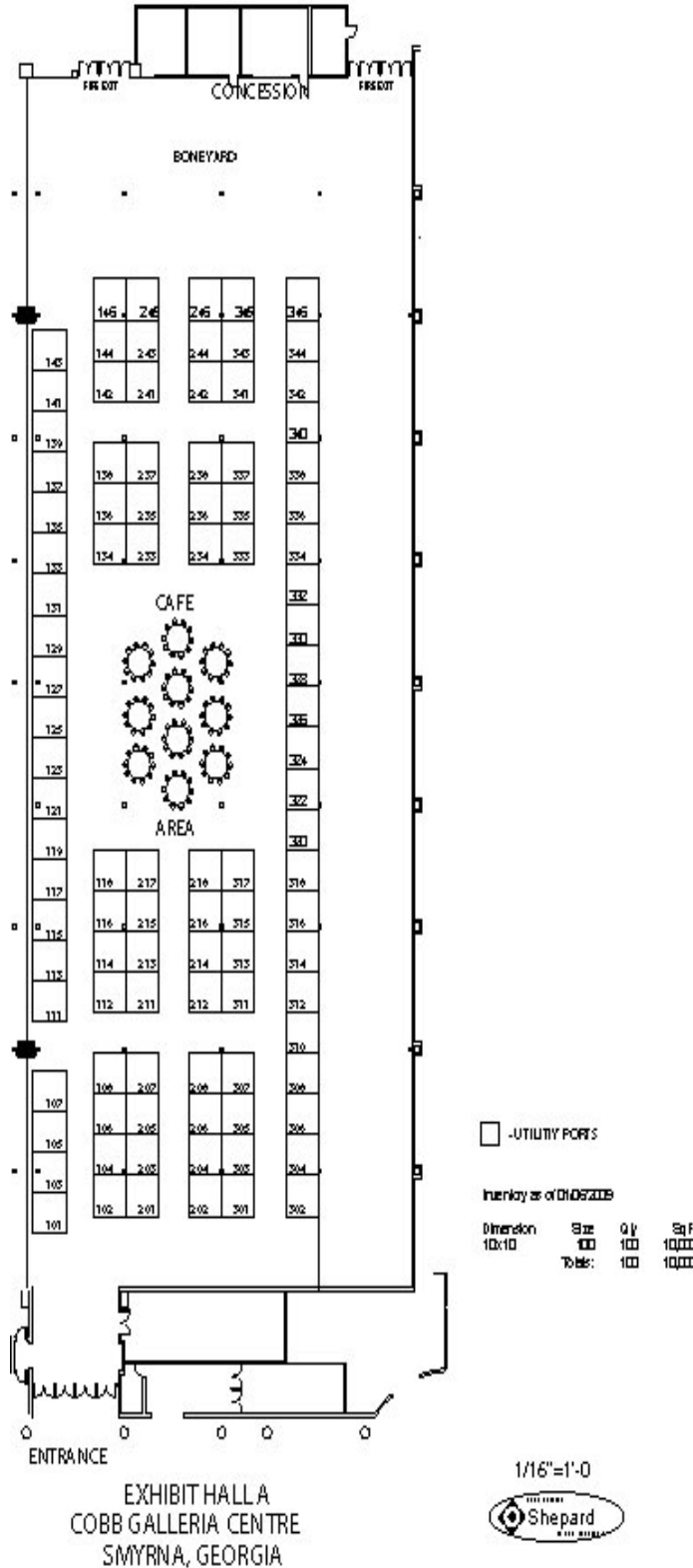
Break Down 2:00 - 5:00 pm

SHOW FLOOR PLAN FOR ANNUAL MEETING

The Exhibit Hall in 2009

GEORGIA ACADEMY OF FAMILY PHYSICIANS

NOV. 12-13, 2009



Exhibitor Information

The \$1500 exhibit fee in 2009 will include a 10x10 pipe and drape booth with carpet, 8' high background drape, 3' high side drapes, 1 draped table, 2 chairs, booth sign, trash can and a listing in the program given to all attendees.

Exhibitor Tips for a successful meeting:

1. Send out a pre-mailer. Included with the price of your registration is a set of one-time use mailing labels designed to facilitate communication between you and the family physician prior to the meeting.

2. Give Aways. GAFP will gladly announce your booths give away on the overhead PA system throughout the exhibit hall hours. Use this opportunity to draw attention to your company and booth.

3. Registrant list is included in your onsite packet. Use this list to connect with the physicians you see out in the field and identify new physicians in your territory.

4. Sign up early. The earlier the GAFP receives your contract, the more likely you are to be assigned a premium booth space in the exhibit hall. Also, the GAFP takes into consideration booth space requests.

To learn more, contact Khristina Newman 404-321-7445.

Sponsorship Opportunities

We have created several sponsorship packets that will enable you to maximize your conference presence and target family physicians.

Diamond Sponsor - \$5,000

Exhibit at meeting
Bag Insert
Full Page Ad in Program
Sponsor of President's Award Dinner
Acknowledgement as Diamond Sponsor
Savings of \$2,250

Sapphire Sponsor - \$3,000

Exhibit at meeting
Bag Insert
Full Page Ad in Program
Sponsor of Reception
Acknowledgement as Sapphire Sponsor
Savings of \$2,000

Ruby Sponsor- \$2,500

Exhibit at meeting
Bag Insert
Full Page Ad in Program
Acknowledgement as Ruby Sponsor
Savings of \$250

Emerald Sponsor- \$2,000

Exhibit at meeting
Bag Insert
Half a Page Ad for both meetings
Acknowledgement as Emerald Sponsor
Savings of \$50

Don't miss out!
Contract Deadline
September 15, 2009.

GEORGIA ACADEMY OF FAMILY PHYSICIANS

61st Annual Scientific Assembly & Exhibition November 12-13, 2009

NOVEMBER EXHIBIT SPACE RENTAL

10' x 10' pipe and drape booth, carpeted space, background drape, side drapes, 2 chairs, booth sign, trash can and listing in program.

BOOTH RESERVATIONS

___ Annual meeting exhibit only. Cost \$1500 each 10x10 (\$1750 after 9/15/09)

___ Add \$100 each for corner exposure

___ 10x20 exhibit space. Cost \$3000 (\$3500 after 9/15/09)

___ 20x20 exhibit space. Cost \$6000 (\$7000 after 9/15/09)

NOVEMBER MEETING

___ Breakfast \$2000

___ Break \$995

___ Research Posters \$500

___ Bag Insert \$295

___ Congress of Delegates \$995

___ President's Inauguration and Awards Dinner \$3000

___ Web Based Registration Ad \$2000

___ Medical Student Breakfast \$750

Program Ad for Meeting:

___ Full Page \$455

___ Half Page \$225

___ Quarter Page \$110

SPONSORSHIP OPPORTUNITIES

___ Diamond \$5,000

___ Sapphire \$3,000

___ Ruby \$2,500

___ Emerald \$2,000

CANCELLATION POLICY

Submitting this agreement obligates you for the full amount unless GAFP receives a written cancellation 60 days before the meeting, in which case \$100 of your payment is non-refundable. There will be no refunds for cancellation received less than 60 days prior to the meeting.

*Payments for the November Annual Meeting is required by **September 15, 2009.***

Please Print

Exact Name of Booth Sign & Directory Listing _____

*Contact Person _____ Date _____

Address _____

City/State/Zip _____

Telephone (____) _____ Fax (____) _____

Email Address _____ Signature _____

Payment Method: ___ Check (make payable to GAFP) ___ Credit card

Credit Card No. _____ Type: VISA MC AMEX DISC

Exp. Date: _____ Name on Card _____

**If the person to receive the Exhibitor Service Kit is different from the contact person above please include their name and complete mailing address.*

Name _____ Telephone (____) _____ Email Address _____

Address _____ City/State/Zip _____

Please sign, include payment and return contract to:

Georgia Academy of Family Physicians

3760 LaVista Rd, Suite 100, Tucker GA 30084

Or FAX: 404-321-7450

Questions? Call Khristina Newman at 404-321-7445 TAX ID: 58-6044158

GAFP Meetings 2009

Exhibit Contract

1. **Description of Exhibition.** The GAFP meetings are closed exhibitions designed to provide a showcase for products and services, whether specifically designed for or customarily used by physicians and the healthcare industry.
2. **Statement of Policy.** All Exhibitors are equal regardless of size and should be given an equal opportunity, within reason, to present their product or service in the most effective manner to the audience. We ask you to be a “good neighbor” and to remember you are our customers. We want you to be successful.
3. **Contract Conditions.** The terms and conditions of the contract as set forth in these regulations shall apply to and be in effect between GAFP and any Exhibitor whose application is received and to whom booth space is rented. All points not specifically covered are subject to the decision of the GAFP, whose determination shall be final and binding.
4. **Rental and Payment.** Booth price includes carpeted booth space, one booth identification sign per Exhibitor, one draped table, two chairs, general security and hall illumination. Any other services required by the Exhibitor must be acquired from the appropriate service contractor and paid for by the Exhibitor unless otherwise stated in writing by GAFP. Any charges for rental of furniture, electrical service, equipment installation, use of water, sewage and gas facilities, equipment transportation, handling and storage of displays, crates and packing materials are understood to be in excess of the amount therein agreed as the price for the booth space covered by this contract and will be due whatever firm or firms furnish such facilities, equipment or service and will be arranged for by Exhibitor with such firms.
5. **Use of Space and Solicitation in Exhibit Hall.** The aisles and other spaces in the Exhibition Hall not leased for Exhibitors shall be under the control of Exhibit Management. All displays, interviews, conferences, distribution of literature, lectures, sales and transactions of business of any nature whatsoever shall be made inside the space contracted for. Standing in aisles or in front of Exhibitor booths of other Exhibitors, or intercepting those attending for advertising purposes, is strictly prohibited. Side show tactics or any undignified method of attracting attention will not be permitted. The Exhibitor will be expected to contain his exhibiting within his exhibit space as defined by Exhibit Management. If any additional space whatsoever is requested, a separate Exhibitor contract must be signed, accompanied by appropriate payment, and approved by Show Management. No verbal commitments will be honored. **There will be no exceptions to this regulation.**

The GAFP determines eligibility for any company or product for exhibit. The following guidelines apply:

 - (a) Products and services to be exhibited must meet the standards of generally accepted medical practices.
 - (b) Products, which require approval by the Food and Drug Administration for marketing, must receive this approval before being eligible to exhibit at a GAFP meeting and must include “full disclosure” when required.

(**Note:** No person or persons, other than Exhibitors, will be permitted to conduct business in the Exhibition Hall or on any portion of the grounds controlled by Exhibit Management without the express authorized permission of Exhibit Management or as protected by local, state and federal law. Violators will be escorted from the premises of the Landlord Exhibit. Management asks that Exhibitors abide by the set rules and regulations and to report any known violators to Management for disciplinary action.)
6. **Restrictions in Operation of Exhibits.**
 - (a) **Noise Making Devices:** Exhibits which include the operation of musical instruments, radios, videos, public address systems, or any noise resulting from the demonstration will not annoy or disturb adjacent Exhibitors.
 - (b) **Care of Building and Equipment:** Exhibitors or their agents shall not injure or deface any part of the building, the booths, or the equipment of the booths. Exhibitors are forbidden to drive tacks, nails or screws in the walls, floors or woodwork. When such damage appears, the Exhibitor is liable to the owner of the property so damaged. Exhibitor must abide by all rules and regulations of Landlord concerning occupancy of the Landlord’s facility.
 - (c) **Fire Prevention:** All booth decorations must be fire retardant and all hangings must clear the booths. Electrical wiring must conform with the local and National Electrical Code Safety Rules. If inspections indicate that any Exhibitor has neglected to comply with these regulations or otherwise incurs fire hazard, the right is reserved to cancel all or such portion of the exhibit as may be irregular.
 - (d) **No Assignment or Subletting:** Exhibitors shall not assign or sublet any space rented by them, nor shall they in any way represent, exhibit, solicit, demonstrate or advertise on behalf of any persons or manufacturer, merchandise, equipment or services, unless such merchandise, equipment or services is sold, distributed or provided on a continuing basis by the Exhibitor.
7. **Novelty Gifts and Souvenirs:** The AMA has adopted guidelines governing gifts to physicians and the AAFP has developed a “White Paper on Proprietary Practices” which provides the GAFP’s statements of policy regarding proprietary relationships. With regard to gifts distributed from technical exhibits, these must be of minimal value, practice related and entail benefit to patients. Textbooks and other gifts are appropriate if they serve a genuine educational function. Gifts of minimal value related to a physician’s work, such as pens and notepads, are permissible. The GAFP allows containers (plastic bags, totes, briefcases, etc.) to display brand names or product information.
8. **Liability:**
 - (a) **State of Policy:** GAFP disclaims all liability for damage, injury or loss to any Exhibitor resulting from fire, water, flood, windstorm, utility failure, rodents, acts of vandalism, insurrection, etc. GAFP will not be responsible for any failure of electric or other services. Exhibitors wishing to insure their goods must do so at their own expense.
 - (b) **Theft and Loss:** Exhibit Management, Sponsor, Landlord and Exhibitor Services and their officers and staff members will not be responsible for loss of equipment or damage to equipment.
 - (c) **Miscellaneous:** If for any reason through an Act of God or otherwise, GAFP is prevented from holding said show on dates indicated, the maximum claim against GAFP shall be limited to the refunding of monies which may have been paid for booth rental for the current year. It is recommended that Exhibitors obtain adequate insurance coverage, at their own expense, for property loss or damage and liability for personal injury.