



GEORGIA ACADEMY OF
FAMILY PHYSICIANS
SPECIALIZING IN ALL OF YOU

2017

Exhibitor Prospectus

Summer Meeting

June 9 & 10
Wild Dunes Resort
Isle of Palms, SC

Annual Scientific Assembly

October 26 & 27
Westin Buckhead
Atlanta, GA

Reserve Space Today!

About Us...

The Georgia Academy of Family Physicians is a 70 year old association that represents family physicians in the state of Georgia. There are 2,900 members that include active, retired, family medicine residents, and Georgia medical students interested in family medicine. The GAFP is led by a Board of Directors comprised of active members from around the state. Over 92 percent of board certified family physicians in the state of Georgia are members of the GAFP.

The GAFP is the only medical society devoted solely to primary care. Nearly one in four of all office visits are made to general and family physicians. Today, family physicians provide the majority of care for America's underserved and rural populations.



Past GAFP Meeting Supporters

Abbott
AbbVie
Aerolase
Affinity Bank
AlleHealth
Alliant GMCF
Amedisys
American Board of Family Medicine (ABFM)
Amerigroup GA Managed Care Company
AmeriHealth Caritas
Amgen
AndaMEDS
AstraZeneca
Athena Health
Atlanta Center for Reproductive Medicine
Avisena
Bako Integrated Physicians Solutions
Blue Cross Blue Shield of Georgia
Bristol Meyers Squibb
Boston Heart Diagnostics
Boehringer Ingelheim Pharmaceuticals, Inc.
Cancer Treatment Centers of America
Capital X-Ray
CareSource
Children's Healthcare of Atlanta
Cigna Health Spring
CircleLink Health
Community Primary Care of Georgia
Confirmatrix Laboratory
Cypress Concierge Medicine
Department of Public Health– Newborn Screening, Immunization, Injury Prevention, WIC, Women's Health, BCW, CMS, & STD/HIV
Derm for Primary Care
ECR Pharmaceuticals
Eli Lilly and Company
EPIC Immunization
FIGmd
Floyd Medical Center
GA-HITEC
Galderma
Genzyme, A Sanofi Company
Georgia Association of Physician Assistants
Georgia Partnership for TeleHealth
GetRX
Greenway Medical
HCA Healthcare
Healthcare Procurement Solutions
Healthways
HealthWright Technologies
Innovation Compounding
Jackson & Coker
Jackson Healthcare
Jen Care Neighborhood Medical Centers
Kowa Pharmaceuticals
Lincare
LipoScience
LocumTenens.com
Meda Pharmaceuticals
Medicus Insurance Company
MedMal Direct Insurance Company
Medusind
Mercer University Medical Libraries and LRC
Merck
Northeast Georgia Health System
PathGroup
Patient First
Peach State Health Plans
Pfizer, Inc.
PharmaDerm
Physicians' Alliance of America
Piedmont Healthcare
Private Practice Direct
Privia Medical Group of Georgia
Purdue Pharma
Sanofi Pasteur
Senior Wellness Solutions
Shire
SuccessEHS
Sunovion
synAllergy, LLC
The Southeast Permanente Medical Group, Inc.
Takeda
Talbot Recovery
Thermo Fisher Scientific
Tier3MD
Tift Regional Medical Center
United Allergy Services
United Healthcare
Veritas
WellCare of Georgia
WellStar Health System

Some Facts...

What is Family Medicine?



Family medicine is the most **versatile** of all physician specialties.

Family physicians provide **comprehensive** medical care to patients of all ages and both sexes.



They receive training in **six** major medical areas:

pediatrics
obstetrics and gynecology
surgery
internal medicine
psychiatry and neurology
community medicine

Where do Family Physicians Work?



Office Practices

Hospitals and
Emergency Rooms



Urgent Care
Centers

Nursing Homes



University Health
Centers

Community Health
Centers



Preliminary 2017 Annual Scientific Assembly Schedule*

October 26-27
Fall Exhibitor Package

Includes carpeted space, table, two chairs, booth sign, trash can, program listing, and promotion of your support throughout the meeting. Please note, due to parking restrictions, each booth is limited to two representatives at any given time.

Facility: **Westin Buckhead Hotel**
Atlanta, GA

Wednesday, October 25

6:00 – 8:00 PM Industry Partner Move-In

Thursday, October 26

6:00—7:00 AM Industry Partner Move-In
7:00—8:30 AM Breakfast in Exhibit Hall
12:30—2:30 PM Lunch in Exhibit Hall
5:00—7:00 PM Welcome Reception

Friday, October 27

7:30—8:30 AM Breakfast in Exhibit Hall
12:15—2:00 PM Lunch in Exhibit Hall
2:00 PM Dismantle Exhibit Hall

* Conference schedule subject to change



Preliminary Summer Meeting Schedule*

June 9 & 10



Summer Exhibitor Package

Includes tabletop exhibit with draped table, two chairs, listing in program, and an invitation to participate in CME and social activities.

Facility: Wild Dunes Resort
Isle of Palms, SC

Thursday, June 8

2:00—5:00 PM Move-In
6:00— 7:30 PM Welcome Reception

Friday, June 9

6:00—7:00 AM Move-In
7:00—8:00 AM Breakfast in Hall
8:00—11:30 AM Open

Saturday, June 10

7:00—8:00 AM Breakfast in Hall
11:00-12:00 PM Break in Hall
12:00 PM Move Out

**Save \$450 by signing up to
exhibit for both GAFFP
Meetings by April 15, 2017!**

2017 Meeting Sponsorship Opportunities

We have created several sponsorship levels that will enable you to maximize your conference presence and target family physicians during the calendar year 2017.

Platinum Sponsor—\$7,000

- Exhibit at Summer and Fall 2017 meetings – prime corner location
- Bag Insert at both meetings
- Full Page Ad in Program at both meetings
- Breakfast Sponsorship at both meetings
- Web Sponsorship Recognition
- Acknowledgement as Platinum Sponsor
- *Savings of \$1,500*

Gold Sponsor—\$5,000

- Exhibit at Summer and Fall 2017 meetings - preferred location
- Bag Insert at both meetings
- Full Page Ad in Program at both meetings
- Break Sponsorship at both meetings
- Acknowledgement as Gold Sponsor
- *Savings of \$1,000*

Silver Sponsor—\$3,500

- Exhibit at Summer and Fall 2017 meetings - preferred location
- Bag Insert at both meetings
- Half Page Ad in Program at both meetings
- Break Sponsorship at one meeting
- Acknowledgement as Silver Sponsor
- *Savings of \$1,000*

Bronze Sponsor—\$2,950

- Exhibit at Summer and Fall 2017 meetings
- Bag Insert at both meetings
- Quarter Page Ad in Program at both meetings
- Acknowledgement as Bronze Sponsor
- *Savings of over \$500*

Additional GAFFP Promotional Activities

- **Product Theaters** - hour-long non-CME lectures which offer an additional opportunity to reach attendees. Contact Angela Flanigan at 404.321.7445 or aflangan@gafp.org for more information.
- **Mobile App**
- **Business Tracks**-includes up to 10 scholarships to Practice Managers
- **Bag Inserts**
- **Slideshow ads** – Ads displayed on PowerPoint in between presentations and during breaks
- **Meeting Program Ads**
- **Reception Sponsorships**
Promote your products and



services to the more than 2,800 members of the Georgia Academy of Family Physicians!

Newsletter Ads – *Briefly Stated e-newsletters*. To request an Ad Rate Sheet for our e-newsletters and website, email Tenesha Wallace at twallace@gafp.org or call 800-392-3841.

Website Ads—For online advertising rates and schedule, contact Sima Margulis, MultiView, Inc.: (972) 910-7386 or smargulis@multiview.com.

More Sponsorship Opportunities

Mobile Application Sponsor—\$2,500-\$5,000

- ONLY ONE SPONSORSHIP PER MEETING

This sponsorship helps cover the production of the Mobile App for the Summer and Annual Meeting

- Exclusive recognition as Mobile App Sponsor within app including clickable ads
- Recognition in printed materials as Mobile App sponsor

Business Solutions Sponsor Fall Meeting—\$2,500

- ONLY ONE SPONSORSHIP

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 office staff.

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

Georgia Healthy Family Alliance Sponsorships

- Capital Campaign Kick Off

With a variety of sponsorship opportunities

Contact Kara Sinkule at 800-392-3841 or ksinkule@gafp.org

Outside Event Marketing —\$1000

Industry Partners looking to promote their event(s) directly to GAFP Members via direct mail or email should contact Tenesha Wallace at 800-392-3841 or twallace@gafp.org for more information regarding direct marketing opportunities.

Register to exhibit at either meeting and receive (BY REQUEST ONLY):

- A set of mailing labels of GAFP active members for mailings prior to the meeting (information must promote the GAFP meeting, encourage attendance and be pre-approved. Mailing labels may not be used to promote additional or separate events).
- A registered attendee list that includes city/state information
- A final attendee list that includes city/state information.

What are exhibitors saying about GAFP Meetings?

"It was a very professional atmosphere, and the physicians were open to meeting with us."
— Industry Partner



"Great access to independent primary care providers."
— Industry Partner



"Very well organized!"
-Industry Partner

"You have a lot of fun doctors!"
-Industry Partner

Georgia Academy of Family Physicians' Contract
Summer Family Medicine Weekend, June 9-10, 2017
Annual Scientific Assembly, October 26-27, 2017

Sponsorship Opportunities

Platinum Sponsorship- \$7,000

- Exhibit at BOTH 2017 CME meetings – prime corner location
- Bag Insert at both meetings
- Full Page Ad in Program at both meetings
- Breakfast Sponsorship at both meetings
- Plus, All Exhibitor Benefits (see page 4)

Gold Sponsorship- \$5,000

- Exhibit at BOTH 2017 CME meetings - preferred location
- Bag Insert at both meetings
- Full Page Ad in Program at both meetings

Sliver Sponsorship- \$3,500

- Exhibit at BOTH 2017 CME meetings - preferred location
- Bag Insert at both meetings
- Half Page Ad in Program at both meetings
- Break Sponsorship at one meeting
- Plus, All Exhibitor Benefits (see page 4)

Bronze Sponsorship-\$2,950

- Exhibit at BOTH 2017 CME meetings
- Bag Insert at both meetings
- Quarter Page Ad in Program at both meetings
- Plus, All Exhibitor Benefits (see page 4)

Deadline for Sponsorships: May 15, 2017

Sponsorships are only for 2017 summer and annual meetings. Sponsorships cannot rollover into a new calendar year

Additional Sponsorship & Advertising Opportunities

SUMMER FAMILY MEDICINE

WEEKEND: June 9 & 10

Deadline- 4/15/17

- ___ Exhibit Only: \$1000
- ___ Mobile App Sponsor: \$2,500
- ___ Bag Insert: \$295
- ___ Break \$1000
- ___ Welcome Reception: \$2,500
- ___ Breakfast Sponsor: \$2,000

PROGRAM AD for Either Meeting (or may order one for each)

- ___ Full Page \$495
- ___ Half Page \$250
- ___ Quarter Page \$125

ANNUAL SCIENTIFIC

ASSEMBLY: Oct 26 & 27

Deadline -09/15/17

- ___ Exhibit Only: \$1,750; \$1,950 after 09/15/17
- ___ Bag Insert: \$295
- ___ Corner Booth: \$100
- ___ E-newsletter Banner Ad: \$300
- ___ Business Track Sponsor: \$2,500
- ___ Slideshow Ad: \$400
- ___ Welcome Reception: \$2,000
- ___ Breakfast Sponsor: \$2,000
- ___ Mobile App Sponsor: \$5,000
- ___ Meeting Bags \$500

Must exhibit to receive additional marketing opportunities

EXHIBIT AT BOTH MEETINGS - \$2,500

___ YES, I want to take advantage of the \$450 discount for both meetings

- All Exhibitor Benefits (see page 4)

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. Please note, bag inserts and ads may only be purchased if you are exhibiting at the corresponding event.

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 cancellations 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 email address.		
Name _____	Telephone _____	Email Address _____
Address _____		City/State/Zip _____

PLEASE COMPLETE & RETURN BOTH 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 Tenesha Wallace at
404-321-7445 or email twallace@gafp.org**