



# UNIFORMED SERVICES ACADEMY OF FAMILY PHYSICIANS

## 2010 Annual Meeting & Exposition



**February 22-27, 2010**

**Exhibit Dates**

**February 23-24, 2010**

**SHERATON HOTEL**

**NEW ORLEANS, LOUISIANA**



# EXHIBITOR PROSPECTUS

# EXPOSITION OVERVIEW

## Meeting Overview

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Exhibiting at the Uniformed Services Academy of Family Physicians 2010 Annual Meeting & Exposition will put you in contact with over 500 Uniformed Family Physicians and other health care professionals. Attendees are on active duty or in the reserves of the U.S. AIR FORCE, ARMY, NAVY, COAST GUARD and PUBLIC HEALTH SERVICE. Key decision makers at military institutions throughout the world will be in attendance. Numerous attendees will be planning on completing their service obligations in the near future and will be outstanding candidates for civilian physician recruitment.

Meet face-to-face with family physicians and other health care professionals in the Exhibit Hall where attendees gather for breakfast, coffee breaks and lunch. Attendance is encouraged by using a booth sign card with instructions to visit all booths for a drawing for exceptional prizes.

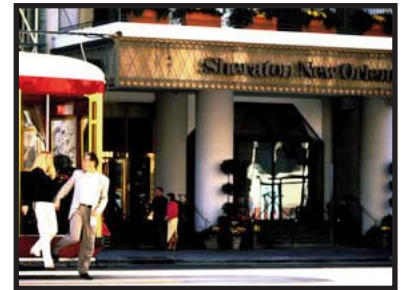


## Sheraton New Orleans - Louisiana

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The Sheraton New Orleans Hotel offers an outstanding location for the USAFP Annual Meeting. Located on historic Canal Street just steps from the French Quarter, the Sheraton New Orleans Hotel is a short walk from Bourbon Street, the Insectarium, the Aquarium of the Americas, IMAX Theater, Riverwalk Marketplace and the assortment of renowned restaurants and live music clubs of the Vieux Carré. The Sheraton is also conveniently



located approximately 30-40 minutes from the Louis Armstrong New Orleans International Airport (MSY).

## Preliminary Exhibit Hall Schedule

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### *Monday, February 22*

3:00 p.m. - 8:00 p.m. Exhibit Set Up

### *Tuesday, February 23*

7:00 a.m. - 8:00 a.m. Continental Breakfast in the Exhibit Hall  
9:30 a.m. - 10:15 a.m. Coffee Break in the Exhibit Hall  
11:45 a.m. - 1:00 p.m. Lunch in the Exhibit Hall  
2:30 p.m. - 3:00 p.m. Coffee Break in the Exhibit Hall

### *Wednesday, February 24*

7:00 a.m. - 8:00 a.m. Continental Breakfast in the Exhibit Hall  
9:30 a.m. - 10:15 a.m. Coffee Break in the Exhibit Hall  
12:15 p.m. - 1:15 p.m. Lunch in the Exhibit Hall  
1:30 p.m. - 3:00 p.m. Exhibits Dismantle

# SPONSORSHIP OPPORTUNITIES



## USAFP Sponsorship “Partners”

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

The USAFP Annual Meeting offers exhibiting organizations the opportunity to enhance their visibility at the conference.

***The following options for sponsorship and advertising are available.***

### Platinum Sponsorship - \$9,000

*(only two opportunities available)*

- 2 8'x10' Exhibit Booth Spaces
- 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'x10' 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'x10' 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'x10' Exhibit Booth Space
- Half Page Advertisement in the Official Conference Program
- Portfolio Insert
- Plus All Exhibitor Benefits (see page 5)

## Additional Sponsorship & Advertising Opportunities

### 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

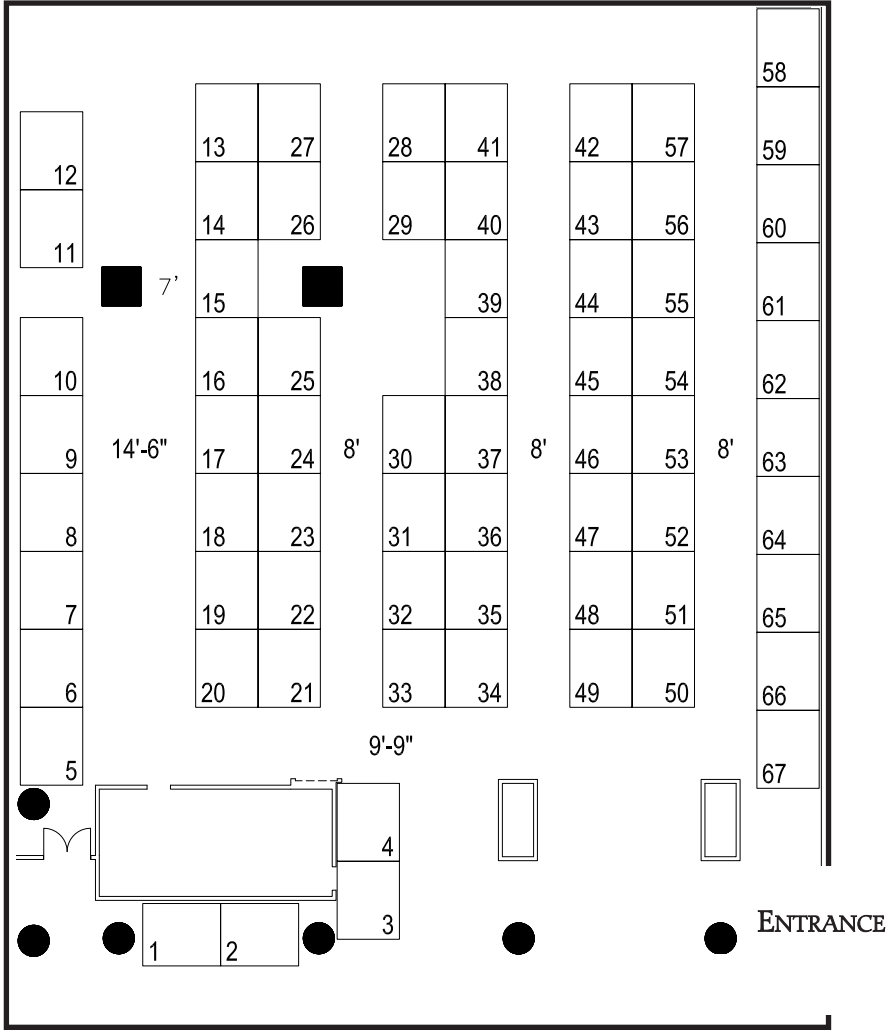
### Advertising Opportunities

- 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:*

Matt Schulte  
Phone: 804-968-4436  
Email: [mschulte@vafp.org](mailto:mschulte@vafp.org)

# EXPOSITION FLOOR PLAN



**67 8'x10' Booth Spaces**  
**\$1,400 per Exhibit Space**

*The Exhibit Hall is Carpeted*

# GENERAL INFORMATION

## ***Special Regulations***

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### 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 New Orleans, Louisiana Fire Department and all decorations must be flame proofed before use in the exhibit area.

## ***Exhibitor Benefits***

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*The following services are included with your exhibit space:*

- Identifying Sign
- 6 foot draped table
- Wastebasket
- Two Chairs
- Pre-Registration of exhibit personnel
- Complimentary breakfast & lunch during exhibit hours
- Exhibit Listing in conference program
- Attendee List (*includes attendees who have agreed to release their information*)

## ***Service Kits & Shipping Information***

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Two months prior to the USAFP Meeting an Exhibitor Services Manual Kit will be e-mailed to each exhibiting company. The kit contains rates for all labor, services, electrical connections, furniture, and miscellaneous equipment. Complete shipping information and hotel reservation information will also be included in the kit.

## ***Questions or Additional Information***

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Please call the USAFP Headquarters Office at 804-968-4436, e-mail [mschulte@vafp.org](mailto:mschulte@vafp.org) or visit [www.usafp.org](http://www.usafp.org).



# 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, 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 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 2010 Annual Meeting & Exposition - Sheraton Hotel - New Orleans, Louisiana

Meeting Dates: February 22-27, 2010 - Exhibit Dates: February 23-24, 2010

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

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

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

*All future correspondence regarding the meeting including the exhibitor services manual will be emailed to this individual.*

EMAIL: \_\_\_\_\_ *All correspondence will be sent via email.*

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

The Exhibit booth sign(s) should read: \_\_\_\_\_

Competitors/Companies whom we would like to be separated from:

\_\_\_\_\_  
\_\_\_\_\_

Exhibit Space Only - Cost per 8'x10' exhibit space: \$1,400

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

Number of Booths: \_\_\_\_\_ Total Cost for Booth Space(s) \$ \_\_\_\_\_

Sponsorship Opportunities (see page 3 for more information)

Bronze- \$2,000       Silver - \$4,000       Gold - \$6,500       Platinum - \$9,000  
 Portfolio Inserts - \$500       Ad in Program      Ad Size: \_\_\_\_\_

Total Cost for Sponsorship(s): \$ \_\_\_\_\_

The Application & Payment *Please complete, sign and return the application with payment in full to:*

USAFP Exhibit Manager, 1503 Santa Rosa Road, Suite 207, 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

Total Amount to be Charged: \$ \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

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

Credit Card Billing Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

Questions? Phone: 804-968-4436, Fax 804-968-4418, E-mail: [mschulte@vafp.org](mailto: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 PAGE 6) 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: \_\_\_\_\_ Check #: \_\_\_\_\_ Date Received: \_\_\_\_\_

Uniformed Services Academy of Family Physicians  
1503 Santa Rosa Road, Suite 207  
Richmond, VA 23229

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**WWW.USAFP.ORG**