



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

AAFP 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 GAFFP 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)

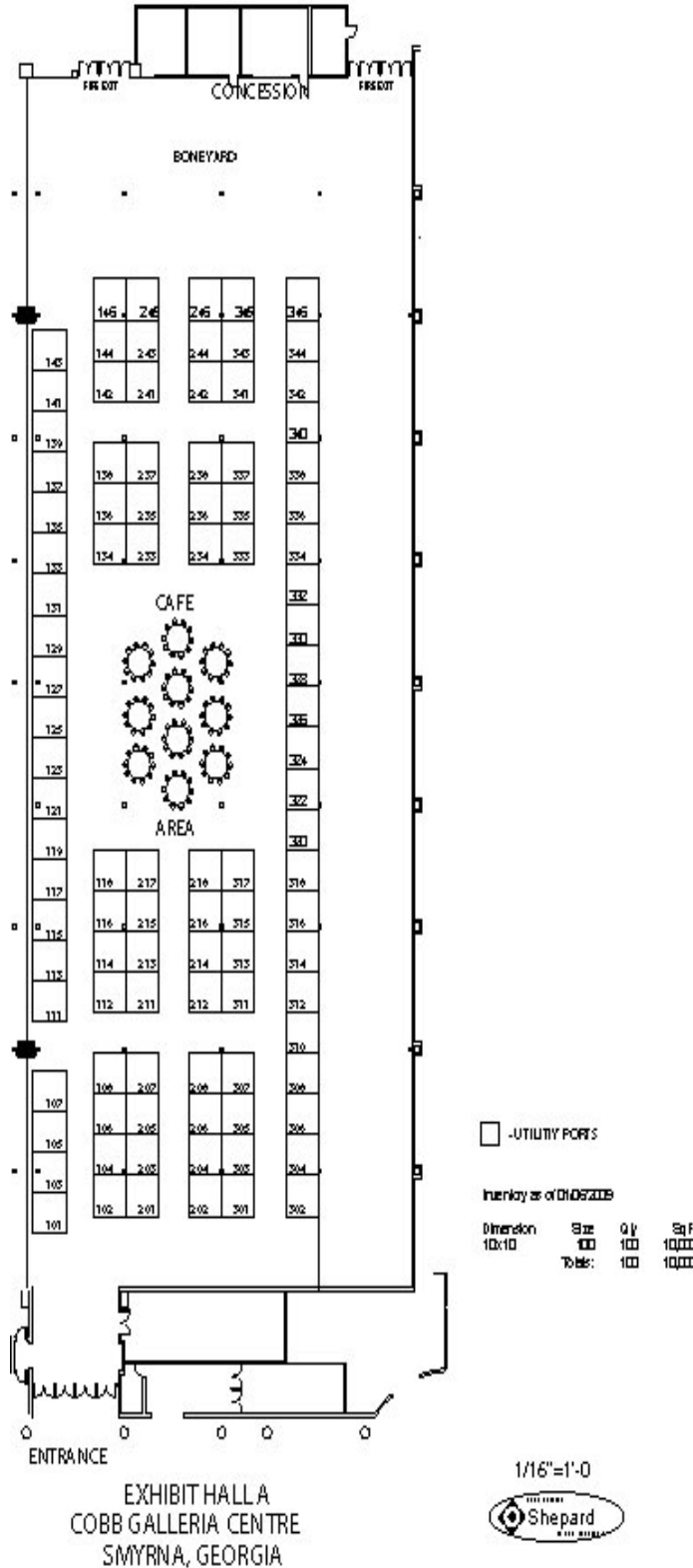
Break Down 2:00 - 5:00 pm

# 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.