

UNIFORMED SERVICES ACADEMY  
OF FAMILY PHYSICIANS

*2007  
Annual Meeting  
&  
Exposition*

*Exhibit Dates  
March 12-13, 2007*

EXHIBITOR PROSPECTUS

HILTON HEAD MARRIOTT BEACH & GOLF RESORT  
HILTON HEAD, SOUTH CAROLINA

# EXPOSITION OVERVIEW

## MEETING OVERVIEW

Exhibiting at the Uniformed Services Academy of Family Physicians 2007 Annual Meeting & Exposition will put you in contact with over 500 Uniformed Family Physicians and other health care professionals.

- Attendees are on active duty in the U.S. AIR FORCE, ARMY, NAVY, COAST GUARD and PUBLIC HEALTH SERVICE. Some are reservists.
- Many attendees are the decision makers at military institutions throughout the world.
- Many attendees will be planning on completing their service obligations in the near future and will be outstanding candidates for civilian physician recruitment.

## MARRIOTT HOTEL HILTON HEAD, SOUTH CAROLINA

The Marriott Hotel is an oceanfront resort situated in exclusive Palmetto Dunes on Hilton Head Island. Located just 10 miles from Hilton Head Airport and 45 minutes from Savannah/Hilton Head International Airport.

Recently named "one of the top 500 hotels in the world" by *Travel & Leisure Magazine*, this spectacular oceanfront resort is a mecca for both sports enthusiasts and those who just wish to relax and enjoy the ocean. The Marriott is a 4 AAA Diamond Hotel offering spectacular ocean views and island views. All rooms have private outdoor terraces or balconies. The Marriott offers 4 outstanding restaurants, 3 championship golf courses, 25 tennis courts, spa services and beautiful guest rooms.

## EXHIBIT HALL SCHEDULE

### *Sunday, March 11*

2:00 p.m. - 8:00 p.m. Exhibit Set Up

### *Monday, March 12*

7:00 a.m. - 8:00 a.m. Continental Breakfast in the Exhibit Hall

10:00 a.m. - 10:30 a.m. Coffee Break in the Exhibit Hall

11:30 a.m. - 1:00 p.m. Lunch in the Exhibit Hall

3:00 p.m. - 3:30 p.m. Coffee Break in the Exhibit Hall

### *Tuesday, March 13*

7:00 a.m. - 8:00 a.m. Continental Breakfast in the Exhibit Hall

9:45 a.m. - 10:15 a.m. Coffee Break in the Exhibit Hall

12:00 noon - 1:00 p.m. Lunch in the Exhibit Hall

1:00 p.m. - 4:00 p.m. Exhibits Dismantle

# SPONSORSHIP OPPORTUNITIES

## BE A USAFP SPONSORSHIP "PARTNER" AT THE 2007 ANNUAL MEETING & EXPOSITION!

The USAFP Annual Meeting offers exhibiting organizations the opportunity to enhance their visibility at the conference. Meet face-to-face an anticipated audience of 500 family physicians and other health care professionals in the Exhibit Hall where attendees gather for breakfast, coffee breaks and lunch. The following options for sponsorship and advertising are available.

### USAFP Sponsorship "Partners"

*"Partners" will be exclusively recognized in the Official Conference Program*

#### Platinum Sponsorship - \$9,000

*(only two opportunities available)*

- 1 8' x 10' Exhibit Booth Space
- Exhibit Hall Lunch Sponsorship -(on-site signage included)
- Full Page Advertisement in the Official Conference Program
- Portfolio Insert
- Plus All Exhibitor Benefits (see page 5)

#### Gold Sponsorship - \$6,500

*(only two opportunities available)*

- 1 8' x 10' Exhibit Booth Space
- Exhibit Hall Continental Breakfast (on-site signage included)
- Full Page Advertisement in the Official Conference Program
- Portfolio Insert
- Plus All Exhibitor Benefits (see page 5)

#### Silver Sponsorship - \$4,000

*(only three opportunities available)*

- 1 8' x 10' Exhibit Booth Space
- Exhibit Hall Coffee Break (on-site signage included)
- Half Page Advertisement in the Official Conference Program
- Portfolio Insert
- Plus All Exhibitor Benefits (see page 5)

#### Bronze Sponsorship - \$2,000

- 1 8' x 10' Exhibit Booth Space
- Half Page Advertisement in the Official Conference Program
- Portfolio Insert
- Plus All Exhibitor Benefits (see page 5)

### Additional Sponsorship and Advertising Options

Educational Opportunities - Recognition of sponsorship will be noted on the supported item and will be listed in the Official Conference Program and in the spring edition of the *Uniformed Family Physician* magazine.

- Audiovisual Support - \$2,500 per day
- Official Conference Portfolio - \$3,000
- CD Rom Syllabus - \$5,000
- Unrestricted Educational Grants

Special Activities - Recognition of sponsorship will be noted on signs during the supported event and will be listed in the Official Conference Program and in the spring edition of the *Uniformed Family Physician* magazine.

- \$5,000 - Welcome Reception
- \$5,000 - 5K Run/Walk
- \$10,000 - All Member Reception

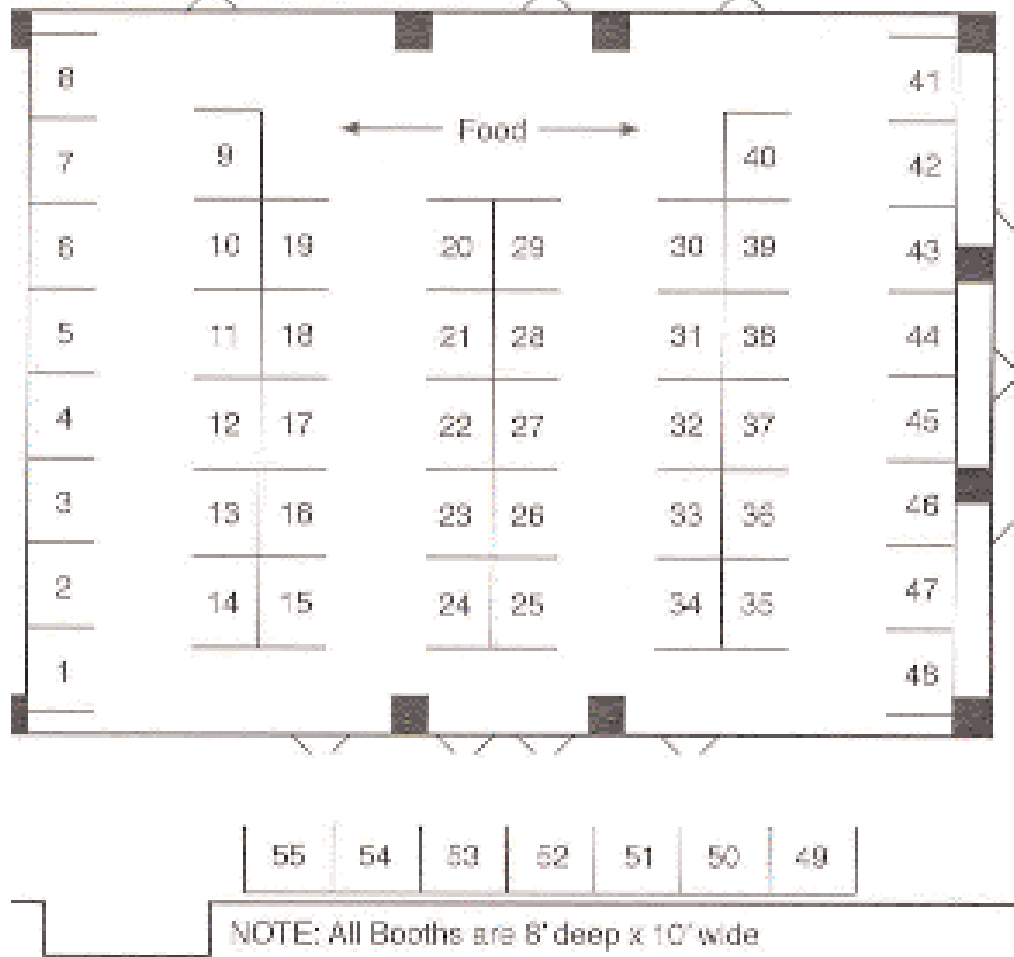
#### Advertising Opportunities

- 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: 804-968-4436  
EMAIL: MLWHITE@VAFP.ORG**

# EXPOSITION FLOOR PLAN



*55 8x10 Booth Spaces*

*\$1,200 per Exhibit Space*

*The Exhibit Hall is Carpeted*

# GENERAL 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 USAFP activity is in progress. All such activities must be approved by the USAFP.

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 USAFP and assigned to the exhibitor.

GIVEAWAYS - Distribution of giveaways must be pre-approved by the USAFP.

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 Hilton Head, South Carolina 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
  - Wastebasket
  - Two Chairs
  - Pre-Registration of exhibit personnel
  - Exhibit Listing in conference program
  - Attendee List
- 

## SERVICE KITS & SHIPPING INFORMATION

Two months prior to the USAFP Meeting and Exhibitor Services Manual 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.

# UNIFORMED SERVICES ACADEMY OF FAMILY PHYSICIANS GENERAL RULES & REGULATIONS FOR EXHIBIT SPACE

1. Space Rental and Assignment of Location. The Uniformed Services Academy of Family Physicians (USAFP) is the sole international membership association of family physicians on active duty in the Air Force, Army, Navy and Public Health Service. 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 USAFP in its sole discretion determines the eligibility of an entity or product for exhibit space. The USAFP 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 USAFP 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 USAFP meeting only when their safety and usefulness are documented to the satisfaction of the USAFP.
- Exhibits will not be accepted if they contain false or misleading statements, in the sole discretion of the USAFP.
- Products and services will be accepted for exhibit only if they are in harmony with the USAFP's mission to serve the medical profession.

When possible, space assignments will be made by the USAFP 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 USAFP, and (iii) the number of exhibit spaces applied for. The USAFP 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 USAFP. Applications received without full payment will not be processed, nor will exhibit space be assigned. Payment should be made and mailed to: USAFP, 2301 North Parham Road, Suite 4, 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 USAFP 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 USAFP. As noted above, the USAFP 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 USAFP will fix the time for installation and removal of exhibits. The installation and removal of exhibits both must be completed by the USAFP-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 USAFP 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 USAFP, 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 USAFP 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 USAFP, 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 USAFP, 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 USAFP 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 USAFP 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, government regulations and/or acts of God, USAFP will refund to Exhibitor the amount of exhibit fee paid, less a proportionate share of USAFP expenses. Exhibitor agrees that the USAFP 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 USAFP. The USAFP 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 USAFP, conduct themselves inappropriately, immediately may be dismissed from the exhibit area without refund or appeal.

# APPLICATION FOR EXHIBIT SPACE

USAFP 2007 Annual Meeting & Exposition - Marriott Hotel - Hilton Head, South Carolina

Meeting Dates: March 11-16, 2007 - Exhibit Dates: March 12-13, 2007

ORGANIZATION: \_\_\_\_\_  
(legal name of organization)

ADDRESS: \_\_\_\_\_  
\_\_\_\_\_ (mailing address) \_\_\_\_\_ (physical address, if different)

REPRESENTATIVE: \_\_\_\_\_  
(please print name) (please print title)

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL: \_\_\_\_\_

The Exhibitor sign(s) for the booth(s) should read: \_\_\_\_\_

## Exhibit Space

Cost per 8'x10' exhibit space: \$1,200

1st choice: \_\_\_\_\_ 2nd choice: \_\_\_\_\_ 3rd choice: \_\_\_\_\_

(If none of these choices are available, USAFP will assign the exhibit space)

Number of Booths: \_\_\_\_\_ Total Cost: \$ \_\_\_\_\_

## The Application & Payment

Please complete, sign and return the completed application with payment in full for the exhibit space(s) requested to:  
USAFP Exhibit Manager, 2301 North Parham Road, Suite 4, Richmond, Virginia 23229.

Checks should be payable to USAFP (tax ID # 54-1763419). If paying by credit card, complete the information below:

Credit Card Information:  MasterCard  Visa  American Express

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_

Questions? Phone: 804-968-4436, Fax 804-968-4418, E-mail: mschulte@vafp.org

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

Authorized Signature: \_\_\_\_\_  
(Signature) (Title) (Date)

(Office Use)

Booth #: \_\_\_\_\_ Amount: \_\_\_\_\_ Date of check: \_\_\_\_\_

Check #: \_\_\_\_\_ Credit Card Type: \_\_\_\_\_ Date Received: \_\_\_\_\_

**UNIFORMED SERVICES ACADEMY  
OF  
FAMILY PHYSICIANS**

*2007 Annual Meeting & Exposition*

*March 11-16, 2007  
(Exhibit Dates: March 12-13)*

**MARRIOTT HOTEL  
HILTON HEAD, SOUTH CAROLINA**

**FOR ADDITIONAL CONFERENCE INFORMATION PLEASE VISIT [WWW.USAFP.ORG](http://WWW.USAFP.ORG)**

**Uniformed Services Academy of Family Physicians  
2301 North Parham Road, Suite 4  
Richmond, VA 23229**

FIRST CLASS  
US POSTAGE  
PAID  
Richmond, VA  
Permit No. 1225