



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

3:00—6:00 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  
5:00—6:30 PM Welcome Reception

### Friday, June 9

6:00—7:00 AM Move-In  
7:00—8:00 AM Breakfast in Hall  
8:00—11:00 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](mailto: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](mailto: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](mailto: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](mailto: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](mailto: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

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## 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\***

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## 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: <input type="checkbox"/> Check (make payable to GAFP) <input type="checkbox"/> Credit Card		
Credit Card No. _____	Exp. Date: _____	
Type: VISA <input type="checkbox"/> MC <input type="checkbox"/> AMEX <input type="checkbox"/>		
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](mailto:twallace@gafp.org)**