GEORGIA ACADEMY OF FAMILY PHYSICIANS

2016 Exhibitor Prospectus

Summer Meeting
Friday and Saturday
June 10 –11
Omni Hilton Head
Hilton Head, SC

Annual Scientific Assembly
Thursday and Friday
November 10-11
Atlanta, GA

Reserve space today to...

- Meet with hundreds of physicians and their practice teams during dedicated exhibit hours.
- Take advantage of additional networking opportunities including family activities and other social events with our physicians.
- Promote your products to the physicians who see more patients than any other primary care specialty.
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
FhGmd
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
Talbott 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 2016 Annual Scientific Assembly Schedule*

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: Atlanta Hotel
              Atlanta, GA

Wednesday, November 9
3:00—6:00 PM Industry Partner Move-In

Thursday, November 10
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 and $10,000 Draw Down

Friday, November 11
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

Save $150 by signing up to exhibit for both GAFF Meetings by April 1, 2016!

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: Omni Hilton Head
              Hilton Head, SC

Thursday, June 9
2:00—5:00 PM Move-In
5:00—6:30 PM Welcome Reception

Friday, June 10
6:00—7:00 AM Move-In
7:00—8:00 AM Breakfast in Hall
10:00—11:00 AM Break in Hall

Saturday, June 11
7:00—8:00 AM Breakfast in Hall
11:00-12:00 PM Break in Hall
12:00 PM Move Out
The Georgia Healthy Family Alliance, which serves as the philanthropic arm of the Georgia Academy of Family Physicians, is thrilled to launch our 2016 $10,000 Draw Down on Thursday, November 10, 2016 in Atlanta. Hosted during the Georgia Academy of Family Physicians Annual Scientific Assembly, the Draw Down and reception will provide an excellent opportunity for our partners to network with hundreds of Georgia’s Family Physicians and their team members.

Information on the following page includes Draw Down specifics and an outline of sponsorship opportunities providing extended exposure to thousands of primary care physicians across the state. Proceeds will fund the Community Health Grant Awards which support GAFP members and the nonprofit organizations to which they volunteer their time on local health initiatives including mammography and women’s services for low income, uninsured Georgians, diabetes education projects in underserved populations and much more. The Georgia Healthy Family Alliance is counting on your support and will be happy to answer any questions you may have. Visit our website at www.georgiahealthyfamilyalliance.org to learn more.

For additional information, email ksinkule@gafp.org or call toll free (800) 392-3841. Thank you in advance for your support of the Alliance and our work to create a healthier Georgia for all citizens.
Sponsorship Opportunities

The Georgia Healthy Family Alliance’s Annual Draw Down is a fundraising event highlighted by the sale of 300 draw down tickets at $50 each. Tickets entitle the bearer an opportunity to win $10,000 and a host of other prizes. Run over several months, the Draw Down will culminate with a networking, cocktail reception at the Georgia Academy of Family Physician’s Annual Scientific Assembly in Atlanta on Thursday, November 10, 2016

Georgia Healthy Family Alliance
2016 $10,000 Draw Down
Thursday, November 10, 2016

Sponsorship Information

Designate name to be listed on printed information (Individual or Company Name:)

_____________________________________________________________________

Contact Person

_____________________________________________________________________

Address (City, State, Zip)

_____________________________________________________________________

_____________________________________________________________________

Phone Number________________________ Fax __________________________

Email _____________________________

Website Address: __________________________ (to be posted on GHFA website)

Please return completed form and payment to:
Georgia Healthy Family Alliance
3760 LaVista Road, Ste. 100
Tucker, GA 30084 / Fax Number 404-321-7450
Kara Sinkule, Associate Executive Director Phone: (800)392-3841 Fax: (404)321-7450 Email: ksinkule@gafp.org

☐ YES! Please include our organization as a sponsor of the GHFA $10,000 Draw Down

☐ Title Sponsor (limited to one) - $5,000 ☐ Silver Sponsor—$1,000

☐ Platinum Sponsor (limited to two) - $2,500 ☐ Bronze Sponsor—$500

Platinum Sponsor ($2,500) (limited to two)
Sponsor’s name included on draw down tickets
Opportunity to present during GHFA August Board Meeting
Verbal recognition during the event
Recognition of sponsorship in all event-related publications, including internal and external newsletters, emails and logo on the Alliance website
Invitation for 5 to attend the Draw Down Reception
Prominent signage at the event

Silver Sponsor ($1,000)
Sponsor’s name included on draw down tickets
Opportunity to present during GHFA August Board Meeting
Verbal recognition during the event
Recognition of sponsorship in all event-related publications, including internal and external newsletters, emails and logo on the Alliance website
Invitation for 4 to attend the Draw Down Reception

Bronze Sponsor ($500)
Sponsor’s name included on draw down tickets
Verbal recognition during the event
Recognition of sponsorship in all event-related publications, including internal and external newsletters, emails and logo on the Alliance website
Invitation for 2 to attend the Draw Down Reception

3760 LaVista Road, Suite 100, Tucker, GA 30084   Tel 404.321.7445   Fax 404.321.7450   WWW.GAFF.ORG
Meeting 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 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 both 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 both 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—$2,750**
- Exhibit at both meetings
- Bag Insert at both meetings
- Quarter Page Ad in Program at both meetings
- Acknowledgement as Bronze Sponsor
- *Savings of over $500*

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**Additional GAFP 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 aflanigan@gafp.org for more information.
- **Mobile App, Student, and Business Tracks**
- **Bag Inserts**
- **Slideshow ads** – Ads displayed on PowerPoint in between presentations
- **Break Sponsorships**
- **Meeting Program Ads**
- **Reception Sponsorships**

Promote your products and services to the more than 2,600 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 Mary Claire Leverett at mleverett@gafp.org.

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

Customizable promotional packages are available. Contact GAFP today about these annual marketing opportunities at 404.321.7445.
More Sponsorship Opportunities

Mobile Application Sponsor—$2,500-$5,000
- ONLY ONE SPONSORSHIP SPOT 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 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 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.

Medical Student Track Sponsor Fall Meeting—$750
During the Fall 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
  - Two Tickets for sponsor to Fall Meeting Reception & Gala
  - Distribution of materials at student meeting

Outside Event Marketing —$1000
Industry Partners looking to promote their event(s) directly to GAFP Members via direct mail or email should contact Mary Claire Leverett at 404-321-7445 or mleverett@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.
SPONSORSHIP OPPORTUNITIES—Includes exhibit space at the Annual Meeting, Summer Meeting, and additional meeting promotions (see pg.6 for details)

___Platinum $7,000  ___Gold $5,000  ___Silver $3,500  ___Bronze $2,750

ANNUAL SCIENTIFIC ASSEMBLY

___Annual Meeting Exhibit : $1,750 before 9/16, $1,950 after 9/16  ___Corner Booth Location: $100
___Bag Insert: $295  ___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

PROGRAM AD for Annual 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. 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 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 email 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 Morgan Mahone at 404-321-7445 or email mmahone@gafp.org