

2013



PENNSYLVANIA ACADEMY OF  
FAMILY PHYSICIANS FOUNDATION

# Exhibitor Prospectus

**March 8-10, 2013**

Valley Forge CME Conference, Crowne Plaza Valley Forge

**November 8-10, 2013**

Erie CME Conference, Sheraton Erie Bayfront Hotel

**June 20-27, 2014**

PAFP Cruise from Baltimore to Bermuda on Royal Caribbean's Grandeur of the Seas



Visit [pafp.com](http://pafp.com)

## PAFP Foundation Live Conference Series

The Pennsylvania Academy of Family Physicians Foundation (PAFP Foundation) invites companies and other organizations to exhibit at our annual spring and fall educational conferences. Conference attendees include physicians, residents, and medical student members of the PAFP as well as out-of-state and non-member physicians. Each conference offers the opportunity for your organization to reach 185-200 family medicine specialists assembled at one time. The exhibit opportunities and benefits are outlined in this package.

If you missed exhibiting at our spring and fall conferences, consider joining us by becoming a sponsor, hosting a satellite event, or join us at one of our fundraising events to help the PAFP Foundation and family physicians raise money to support medical student scholarship programs!

Thank you! We look forward to seeing you at any upcoming event!

Melanie Morris  
*Manager of Corporate Relations,  
PAFP Foundation*



- The PAFP Foundation serves over 4,800 members making it the 3rd largest state Academy of the American Academy of Family Physicians (AAFP).

## Exhibit Information

### Exhibit Booth:

- Table top displays encouraged. Space includes a 6 ft. table and chairs.
- Organization may have two representatives onsite during exhibit hall hours.  
\* There is a fee for additional personnel
- Company listing and web link on the conference event webpage of the PAFP website
- Invitation to the PAFP Foundation conference Welcome Reception
- Breaks and lunch with attendees
- Company listing on exhibit hall signage
- Pre-conference and post conference list of attendees (name and city only)
- Opportunity to hand out marketing materials from your exhibit space.
- Participation in our Exhibit Hall networking activity

### Exhibit Hall Tentative Schedule:

9 - 10 am	Exhibit hall set up time
10:15 - 11 am	Break with attendees in the exhibit hall
12 - 1:15 pm	Lunch with attendees in the exhibit hall
5 - 6:30 pm	Welcome Reception for attendees and exhibitors in the exhibit hall
7 pm	Exhibit hall tear down*

### Booth Space Assignment

Booth space assignments will be made by the PAFP Foundation.

### Exhibit Hall Fees:

\$850 standard booth fee

### Add-on Options:

\$50 per person (The first two registrations/badges are complimentary.  
Each additional registration/badge is subject to fee noted.)

\$50 for electric

\$500 Conference Bag Insert

**10% discount off exhibit fee for new exhibitors**  
**5% discount if a company registers for two or more events**

We do have a limited number of exhibit spaces available, so we do recommend that you make a reservation at your earliest convenience. Exhibit space is on a first-come, first-serve basis.

\* The PAFP Foundation requires that all exhibitors remain set-up throughout exhibit hall hours. Early dismantling of exhibits without prior approval from the PAFP Foundation is strictly prohibited.

- Our membership represents over 78% of family physicians in Pennsylvania!
- Over 87% of past conference attendees rated the exhibit hall extremely important.

## Reserve Your Space

Complete and return the support application with payment to Melanie Morris. For any questions, please call 717-635-6221.

**By email:** [mmorris@pafp.com](mailto:mmorris@pafp.com)

**By mail:**  
Pennsylvania Academy of Family Physicians Foundation  
Attn: Melanie Morris  
2704 Commerce Drive, Suite A  
Harrisburg, PA 17110

**By fax:** 717-564-4235

**Waiting List:** If there is an exhibitor cancellation, the first organization on the exhibit hall waiting list will be called in order that requests were received.

**Confirmations:** Upon the PAFP Foundation's receipt of your company's agreement and contract, the designated contact person will be notified that your exhibit space has been confirmed for the upcoming meeting. Details about the exhibit hall including shipping information, pre-conference attendees list, and final exhibit hall schedule and activity information will be emailed prior to the conference.

**Cancellations:** All cancellations must be submitted in writing at least 30 days prior to the conference. No refunds will be issued after the 30-day deadline. Send notice to Melanie Morris at [mmorris@pafp.com](mailto:mmorris@pafp.com)

**Protection of Facility:** Exhibitors may not deface any part of the facility. Any repair costs due to exhibitor damage will be billed to and paid by exhibitor.

**Liability:** The PAFP Foundation is not responsible for the safety of exhibits against theft, accident, fire, acts of God, vandalism or any other cause. Insurance on all exhibits is encouraged and is at the exhibitor's expense.

**Eligibility to Exhibit:** The PAFP Foundation reserves the right in its sole discretion to decline applicants for exhibits. The PAFP Foundation will not sell exhibit space to any for-profit or non-profit organizations whose programs, products, or services in whole or in part, compete with PAFP Academy or Foundation programs, products, and/or services.

**Conference Room Rates:** The PAFP Foundation will have a block of rooms at each conference hotel. Please mention you are with the PAFP Foundation event when booking your rooms. See [pafp.com](http://pafp.com) for further hotel information.

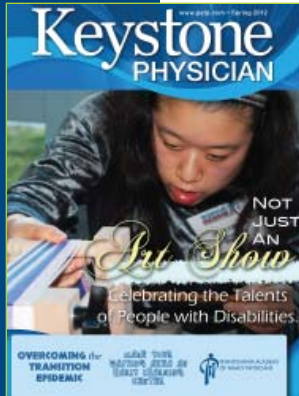


- One in four office visits (224 million) each year are made to family physicians! That's 63 million more visits than the next medical specialty!

## Marketing Opportunities

### Advertising Option:

Start promoting your company's products and services prior to the conference through the Keystone Physician Magazine and reach over 4,800 Pennsylvania Academy of Family Physician members.



The Keystone Physician Magazine is a bi-monthly digital magazine that has served Pennsylvania family physicians for more than 60 years and is our primary source for communicating with our members. Since Keystone Physician Magazine is digital publication, advertisers have the option to add rich media elements to gain contacts and arrange appointments with physicians prior to the conference.

Visit [pafp.com](http://pafp.com) to view the latest issue of Keystone Physician Magazine and for additional advertising information.

Ask us about our exhibitor discount!

### Satellite Events

Want to discuss your products and services to a captivated audience in an exclusive hour long session? Then, host a Satellite Event at our next PAFP Foundation live conference event!

Satellite Events allow conference attendees to learn more about products and services, acquire the latest in data and research findings, and ask product-specific questions of key expert physicians.

Satellite Events can be CME or Non-CME related. There are 2-3 available sessions per conference that are held prior to or after CME Sessions.

### Conference Event Sponsorship

An event sponsorship allows you to expand your marketing presence beyond the exhibit hall with conference wide recognition! Here are a few of the many opportunities to build your business:

#### Welcome Reception:

Join the PAFP Foundation and participate in networking at the largest attended event of the conference! The reception is open to all conference attendees, guests, and exhibitors.

#### Conference Lanyards:

Provide family physicians lanyards with your corporate logo! High visibility for the entire conference!

#### Break Sponsor:

Morning and afternoon, unopposed refreshment breaks are scheduled for conference attendees to network with other physicians. Your company logo will be posted on signage in the refreshment area, and throughout the conference.

#### Breakfast Sponsor:

Join us for breakfast as conference attendees come together to network with other physicians.

### PAFP Foundation's Events

Want to network with family physicians in a relaxed, casual atmosphere while having fun? Join us for one of our fundraising events throughout the year that supports scholarship programs to encourage medical students to pursue a career in family medicine. Help us stop the shortage of primary care physicians!



The Pennsylvania Academy of Family Physicians Foundation (PAFP Foundation) is excited to announce our Baltimore to Bermuda CME Cruise aboard Royal Caribbean's Grandeur of the Seas on Friday, June 20 - Friday, June 27, 2014. Join the PAFP Foundation on our 7-day CME voyage to connect with Pennsylvania family physicians while enjoying some fun and sun!

### Why should you attend?

- \* Exclusive networking opportunities
- \* Special social cocktail reception to speak with physicians in a casual, relaxed atmosphere
- \* Inclusion on PAFP marketing materials to cruise attendees
- \* One full week to speak with family physicians about your organization's products and services

### Exhibit Hall Tentative Schedule:

(Exhibit times will be 30 minutes prior to clinical session during the cruise while at sea.) Exhibit days at sea will be as follows:

Saturday, June 21

Sunday, June 22

Wednesday, June 25

Thursday, June 26

### Exhibit Fees:

\$1,000

### Add-on Options:

\$50 per person (The first two registrations/badges are complimentary.  
Each additional registration/badge is subject to fee noted.)

**Note:** Exhibit and Sponsorship opportunities do not include cruise costs and fees for your organization's representative(s) to attend. Please see our website at [www.pafp.com/cruise](http://www.pafp.com/cruise) for cruise fees

### Conference Event Sponsorship

An event sponsorship allows you to expand your marketing presence beyond the exhibit hall with conference wide recognition! Here are a few of the many opportunities to build your business:

#### **Bon Voyage Partner: \$1,500**

Join the PAFP as a sponsor on our CME cruise. Partners will have the opportunity to exhibit on cruising days at sea and will be recognized on the PAFP website and signage on the ship.

#### **Friends of the Sea: \$5,000**

Join the PAFP as our Friend of the Sea. Partners will receive complimentary exhibit space on the ship, invitation to our social reception, special mentions in PAFP announcements, and recognition on PAFP cruise materials to family physician attendees.

#### **CME Breakfast Sponsor: \$5,000**

Join family physicians on Friday morning, June 28 for a breakfast and a pre-cruise CME session prior to boarding. The pre-cruise CME session will take place at the Four Points by Sheraton in Baltimore, MD.

#### **Cocktail Reception Sponsor: \$10,000**

As the PAFP Cocktail Reception Sponsor, the PAFP Foundation will recognize your organization in PAFP cruise materials, including the PAFP website, e-newsletters, and our member magazine, Keystone Physician. As a sponsor, you will also receive complimentary exhibit space on the cruise, recognition in cruise announcements, signage at the cocktail reception, and the opportunity to network with PA family physicians for an entire week.

# 2013 CME CONFERENCE SUPPORT CONTRACT

Company Name (Please Print) \_\_\_\_\_

Company Contact Name: \_\_\_\_\_

Address \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

Company Website for listing on www.pafp.com \_\_\_\_\_

On-site representative(s) name 1. \_\_\_\_\_ 2. \_\_\_\_\_

Additional on-site representatives will be assessed a registration fee of \$50 each. Add fees where indicated below.

Contract Authorization Signature \_\_\_\_\_ Date \_\_\_\_\_

Events & Opportunities	Valley Forge Conference March 8-10, 2013	Cruise Summer Escape June 20-27, 2014	Erie Conference November 8-10, 2013	Total
<b>Satellite Symposium</b>	<input type="checkbox"/> \$8,500	<input type="checkbox"/> N/A	<input type="checkbox"/> \$8,500	
<b>Product Theater</b>	<input type="checkbox"/> \$8,500	<input type="checkbox"/> N/A	<input type="checkbox"/> \$8,500	
<b>Support Opportunities</b>				
<b>Session Supporter **</b>	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$5,000	
<b>Welcome Reception **</b>	<input type="checkbox"/> \$7,500	<input type="checkbox"/> \$10,000	<input type="checkbox"/> \$7,500 (SOLD)	
<b>Friday Breakfast</b>	<input type="checkbox"/> \$1,000	<input type="checkbox"/> N/A	<input type="checkbox"/> \$1,000 (SOLD)	
<b>Friday Breaks (2 available)</b>	<input type="checkbox"/> \$1,500	<input type="checkbox"/> N/A	<input type="checkbox"/> \$1,500 (SOLD)	
<b>Saturday Breaks (2 available)</b>	<input type="checkbox"/> \$1,500	<input type="checkbox"/> N/A	<input type="checkbox"/> \$1,500	
<b>Saturday Luncheon **(Nov. only)</b>	<input type="checkbox"/> \$5,000	<input type="checkbox"/> N/A	<input type="checkbox"/> N/A	
<b>Sunday Breakfast</b>	<input type="checkbox"/> \$3,500	<input type="checkbox"/> N/A	<input type="checkbox"/> \$3,500	
<b>Sunday Break</b>	<input type="checkbox"/> \$1,000	<input type="checkbox"/> N/A	<input type="checkbox"/> \$1,000	
<b>Lanyards</b>	<b>SOLD</b>	<b>SOLD</b>	<b>SOLD</b>	
<b>Conference Bag Insert</b>	<input type="checkbox"/> \$500	<input type="checkbox"/> N/A	<input type="checkbox"/> \$500	
<b>Other</b>				
<b>Exhibitor Opportunities</b>				
<b>Exhibit</b>	<input type="checkbox"/> \$850	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$850	
<b>Additional Personnel</b>	<input type="checkbox"/> \$50 each	<input type="checkbox"/> \$50 each	<input type="checkbox"/> \$50 each	
<b>Electricity</b>	<input type="checkbox"/> \$50	<input type="checkbox"/> \$50	<input type="checkbox"/> \$50	
Less Applicable Discount (SEE DISCOUNT KEY BELOW)				-
<b>**Note: This support level comes with a complimentary exhibit table</b>			Total Due	\$

Sponsorship Package: \_\_\_\_\_

**Discount Key:** 5% discount if registered for 2 events    10% discount for new exhibitors

**Please see other side for payment information**

**PAYMENT:** Payment must be received within 30 days prior to the conference

\_\_\_ Check (Make payable to PAFP FOUNDATION) Tax ID 23-2340801

\_\_\_ Credit Card     Visa     Mastercard     American Express

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

\*Card Security Code # \_\_\_\_\_

Billing Address \_\_\_\_\_

Billing ZIP \_\_\_\_\_

Name on Card \_\_\_\_\_

Contact Phone # \_\_\_\_\_

Signature \_\_\_\_\_

*\*The Card Security Code (CSC) is usually a 3- or 4-digit number found on the back of your credit card in the signature line.*

**Contact Information:**

Melanie Morris, Manager of Corporate Relations, direct line 717-635-6221, mmorris@pafp.com, fax 717-564-4235  
PA Academy of Family Physicians Foundation, 2704 Commerce Drive, Suite A, Harrisburg, PA 17110