



**GEORGIA ACADEMY OF
FAMILY PHYSICIANS
SPECIALIZING IN ALL OF YOU**

Exhibitor Prospectus



2012 Continuing Medical Education Meetings

Friday & Saturday
June 15-16, 2012
Omni Amelia Island
Conference Center
Amelia Island, FL

Thursday & Friday
November 8-9, 2012
Cobb Galleria Centre
Convention Center
Atlanta, GA

Visit with family physicians during dedicated exhibit hours. Take advantage of additional networking opportunities which include family activities and the welcome reception.

GAFP Annual Scientific Assembly is one of the largest medical conferences in the Southeast, and is attended by over 600 physicians, practice managers and other healthcare professionals

2011 GAFP Meeting Supporters

Abbott
Aerolase
Affinity Bank
Alliant/ GMCF
Amedysis
Amerigroup
Amgen
Amylin Pharmaceuticals
Apple Care Doctors
Atlanta Allergy & Asthma Clinic
Atlanta Oncology Associates
Atlantic Health Partners
Bako Pathology Services
Benchmark Physical Therapy
BioTek Labs
Challenger Corporation
Children's Healthcare of Atlanta
Clinigence
Columbus Regional Family Medicine Residency Program
Division of Public Health– Child Health
Division of Public Health– Immunization
Division of Public Health– STI's
Division of Public Health-WIC, Nutrition, and Maternal Child Health
Division of Public Health- Women's Health
ECR Pharmaceuticals
EPIC Immunization
Floyd Family Medicine Residency Program
Floyd Medical Center
GA Association of Physician Assistants
GA-HITREC
Genova
Genzyme Biosurgery
GlaxoSmithKline
Greenway Medical
Healthcare Procurement Solutions
Healthy Mothers Healthy Babies Coalition Of Georgia
Hemocue
Hospital Corporation of America
In Health Medical Technology Services
Interventional Center of Georgia
John D. Archbold Memorial Hospital
KOWA
Liposcience
Lippincott Williams and Wilkins
Magellan Health Services
MAG Mutual
McKesson
Medicare Diabetes Screening
Medicus Insurance Company
Mercer University Medical Library
Merck
Morehouse Family Medicine Residency Program
Northeast Georgia Health System, Inc.
Novartis
Novo Nordisk
Otsuka
Outpatient Imaging Coalition
Peach State Health Plan
Pfizer
Pfizer Vaccines
Pharamex/Nu Skin
Physicians Alliance
Purdue Pharma
QTC Management
Quest Diagnostics
Repeal the RUC.org
Sage Health
Sanofi Pasteur
Semler Scientific/FloChec
Smart House Calls
Somaxon Pharmaceuticals
Southeast United Dairy Industry Association
Takeda Pharmaceuticals
Teva Respiratory
Tift Regional Medical Center
United Allergy Labs
USAccuscreen
Verizon Wireless
Vulcan Enterprises, LLC
Wellcare of Georgia
Wells Fargo Bank
Wellstar Health System
West Georgia Health

April 2, 2012- Deadline to reserve discounted space at both meetings.

SAVE MONEY-Sign up for both meetings today!

Preliminary 2012 Summer Conference Agenda*

SUMMER EXHIBITOR PACKAGE

Includes one table top exhibit includes a draped table, two chairs, listing in program and an invitation to participate in CME and social activities.

Facility: Omni Amelia Island Conference Center

Theme: Beach/Luau

Thursday June 14

3:00 — 5: 00 pm Exhibitor Set-up

6:00 pm Welcome Reception

Friday, June 15

7:00 — 9:00 am Exhibit Set-up

9:30 am Exhibits Open/ Refreshment Break

12:00 — 1:00 pm Lunch in Exhibit Hall

Saturday, June 16

8:00 — 9:00 am Breakfast in Exhibit Hall

10:00 — 10:30 am Refreshment Break in Exhibit Hall

11:00 am Exhibit Hall Dismantle



Preliminary 2012 Fall Conference Agenda*



FALL EXHIBITOR PACKAGE

Includes one 10' x 10' pipe and draped booth, carpeted space, background and side drapes, table, two chairs, booth sign, trash can and listing in program.

Facility: Cobb Galleria Centre Atlanta, GA

Theme: Rock and Roll

Wednesday, November 7

3:00 — 5: 00 pm Exhibitor Set-up

Thursday, November 8

8:00 — 11: 00 am Exhibitor Set-up

12:00 —1:00 pm Exhibits Open/ Lunch in Exhibit Hall

2:30 — 3:30 pm Refreshment Break in Exhibit Hall

5:30 — 7: 30 pm Champagne Reception with Exhibitors

Friday, November 9

8:30 — 9: 30 am Breakfast in Exhibit Hall

12:00 —1:30 pm Exhibits Open/ Lunch in Exhibit Hall

2:00 pm Exhibit Hall Dismantle

\$100 Discount if you sign up to Exhibit for both GAFFP Meetings no later than April 1, 2012!

* Conference schedule subject to change.

Additional GAFP Promotional Activities

- **Product Theater:**
An hour long meal function with registrants
- **Bag Inserts**
- **Break Sponsorship**
- **Meeting Program Ads**

Promote your products and services to the more than 2,500 members of the Georgia Academy of Family Physicians with:

- **GAFP Print Newsletter**
- Quarterly Page Ads
- Half Page Ads
- Full Page Ads
- Electronic Banner Ads
- Website Ads

Customizable packages are available. Contact GAFP today about these annual marketing opportunities at 404-321-7445!

Sponsorship Opportunities

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

Platinum Sponsor—\$7,000

- Exhibit at both meetings-prime location
- Bag Insert at both meetings
- Full Page Ad in Program at both meetings
- Reception Sponsorship at one meeting
- Web Sponsorship recognition
- Acknowledgement as Platinum Sponsor
- *Savings of \$1,000*

Gold Sponsor- \$5,000

- Exhibit at both meetings– preferred location
- Bag Insert at both meetings
- Full Page Ad in Program at both meetings
- Break Sponsorship at both meeting
- Acknowledgement as Gold Sponsor
- *Savings of \$800*

Silver Sponsor—\$3,500

- Exhibit at both meetings– preferred location
- Bag Insert at both meetings
- Half Page Ad in Program at both meetings
- Break Sponsorship at both meeting
- Acknowledgement as Silver Sponsor
- *Savings of \$750*

Bronze Sponsor—\$2,750

- Exhibit at both meetings
- Bag Insert at both meetings
- Quarter Page Ad in Program at both meetings
- Acknowledgement as Bronze Sponsor
- *Savings of over \$400*



GAFP meetings are of the highest caliber committed to providing a valuable educational experience while rewarding the events sponsors with access to the attendees.
— GAFP Sponsor

Meeting Syllabus Sponsor—\$2,500.00

-ONLY One SPONSORSHIP SPOT

Sponsors of this track help cover the production of program

- One full page ad for sponsor in both summer and fall meeting materials
- Recognition in materials as sponsor

Student Track Sponsor Fall Meeting—\$750.00

During the November meeting GAFP hosts a specific track for medical students which brings 50+ students from around the state. Sponsors of this track help provide scholarships to support this event.

- Sponsorship of President's Reception recognition
- Bag Insert for student materials
- 2 Tickets to Fall Meeting Reception & Gala
- Distribution of materials at student meeting

Business Solutions Sponsor Fall Meeting- \$2,500.00

- ONLY ONE SPONSORSHIP SPOT

During the November meeting GAFP hosts a business solutions educational track which brings in practice managers and office staff from across Georgia. Sponsors of this track help provide scholarships to support this event.

- Sponsorship of Business Solutions Track recognition
- Bag Insert
- Fax Blast to Practice Manager with scholarship information and recognizing the sponsor of the event.

Georgia Academy of Family Physicians' Contract

Summer Family Medicine Weekend June 15-16, 2012 and Annual Scientific Assembly & Exhibition November 8-9, 2012

SPONSORSHIP OPPORTUNITIES

Platinum \$7,000
 Gold \$5,000
 Silver \$3,500
 Bronze \$2,750

BOOTH RESERVATIONS

YES, I want to take advantage of the \$100 discount for both meetings. Cost \$2,400
 Annual meeting exhibit only. Cost is \$1,700 each 10 x 10 (1,900 after 9/15/11)
 Summer meeting exhibit only. Cost \$800
 Add \$100 each for corner booth at annual meeting
 10x20 exhibit space. Cost \$3,400 (\$3,700 after 9/15/11)

JUNE MEETING

Bag Insert \$295
 Break \$995
 Welcome Reception \$2,000

NOVEMBER MEETING

Bag Insert \$295
 Medical Student Track \$750.00
 Business Solutions Track \$2,500
 Syllabi Sponsor \$2,500
 Champagne Reception \$2,000

PRODUCT THEATER

Summer Meeting
 Fall Meeting
 Please contact GAFP for specific details regarding pricing and availability.

PROGRAM AD for Either Meeting

Full Page \$455
 Half Page \$225
 Quarter Page \$110

EXHIBITOR POLICIES: Exhibit booths, marketing spotlights, and other exhibit and sponsorship opportunities are assigned on a first come, first paid basis. We advise you to submit your payment with your contract as soon as possible. Payment is required before booth setup. The authorized signature above makes this contract firm and binding and we understand and agree to abide by all the rules, regulations, and conditions of this contract. **CANCELLATION:** Submitting this agreement obligates you for the full amount unless GAFP receives written cancellation 60 days prior to 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 meeting.

Exact Name of Company _____
 Contact Person _____ Date _____
 Address _____
 City/State/Zip _____
 Telephone _____ Fax _____
 Email Address _____ Signature _____
 Payment Method: Check (make payable to GAFP) Credit Card
 Credit Card No. _____ Exp. Date: _____
 Type: VISA MC AMEX
 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 COMPLETE & RETURN FORMS TO:
 Georgia Academy of Family Physicians
 3760 LaVista Road, Suite 100
 Tucker, GA
 GAFP fax: 404-321-7450
 GAFP Federal Tax ID # 58-6044158
Questions? Call Tammy Reasoner at 404-321-7445