

VIRGINIA ACADEMY OF FAMILY PHYSICIANS

*2010 Annual
Meeting
&
Exposition*

August 5-8, 2010

Exhibit Dates
August 6-7

EXHIBITOR PROSPECTUS



General Information

MEETING OVERVIEW

The Virginia Academy of Family Physicians (VAFP) is a constituent chapter of the American Academy of Family Physicians. The VAFP is the organization that represents over 2,500 Family Physicians, Family Medicine Residents and Medical Students. The VAFP Annual Meeting & Exposition is held each year and attracts a significant number of family physicians and other healthcare professionals from Virginia and the mid-Atlantic. A promotional brochure outlining all Annual Meeting activities will be mailed to American Academy of Family Physician members in 7 states.

The physicians gather at this Annual Meeting to obtain required continuing medical education credits, to network with old acquaintances and to learn about the latest developments in products and services. The Annual Meeting includes lectures focused on clinical issues as well as procedural workshops and socio-economic topics. Exhibitors provide invaluable services to the members by sharing in the educational and resource information roles at the meeting. Significant time is set aside for the attendees to visit the exhibits. The VAFP also offers exhibiting organizations the opportunity to sponsor various conference functions. These opportunities are listed in detail on page 3 of this Prospectus.

We invite you to participate in this year's meeting.

THE HOMESTEAD RESORT

When you visit The Homestead, you will find luxuriously appointed rooms and suites, superb dining, a myriad of sporting pleasures and outdoor adventure. Since 1766, The Homestead has offered visitors an incomparable retreat; an incredibly grand escape located amidst the beauty of Virginia's Allegheny Mountains. Ranked among the world's finest Golf and Spa resorts, this Virginia hotel and resort is steeped in the rich and timeless tradition of Southern hospitality that treats all visitors with a gracious and welcoming atmosphere. The Homestead's history of excellence includes the 2009 AAA Four Diamond Award, the top 100 2009 "Best Classic Courses" by Golf Week and the 2009 Spa Finder "Readers' Choice Award" and other awards too numerous to mention.

This year the VAFP has negotiated an exceptional room rate of \$149.00 per night inclusive of the resort fee. In addition, the Academy has also negotiated discounted food and beverage options to ensure attendees an affordable and fun-filled stay at The Homestead. The Homestead will truly be luxury for less at the 2010 VAFP Annual Meeting.

For more information visit www.thehomestead.com

Preliminary Schedule

Thursday, August 5

12:00 noon - 6:00 p.m. Exhibit Set-Up & Registration

Friday, August 6

9:30 a.m. - 10:15 a.m. Coffee Break in the Exhibit Hall
12:30 p.m. - 1:30 p.m. Lunch in the Exhibit Hall
6:00 p.m. Reception

Saturday, August 7

9:30 a.m. - 10:15 a.m. Coffee Break in the Exhibit Hall
12:30 p.m. - 1:30 p.m. Lunch in the Exhibit Hall
1:45 p.m. - 5:00 p.m. Exhibits Dismantle

Sponsorship Opportunities



BE A VAFP “PARTNER” AT THE 2010 ANNUAL MEETING & EXPOSITION!

The VAFP Annual Meeting offers exhibiting organizations the opportunity to enhance their visibility at the conference. Meet face-to-face with numerous family physicians and other health care professionals in the Exhibit Hall where attendees gather for coffee breaks and lunch. The following options for sponsorship and advertising are available.

VAFP Sponsorship “Partners”

“Partners” will be exclusively recognized in the Official Conference Program

Platinum Sponsorship - \$7,500

- 1 8' x 6' Exhibit Booth Space
- Full Page Advertisement in the Official Conference Program
- Portfolio Insert
- Conference Tote bag or Towel with company logo
- Conference T-shirt with company logo
- Plus All Exhibitor Benefits (see page 5)

Gold Sponsorship - \$5,000

- 1 8' x 6' Exhibit Booth Space
- Full Page Advertisement in the Official Conference Program
- Portfolio Insert
- Water bottle with company logo
- Plus All Exhibitor Benefits (see page 5)

Silver Sponsorship - \$2,500

- 1 8' x 6' Exhibit Booth Space
- Full Page Advertisement in the Official Conference Program
- Portfolio Insert
- Plus All Exhibitor Benefits (see page 5)

Bronze Sponsorship - \$2,000

- 1 8' x 6' Exhibit Booth Space
- 1/2 Page Advertisement in the Official Conference Program
- Portfolio Insert
- Plus All Exhibitor Benefits (see page 5)

Additional Sponsorship and Advertising Options

Recognition of sponsorship will be noted on the supported item and will be listed in the Official Conference Program and in the fall edition of the Virginia Family Physician magazine.

Educational Opportunities

- Daily Audiovisual Support - \$2,500
- Official Conference Portfolio - \$1,750
- CD Rom Syllabus - \$500
- Unrestricted Educational Grants

Social Sponsorship Opportunities

- Exhibit Hall Break - \$1,500
- Exhibit Hall Lunch - \$4,500

Advertising Opportunities

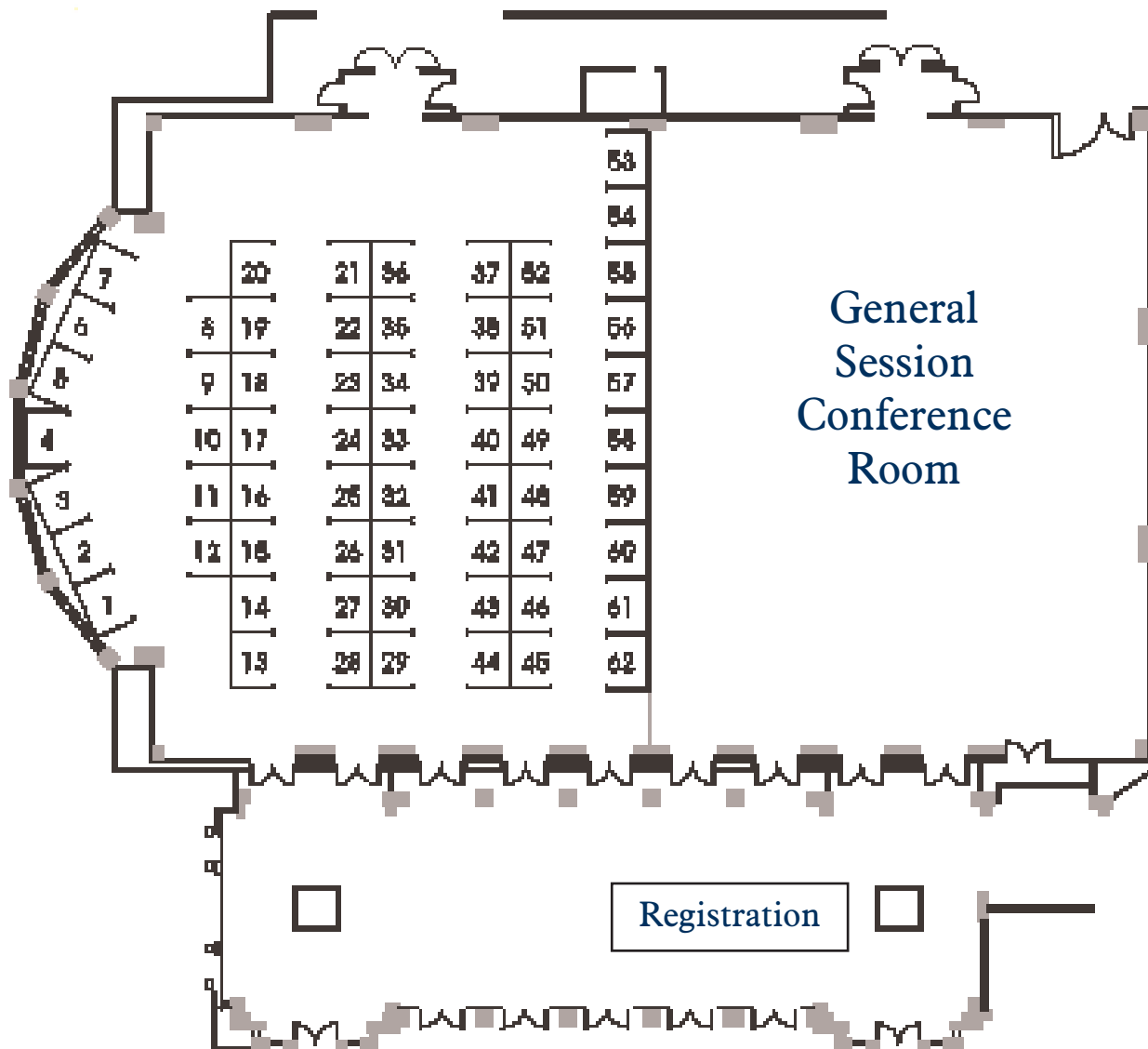
- Portfolio Inserts - \$500
- Official Conference Program One Color Advertisement
 - Full page - \$1,000
 - 1/2 page - \$550
 - 1/4 page - \$325
 - 1/8 page - \$225

To find out more information or to discuss sponsorship opportunities, please contact:

Mary Lindsay White

Phone: 804-968-5200 Email: mlwhite@vafp.org

Exhibit Floor Plan



8'x 6' Booth Spaces

\$1,500 per space

Exhibitor Information

SPECIAL REGULATIONS

HOSPITALITY ROOMS & EXHIBITOR EVENTS

Hospitality rooms and exhibitor events are most desirable and add to the conference. Such activities must be scheduled when no other VAFP activity is in progress. All such activities must be approved by the VAFP.

PROMOTIONAL LITERATURE

No goods may be displayed in any part of the hotel except within the limits of the exhibitor space contracted for with the VAFP and assigned to the exhibitor.

GIVEAWAYS

Distribution of giveaways must be pre-approved by the VAFP.

SELLING

Orders may be taken in the exhibit area; however, no exchange of money may occur.

FIRE SAFETY

All structural work must meet the requirements of the Hot Springs, Virginia Fire Department and all decorations must be flame proofed before use in the exhibit area.

EXHIBITOR BENEFITS

The following services are included with your exhibit space:

- Identifying sign
- 6 foot draped table
- 8 foot high rails; 3 foot side rails
- Wastebasket
- Two chairs
- Pre-registration of exhibit personnel
- Exhibit listing in conference program
- Pre & post conference attendee list
- Two days of exposure to numerous family physicians

SERVICE KITS & SHIPPING INFORMATION

Two months prior to the VAFP Meeting, an Exhibitor Services Kit will be mailed to each exhibiting company. The kit contains rates for all labor, services, electrical connections, furniture, carpet (exhibit hall is carpeted) and miscellaneous equipment. Complete shipping information and hotel reservation information will also be included in the kit.

Questions? Phone: 804-968-5200, Fax 804-968-4418, E-mail: exhibits@vafp.org

Virginia Academy of Family Physicians

GENERAL RULES & REGULATIONS FOR EXHIBIT SPACE

1. Space Rental and Assignment of Location. The Virginia Academy of Family Physicians (VAFP) is the sole statewide membership association in Virginia of family physicians. Its continuing medical education programs are designed to provide the membership with current practice and product information to assist them in their medical practices. The VAFP in its sole discretion determines the eligibility of an entity or product for exhibit space. The VAFP Board of Directors has adopted the following Guidelines for the Acceptance of Technical Exhibits at its meetings:

- Products and services to be exhibited must meet standards of generally accepted medical practices.
- Products that require approval by the Food and Drug Administration for marketing must receive this approval before being eligible to exhibit at a VAFP meeting and must include "full disclosure" when required.
- Technical data and scientific documentation may be required for products not regulated by the FDA or other governmental agency.
- Food products and nutritional supplements will be accepted for exhibition at a VAFP meeting only when their safety and usefulness are documented to the satisfaction of the VAFP.
- Exhibits will not be accepted if they contain false or misleading statements, in the sole discretion of the VAFP.
- Products and services will be accepted for exhibit only if they are in harmony with the VAFP's mission to serve the medical profession.

When possible, space assignments will be made by the VAFP in keeping with the preference of the Exhibitor. Generally, the criteria for assignment of exhibit space include without limitation (i) when the completed application with payment for exhibit space was received, (ii) the applicant's prior exhibit history with VAFP, and (iii) the number of exhibit spaces applied for. The VAFP reserves the right to make the final determination of all exhibit space assignments. It may prohibit installation, or request removal, of any exhibit or the discontinuation of any promotion, in whole or in part.

2. Applications, Payment, Cancellations and Refunds. An Application for exhibit space will not be considered made unless it is fully and legibly completed, accompanied by payment in full for the requested exhibit space, and received by the VAFP. Applications received without full payment will not be processed, nor will exhibit space be assigned. Payment should be made and mailed to: VAFP, 1503 Santa Rosa Road, Suite 207, Richmond, Virginia 23229.

An Exhibitor may cancel its exhibit space and receive a refund of seventy-five percent (75%) of the payment made only if written notice of such cancellation is received by the VAFP at the address above no later than 60 days prior to the first day of the meeting. There will be no refunds or credit of exhibit space payment if written cancellation notice is received less than 60 days prior to the first day of the meeting.

3. Use or Subletting of Exhibit Space. No Exhibitor shall assign, sublet, share or otherwise transfer its assigned exhibit space with another entity unless prior written approval has been obtained from VAFP. As noted above, the VAFP in its sole discretion determines the eligibility of an entity or product for exhibit space.

4. Authorized Exhibitor Representative. Each Exhibitor must name one person to be its representative in connection with installation, operation and removal of the exhibit. The Exhibitor shall be responsible for the representative being in attendance during the meeting, and the representative shall be responsible for keeping the exhibit neat, manned and orderly at all times.

5. Installation and Removal. The VAFP will fix the time for installation and removal of exhibits. The installation and removal of exhibits both must be completed by the VAFP designated times. Any space not occupied by the designated installation time may be resold or reassigned without refund.

6. Americans with Disabilities Act (ADA). Exhibitor represents and agrees that its exhibit space shall be reasonably accessible and usable by persons with disabilities and that it is in compliance to the extent applicable under regulations implementing Title III of the Americans with Disabilities Act. Exhibitor shall indemnify and hold the VAFP harmless from and against any and all claims and expenses, including attorneys' fees and litigation expenses, that may be incurred by or asserted against the VAFP, its officers, directors, agents or employees, on the basis of Exhibitor's breach of this paragraph or noncompliance with any provision of the ADA.

7. Applicable Laws. Exhibitor shall comply with all laws, ordinances and regulations pertaining to health, fire prevention and public safety, as well as rules and regulations of the meeting facility that are provided to it. The VAFP shall have no responsibility pertaining to Exhibitor's compliance with such laws, ordinances, rules and regulations. This contract shall be governed by the laws of the state of Virginia, without regard to its conflict of laws principles.

8. Liability and Insurance. All property of the Exhibitor is understood to remain under its custody and control in transit to, from and while at the meeting. Neither the VAFP, nor any of its officers, directors, agents or employees are responsible for the safety of the property of the Exhibitor from theft, damage by fire, accident, vandalism or other causes, and the Exhibitor expressly waives and releases any claim or demand it may have against any of them by reason of any damage or loss of any of the Exhibitor's property.

9. Indemnification. Exhibitor shall protect, indemnify and hold harmless the VAFP, its officers, directors, agents, and employees against and from any and all loss, costs, damages, liability, or expense arising from or out of any accident or other occurrence to anyone, including Exhibitor, its agents, employees and business invitees, which arise from, out of, or by reason of Exhibitor's occupancy and use of the exhibition premises or any part thereof. By exhibiting, Exhibitor for and on behalf of itself, its employees, agents and invitees, releases and waives any and all claims, demands or actions against VAFP and its officers, directors, agents and employees resulting from any act or omission of Exhibitor, its employees, agents and invitees.

10. Inability to Perform. If the VAFP is prohibited from conducting the meeting or is unable to permit the Exhibitor to occupy its space due to circumstances beyond its control, including without limitation strike, civil disobedience and/or acts of God, VAFP will refund to Exhibitor the amount of exhibit fee paid, less a proportionate share of VAFP expenses. Exhibitor agrees that the VAFP will have no liability for any costs, damages or expenses that Exhibitor incurs as a result of the meeting being cancelled.

11. Interpretation, Adherence to General Rules. All matters not specifically covered by the preceding rules shall be subject solely to the decision of the VAFP. The VAFP shall have sole authority to interpret, amend, and enforce these rules and regulations, provided Exhibitors receive notice of any amendments when made. Each Exhibitor and its employees agree to abide by these rules and regulations, and by any amendments to them. Exhibitors or their representatives who fail to observe these conditions of contract or who, in the sole opinion of the VAFP, conduct themselves inappropriately, immediately may be dismissed from the exhibit area without refund or appeal.

Application for Exhibit Space

VAFP 2010 Annual Meeting & Exposition - The Homestead Resort - Hot Springs, Virginia
Conference Dates: August 5-8, 2010 - Exhibit Dates: August 6-7, 2010

EXHIBITOR: _____
(legal name of organization)

ADDRESS: _____
_____ (mailing address) _____ (physical address, if different)

Name and Title of Exhibitor Representative: _____
(please print name) (please print title)

Contact Information for Exhibitor Representative: Email _____ (All correspondence will be sent VIA EMAIL)
Phone _____ Fax _____

The Exhibitor sign(s) for the booth(s) should read: _____
Competitors/Companies whom we would like to be separated from:

BY SIGNING THIS APPLICATION, EXHIBITOR AGREES TO ABIDE BY THE GENERAL RULES AND REGULATIONS ENCLOSED WITH, AND MADE A PART OF, THIS APPLICATION. (SEE PAGE 6) ACCEPTANCE OF THIS APPLICATION BY THE VAFP CONSTITUTES A BINDING CONTRACT. APPLICATIONS RECEIVED WITHOUT AN AUTHORIZED SIGNATURE AND FULL PAYMENT WILL NOT BE ACCEPTED OR PROCESSED.

Authorized Signature: _____
Signature) (Title) (Date)

Exhibit Space

Cost per 8' x 6' Exhibit Space: \$1,500
Booth # 1st choice: _____ 2nd choice: _____
(If none of these choices are available, VAFP will assign the exhibit space)
Number of Booths: _____
Total Cost: \$ _____

Other Sponsorship Opportunities

(please see page 3 for more information)

- Educational Opportunities - _____ \$ _____
- Social Opportunities - _____ \$ _____
- Portfolio Inserts - \$500
- Ad in Program - Ad Size - _____ \$ _____

Partner Opportunities

- Platinum Partner - \$7,500 - includes booth space
- Gold Partner - \$5,000 - includes booth space
- Silver Partner - \$2,500 - includes booth space
- Bronze Partner - \$2,000 - includes booth space

Booth # 1st choice: _____ 2nd choice: _____
(If none of these choices are available, VAFP will assign the exhibit space)

Questions?

Phone: 804-968-5200, Fax 804-968-4418,
E-mail: exhibits@vafp.org

The Application & Payment

Please complete, sign and return the completed application with payment in full for the exhibit space(s) requested to:
VAFP Exhibit Manager, 1503 Santa Rosa Road, Suite 207, Richmond, Virginia 23229.
Checks should be payable to VAFP (tax ID # 54-0542084). If paying by credit card, complete the information below:

Credit Card Information: MasterCard Visa American Express
Card Number: _____ Security Code: _____ Expiration Date: _____
Cardholder's Signature: _____ Cardholder's Name: _____
Billing Address: _____ City/State/Zip: _____

(Office Use)
Booth #: _____ Payment Type: _____ Date of check: _____ Check #: _____ Date Received: _____

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1503 Santa Rosa Road, Suite 207
Richmond, VA 23229

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Reserve your exhibit space today!

FOR MORE INFORMATION CALL 804-968-5200 OR VISIT WWW.VAFP.ORG