



LOUISIANA ACADEMY OF
FAMILY PHYSICIANS

77th Annual Assembly & Exhibition ≅ 2024

*Exhibitor and Sponsorship
Prospectus*

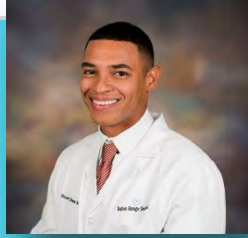
July 25-28, 2024

Sandestin Golf & Beach Resort
Destin, FL

77th ANNUAL ASSEMBLY & EXHIBITION

Dear Colleague:

On behalf of the Louisiana Academy of Family Physicians, we are pleased to invite you to participate at our upcoming 77th Annual Assembly and Exhibition. The conference is one of the premier continuing education events in the region and continues to grow in popularity each year. We are thrilled to host the event at the Sandestin Golf & Beach Resort in Destin, FL.



It has remained our goal to maintain a tradition of excellence in continuing medical education programming. For over 76 years, we have been providing the highest quality, evidence-based CME available for family physicians and other allied healthcare professionals.

Within the following pages of the Sponsor & Exhibitor Prospectus, you will find information that describes the many opportunities including: sponsorship and exhibiting packages, custom event sponsorship, exhibiting and advertising information for the conference.

We hope you will choose to be part of our 2024 educational programming, as the quality and development of our educational activities depends greatly on your support. Listed below are several ways you can help support the LAFP:

- Exhibit and network with Louisiana's family physicians in a casual setting
- Be a conference sponsor
- Advertise in the conference program
- Donate door prizes and registrant gifts

The Louisiana Academy of Family Physicians appreciates your support and we look forward to having you participate in our 2024 educational endeavors - **FM2024!**

Sincerely,
Vincent Shaw, MD, FAFPP
LAFP President

About the LAFP and the LAFP Foundation

The Louisiana Academy of Family Physicians is a 501(c)6 professional organization dedicated to servicing the broad range of issues, educational and clinical training needs of more than 1,900 family physicians, family medicine residents in training and medical students across the state. The Louisiana Academy of Family Physicians Foundation is a 501(c)3 charitable organization that operates for the benefit of the Louisiana Academy of Family Physicians and functions as an integral part of the LAFP's operational structure.

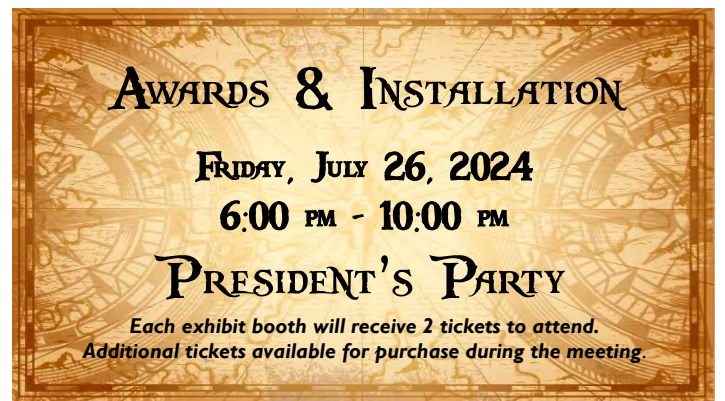
The Academy and its Foundation are the only professional organizations in Louisiana that solely represent the specialty. Family Physicians are front line primary care providers who diagnose and treat 90 percent of all patient problems, including biological and mental health concerns. Nearly one in four office visits are made to family physicians annually. In the last ten years, office visits to family physicians in the United States numbered more than 210 million - 76 million more visits than to any other specialty and this number is increasing rapidly.

Benefits and Sponsorships

Supporting LAFP and LAFP Foundation events and programs provides access to more than 1,900 family physicians, family medicine residents and medical students who will specialize in family medicine.

Several sponsorship opportunities are available for YOUR organization to connect with our members and increase your exposure, providing maximum return on your investment.

The exhibit hall provides a unique setting to interact with family physicians during dedicated exhibit hours. Fun events and contests are planned to engage LAFP members and create additional opportunities for meaningful conversations about your products and services. Take advantage of additional sponsorship opportunities including the Welcome Reception and non-CME programs (e.g., product theatres).



77th ANNUAL ASSEMBLY & EXHIBITION



Exhibitor Information

THE EVENT

The LAFP 77th Annual Assembly & Exhibition is an excellent opportunity to promote your company's products and services. This meeting is the largest gathering of Louisiana family physicians, residents, students and allied healthcare professionals dedicated to the discipline of Family Medicine and other primary care specialties.

With many activities taking place in the exhibit hall, you will have ample opportunity to connect with attendees and demonstrate new products to medical professionals who are actively working in the primary care arena.

Exhibit Hall activities will include:

- One-on-one time with over 100 family physicians from across Louisiana
- Coffee breaks
- Breakfast & lunch to maximize exposure
- Registrant prize drawings daily
- Fun, interactive game with attendees

WHO SHOULD EXHIBIT?

YOUR COMPANY! Everyone who has a product or service that will advance physician practices should exhibit at the **77th Annual Assembly & Exhibition**. Your competitors will be there...**you should be there too!**

NETWORKING

While the meeting will be packed with valuable and enter-

taining presentations, the on-site meal functions and networking breaks will provide an all-too-rare opportunity for attendees to catch-up with old acquaintances and make new ones. The three breakfasts, three networking breaks and one lunch will be offered during the conference and in the exhibit hall. Exhibitors are also invited to attend the Welcome Reception and will receive two tickets to attend the President's Party. Everyone appreciates the food and fellowship associated with these events. Exhibitors are encouraged to attend the meals and receptions with our conference attendees for additional networking time and exposure.

WHO ATTENDS THE ANNUAL ASSEMBLY?

This conference will be attended by practicing physicians, residents and students from Louisiana and surrounding states who specialize in Family Medicine, as well as allied healthcare professionals, including PAs, NPs, RNs and LPNs. Though years in practice will vary, as will practice profiles, this group represents enormous prescribing and buying power and embodies the frontline of healthcare delivery in their respective communities.

MEETING OPPORTUNITIES

You have several options to consider at our 2024 conference. We encourage you to look at the Premier, Platinum, Gold, Silver and Bronze Sponsorship Levels to maximize your participation and interaction with the LAFP membership. There are also advertising options offered for your company to gain exposure with attendees.

Register Online
at
www.lafp.org



77th ANNUAL ASSEMBLY & EXHIBITION

Sponsorship Opportunities

MARKETING-AT-A-GLANCE

LAFP offers a variety of cost-effective opportunities to increase your organization's visibility and attendee awareness. The conference advertising, event sponsorships and exhibiting are some of the best-priced branding opportunities in the industry. Review the different levels of sponsorship and conference marketing options and select the combination that maximizes your exposure and effectively builds your brand. **The LAFP conference staff is eager to assist you in your selection as most opportunities are available on a first-come, first-served basis.**

EVENT SPONSORSHIP LEVEL PACKAGES

Interested in sponsoring a particular event or product? For increased exposure and impact, take advantage of one of the levels of sponsorship at the LAFP 77th Annual Assembly & Exhibition. Conference sponsorship is the most effective way to

show your potential and current customers that you support the LAFP! Select from the list, or if you want to get creative, give us a call to discuss other opportunities.

Many different levels of sponsorship with various levels of recognition are offered. These packages combine sponsored events, exhibit booths and various marketing opportunities all at a discounted price! All sponsors receive verbal acknowledgment at the conference as well as extensive recognition on the LAFP website, event signage, meeting app and printed materials.



Conference Sponsorship Recognition Benefits

Sponsor Recognition Benefit	Premier Level Sponsor (\$25,000)	Platinum Level Sponsor (15,000)	Gold Level Sponsor (\$7,500)	Silver Level Sponsor (\$5,000)	Bronze Level Sponsor (\$3,500)
Exhibit Booth	2	1	1	1	1
Recognition in Conference Program	✓	✓	✓	✓	✓
Recognition in Conference Mobile Application	✓	✓	✓	✓	✓
Conference Onsite Signage	✓	✓	✓	✓	✓
Company Listing on LAFP.org	✓	✓	✓	✓	✓
Sponsor Indicator at Exhibit Booth	✓	✓	✓	✓	✓
Recognition on Slideshow in Education Sessions	✓	✓	✓	✓	✓
Push-notification to Visit Booth	2	1			
Registration Bag Insert	✓	✓	✓	Discounted at \$250	Discounted at \$350
Ad in Conference Program	Full Page	Full Page	Half Page	Quarter Page	
Ad in LAFP eNewsletter	6 Weeks	4 Weeks	2 Weeks		
Ad in LAFP Journal	Half Page	Quarter Page			

In addition to the benefits outlined above, your company's logo/name will be prominently displayed as a sponsor of the conference events and activities outlined on the next page.

77th ANNUAL ASSEMBLY & EXHIBITION

Event Sponsorship Opportunities

Premier | \$25,000 and up

This exclusive package is built to include the maximum level of exposure for your organization and highest level of recognition. It includes two (2) premium exhibit booths in prime locations in the Exhibit Hall, one (1) table for eight (8) company representatives at the LAFP President's Party, advertising throughout the year, and recognition at all events as the Premier Sponsor.

Platinum | \$15,000

As a Platinum Sponsor, your organization has a choice of sponsorship of one (1) of our Platinum Events. A Platinum Sponsorship includes one (1) exhibit booth in a corner location in the Exhibit Hall, recognition as a Platinum Event Sponsor. Platinum events include:

LAFP President's Party

Platinum sponsorship also prominently displays your company's logo as a sponsor of the platinum conference event, the LAFP President's Party. Attendees always appreciate getting a chance to relax and socialize, and this event allows FM2024 attendees to do just that. It's an excellent exposure and networking opportunity as it's the highest profile event of the conference. The sponsorship includes one (1) table for eight (8) representatives.

Welcome Reception

Be the star of the conference! As is tradition, the conference will kick off the meeting with the Thursday night Welcome Reception. Platinum sponsorship prominently displays your company's logo as a sponsor of the kickoff conference event. This event gives sponsors the opportunity to network with their peers and generate future business contacts. One of the most heavily attended events, the reception ensures great exposure for your company.

Gold | \$7,500

As a Gold Sponsor, your organization has a choice of sponsorship of one (1) of our Gold Events. A Gold Sponsorship includes one (1) exhibit booth in a inline location in the Exhibit Hall, recognition as a Gold Event Sponsor. Gold Events include:

Awards & Installation Ceremony/Champagne Toast

A longtime favorite of LAFP Conference attendees, your Gold sponsorship allows your company to gain exposure and show its support for individuals who have done great things for Family Medicine. At the ceremony, attendees will recognize and honor the achievements of some of LAFP's outstanding members through the announcement of the 2024 award winners, installation of the 2024-2024 LAFP President and the newly elected LAFP Board of Directors.

Board of Directors Dinner

Take advantage of the opportunity to sponsor the pre-conference Board of Directors Dinner and make a 20-30 minute presentation to the leadership of the Academy, LaFamPac and LAFP Foundation.

Silver | \$5,000

As a Silver Sponsor, your organization has a choice of sponsorship of one (1) of our Silver Events. A Silver Sponsorship includes one (1) exhibit booth in a inline location in the Exhibit Hall, recognition as a Silver Event Sponsor. Silver Events include:

Exhibit Hall Luncheon (1 Available)

This luncheon allows your company to gain exposure during the Exhibit Hall Luncheon. This is ideal for an exhibiting company as it is held in the Exhibit Hall and is a highly attended event. Attendees enjoy a meal with fellow colleagues in the exhibit hall. In addition to visiting with exhibitors, attendees are drawn to a lunch where exciting door prizes are available.

Exhibit Hall Breakfasts (3 Available)

Attendees get energized for each day's sessions by starting off right with a cup of coffee, protein, fruit and breakfast breads, and informative chats with the exhibitors! This event draws the attendees into the Exhibit Hall first thing in the morning.

Product Theatre - Call for details!

Take advantage of the opportunity to capture the attention of your target audience. LAFP will provide meeting space for you to hold a Breakfast Symposium and will help with marketing your event to meeting attendees. A one hour presentation is included.

Bronze | \$3,500

As a Bronze Sponsor, your organization has a choice of sponsorship of one (1) of our Bronze Events. A Bronze Sponsorship includes one (1) exhibit booth in a inline location in the Exhibit Hall, recognition as a Bronze Event Sponsor. Bronze Events include:

General Assembly Membership Meeting Lunch

At the General Assembly Lunch, attendees hear from LAFP/AAFP leaders regarding the state of the Academy and the ongoing activities of the Governing Board and various committees. The event provides lunch to attendees and includes the opportunity for the sponsor to address members of the Assembly with a 20 minute presentation.

Exhibit Hall Refreshment Breaks (3 Available)

Refreshment breaks are always highly attended which makes them good networking opportunities and a great way to gain exposure for your company. Providing sustenance for attendees is an essential part of making sure they are able to stay alert and get the most out of this professional development opportunity. Sponsors can choose from three break times, offered daily throughout the conference. Located in the Exhibit Hall and feature coffee, soda, snacks, etc. for attendees while they chat with exhibitors.

President's Party Table (6 Available)

Enjoy reserved premiere table seating for 8 friends or colleagues for an evening of dinner and dancing. Benefits Include:

- Recognition as a table sponsor in all print and electronic conference marketing

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- 8 tickets to the President's Party
- Premiere table seating during the President's Party
- Pre-event advertising as a table sponsor
- Web linked full-color logo on website, marketing information, meeting app and conference program

Advertising Opportunities

The following advertising opportunities are available to all sponsors and exhibitors on a first-come, first-served basis:

Conference T-Shirt | \$3,500 *

Promote your company or organization while providing a great reward for our conference attendees! *Shirt will be co-branded with the LAFP logo and company sponsor logo.*

Mobile Conference Application (2 Available) | \$3,500

LAFP FM2024 will use a smart phone mobile application for the conference program. This advertising opportunity places your company's advertisement on the startup page which ensures maximum daily exposure to all conference attendees. Attendees have the opportunity to download this free conference app to their smartphones that includes the conference schedule, maps, exhibitors and more.

Conference Hotel Key Cards (1 Available) | \$3,000 *

Put your company's brand into each attendee's hands by taking advantage of this advertising opportunity. Remind attendees about your company and product each time they enter their room. Logo/product will be printed on each keycard for headquarter hotel.

Conference Lanyards (1 Available) | \$3,000 *

Hang your company's brand around each attendee's neck by taking advantage of this advertising opportunity. Put your company's name in the hands of conference attendees as they register by providing badge lanyards to participants.

Conference Registration Bag (1 Available) | \$3,000 *

Get your brand in all attendees' hands by having your company logo featured on this year's official LAFP FM2024 Conference Registration Bag. With so much material to carry around, the conference bag has become an essential item for each of the attendees. Your exposure as the sponsor continues long after the conference is over, as attendees continue to use their bags.

Wireless Internet Access (1 Available) | \$3,000

Put your company's name front and center as the conference's wireless internet access network. This advertising opportunity places your company's name front and center as the wireless internet access network ('Company Name' LAFP FM2024 Internet Access) which ensures maximum daily exposure to all conference attendees. A special code will be created that each attendee will need to access the internet...attendees will pick this code up from your exhibit booth!

Conference Name Badge (1 Available) | \$2,500 *

An opportunity for constant recognition at the meeting with your company logo on name badge holders used by attendees. *Sponsor must provide logo to the LAFP for production.*

Front Nines Hole Sponsorship (1 Available) | \$2,000 *

The sponsorship that tees up a good tournament. This sponsorship includes your logo on the left sleeve of the official LAFP Golf Polo, one logo imprinted item for the participant golf bags and four hole sponsorship signs on the front nines.

Back Nines Golf Sponsorship (1 Available) | \$2,000 *

The sponsorship that pushes the golfers for par. This sponsorship includes your logo on the right sleeve of the official LAFP Golf Polo, one logo imprinted item for the participant golf bags and four hole sponsorship signs on the back nines.

Snack & Beverage Cart Sponsorship (1 Available) | \$1,500 *

The sponsorship that is remembered for getting the golfers through their game. Your logo will be printed on the official Golf tournament can cooler that all golfers will receive. **Food/beverage cost is not included in the fee and will be an additional cost. The LAFP will provide set-up instructions.*

Session Branding (Multiple Available) | \$1,500 each

A unique opportunity to have your company recognized as the sponsor of one of the sessions at the conference.

Closest to the Hole Golf Sponsorship (1 Available) | \$500

During the golf tournament there will be one designated hole for all golfers to attempt to get closest to the hole. This sponsorship includes a hole sponsorship sign at the designated hole. **Company will need to provide one (1) prize for the winner.*

Longest Drive Golf Sponsorship (1 Available) | \$500

During the golf tournament there will be one designated hole for all golfers to attempt the longest drive. This sponsorship includes a hole sponsorship sign at the designated hole. **Company will need to provide one (1) prize for the winner.*

Bag Insert (Multiple Available) | \$500 each

Place your promo material or item into all attendees' hands for long-term residual exposure. *Sponsor must produce the insert and provide to the LAFP.*

Conference Broadcast E-mail | \$500 each

Make your participation at the 77th Annual Assembly & Exhibition visible in the final eblasts that are sent to attendees. An email will be sent each week in the five weeks prior to the meeting with important information to attendees. Your banner ad will be hyperlinked making it easy for attendees to access your website and learn more about your company or product. This is a great opportunity to let meeting attendees know that you will be at the 77th Annual Assembly & Exhibition and what booth they may locate you!

Advertisement Sizes

- ⇒ LAFP eNewsletter Ad - 300 pixels x 300 pixels
- ⇒ Conference Broadcast E-mail — 900 pixels x 150 pixels
- ⇒ Only digital files DOC, JPG, PUB, JPEG and PDF
- ⇒ The Editor reserves the right to refuse any advertising

** Items marked with an asterisk includes the printing in the cost of the advertisement. Company logo will need to be provided to the LAFP for production. **

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Conference Program

The LAFP Conference Program is distributed to all individuals registered for the conference. It is not only an indispensable part of every attendee's on-site conference materials, but also a historical document that many attendees take home and refer to in the days, months, and even years after the conference. It includes meeting timetables, exhibitor descriptions and other essential information. The Conference Program is 5½" x 8½" in size with glossy pages. All ads are produced in color and should be provided in a press-quality to info@lafp.org by **June 10, 2024**.

Conference Program Advertising Prices

- Back cover \$700
- Inside front cover \$650
- Inside back cover \$600
- Full page \$500
- Half page \$250

AGENDA

THURSDAY, JULY 25, 2024

7:00 am - 4:30 pm	Registration Desk Open
7:00 am - 8:00 am	Breakfast with Exhibitors
8:00 am - 10:00 am	CME Sessions
10:00 am - 10:30 am	Break with Exhibitors
10:30 am - 11:30 am	CME Session
11:30 am - 12:15 pm	Lunch with Exhibitors
12:15 pm - 2:15 pm	CME Sessions
2:15 pm - 2:30 pm	Break
2:30 pm - 4:30 pm	CME Sessions
2:30 pm	Golf Tournament
7:00 pm - 9:00 pm	Welcome Reception

FRIDAY, JULY 26, 2024

7:00 am - 12:45 pm	Registration Desk Open
7:00 am - 8:00 am	Breakfast with Exhibitors
8:00 am - 10:00 am	CME Sessions
10:00 am - 10:45 am	Break with Exhibitors
10:45 am - 12:45 pm	CME Sessions
1:00 pm - 3:00 pm	General Assembly Meeting
6:00 pm - 7:00 pm	Awards & Installation Ceremony
7:00 pm - 10:00 pm	Presidents Party

SATURDAY, JULY 27, 2024

7:00 am - 3:00 pm	Registration Desk Open
7:00 am - 8:00 am	Breakfast with Exhibitors
8:00 am - 10:00 am	CME Sessions
10:00 am - 10:45 am	Break with Exhibitors
10:45 am - 12:45 pm	CME Session
12:45 pm - 1:00 pm	Lunch Pick-up
1:00 pm - 3:00 pm	CME Sessions

SUNDAY, JULY 28, 2024

8:00 am - 11:00 am	Registration Desk Open
8:00 am - 9:00 am	Non-CME Breakfast Symposium
9:00 am - 11:00 am	CME Sessions
11:00 am	Annual Meeting Concludes

Branding Opportunities

Traffic, traffic and more traffic. Take advantage of the branded signage options featuring your logo during the meeting and event space during the conference. Various types of displays include:

Gobo Projection in Exhibit Hall, Registration Area or CME Room | \$750

Display your custom logo on the walls of the Baytowne Conference Center. Contact us for more information on the various options and set-up.

Floor Clings | \$750

Grab attendees' attention and drive traffic to your booth with a large floor decal. Contact us for more information on the various options and set-up.

** Production and labor costs are extra and are the responsibility of the sponsor. Artwork must be approved by the LAFP prior to printing.*

Exhibit Enhancements

Snacks and coffee? Yes, please! Increase traffic to your booth with these conference favorites:

Popcorn Booth (3 Available) | \$2,500 each *

Let the smell of fresh popcorn guide attendees to your booth throughout the day! Popcorn will be served in traditional popcorn scoop box, out of a popcorn machine.

Coffee Booth (3 Available) | \$2,500 each *

Stand out by providing a coffee break to the attendees, right at your booth! Keep them awake and refreshed with freshly brewed regular and decaffeinated coffee.

Booth Snack Stop (Multiple Available) | \$1,500 each *

Be the location for one of our morning snacks during a break with exhibitors. **Limited to 6 exhibitors; 2 per break*

Charging Station (4 Available) | \$1,000 each

Increase traffic to your booth by being a hub for attendees to charge their electronic devices.

App Push Notification (Multiple Available) | \$300 each

Notification to all attendees using the mobile meeting app to visit your booth! **Limited to 8 exhibitors; 1 per meal/break*

** Items marked with an asterisk includes the food and beverage in the cost of the enhancement.*

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EXHIBIT HALL

Put your company's products and services in the spotlight in our busy Exhibit Hall at the 77th Annual Assembly and Exhibition. As an exhibitor, you will have the opportunity to network with over 100 family physicians from across Louisiana.

Your benefits as an exhibitor include:

- **4 hours** of Exhibit Hall time with attendees
- Admission for **6 representatives**
- Exposure at all Exhibit Hall events:
 - ◇ **Breakfast with attendees** Thursday, Friday and Saturday
 - ◇ **Attendee breaks**, Thursday, Friday, and Saturday
 - ◇ **Lunch** with attendees on Thursday
- Recognition in the following conference materials:
 - ◇ **Conference App**
 - ◇ **Conference webpages** at www.lafp.org
 - ◇ **Conference Meeting Program**
- **A pre- and post-conference attendee list.** To protect the privacy of our conference attendees, the list contains the name and city. Email addresses are not included.

EXHIBIT FEES

Before March 25, 2024

- Inline booth price: \$1,750
- Corner booth price: \$2,000
- Premium booth price: \$3,000

After March 25, 2024

- Inline booth price: \$1,950
- Corner booth price: \$2,500
- Premium booth price: \$3,500

EXHIBIT BOOTH SPACE INCLUDES:

- 8' deep x 8' wide booth space
- 6' skirted table and (2) folding chairs
- An identification sign
- Pipe and drape in show colors

**All electrical requirements are the exhibitor's responsibility*

**Multiple adjacent booths can be purchased for a larger exhibit space*

EXHIBITOR PERSONNEL REGISTRATION

Exhibiting companies will receive six (6) exhibitor badges. All exhibitors are required to be registered and will receive a badge displaying the exhibiting company name. Badge deadline is **June 25, 2024**. Companies wishing to send more than six representatives must purchase an additional booth or pay an additional \$50 per person charge. No more than 4 representatives may occupy the booth at any given time. Booth sharing is NOT permitted.

PAYMENT OF EXHIBIT BOOTH SPACE

The due date to reserve exhibit booth space is **May 25, 2024**. After this date, applications will only be accepted if there is availability.

Important Dates

March 25, 2024	Early-Bird Exhibitor Deadline
April 1, 2024	Exhibitor Cancellation Deadline
May 25, 2024	Exhibitor Payment Deadline
June 15, 2024	Advertisement Deadline
June 25, 2024	Exhibitor Personnel Deadline Final Booth Assignment
June 21, 2024	Hotel Reservation Deadline

Applications must be submitted online and paid in full when the application is submitted. The online application is considered a binding contract. By submitting the online application, you acknowledge that you understand the cancellation policy, and have read and agree to the **2024 Exhibitor Policies and Procedures**. (see page 12)

CANCELLATION POLICY

Cancellation notification must be submitted in writing to the LAFP. LAFP will refund the exhibit booth fee less the \$250 processing fee if received prior to **April 1, 2024**. *No refunds will be made for cancellations received on or after April 1, 2024.*

ASSIGNMENT OF EXHIBIT SPACE

Space is assigned to companies in good standing and upon receipt of the full payment. Contracts will be dated and assigned in the order received. If your choice of space is not available, the closest space to your original selection will be assigned. No guarantees are made in respect to booth location. Exhibitors will be notified of their space location no later than (1) one month prior to the conference. Complete the contract enclosed with the prospectus or download the contract at www.lafp.org and click on CME and Events tab.

EXHIBITOR SERVICES

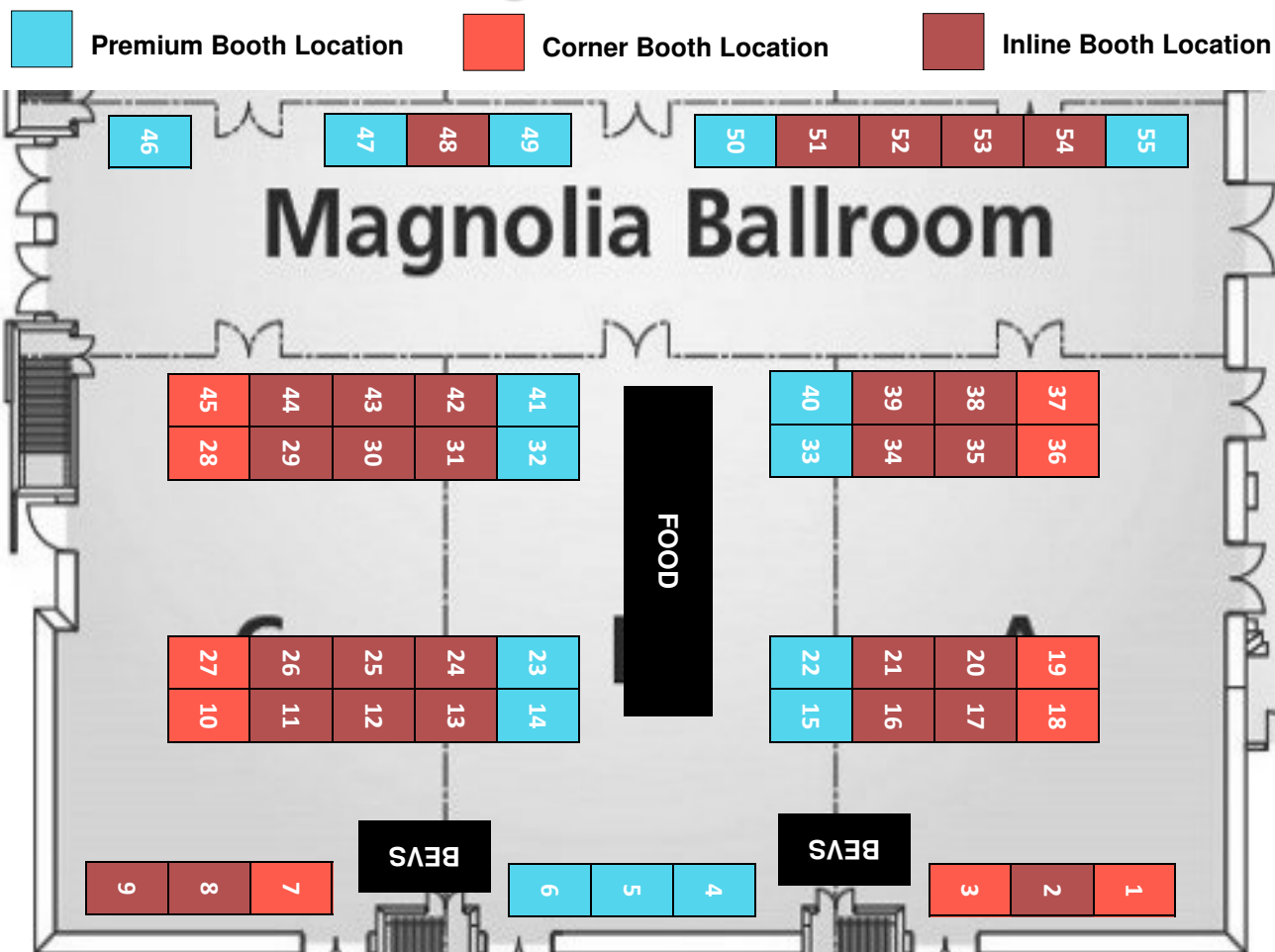
Information on shipping and additional services (electrical, wifi, etc) will be sent in a confirmation email once your application has been approved.

EXHIBITOR PROFILE

Your company name, as listed on the contract, will be used for your booth identification sign, conference program listing and in the conference meeting app. You will need to email your company/product description and logo to info@lafp.org. This will be published in the list of exhibitors in the conference meeting program and conference meeting app. Failure to provide the profile and logo by **June 25, 2024** are NOT guaranteed to be included in the meeting program and app.

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Magnolia Ballroom



Please Note: The floorplan is tentative and subject to change. The LAFP reserves the right to add or remove booths if necessary. Without exception, exhibitors must follow the set up and teardown times indicated in the LAFP plans and correspondence. Exhibitors must have their booths set and ready by the times indicated in booth confirmation letters. Exhibitors may not dismantle their booths earlier than the close of the show. Exhibitors who make earlier flight plans must arrange for another party to dismantle their booth. Allow adequate time for dismantling and packing your booth when scheduling your airline reservations. **There are NO EXCEPTIONS to this policy.** Those that violate this policy will be subject to a \$250 penalty.

Exhibit hall hours may increase, but will not decrease. Times are subject to change.

**Exhibitors are invited to attend the Welcome Reception and receive two tickets to the President's Party and Foundation Fundraiser. This will be an opportunity for food, fun and networking!*

Exhibit Hall Schedule

Move In/Set-Up

Wednesday, July 24th

Exhibit Hall Open Hours

Thursday, July 25th
7:00 am – 12:15 pm

Friday, July 26th
7:00 am - 10:45 am

Saturday, July 27th

Teardown/Move-Out

Saturday, July 27th
11:00 am

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SANDESTIN GOLF & BEACH RESORT BAYTOWNE CONFERENCE CENTER

Sandestin Baytowne Conference Center

9300 Emerald Coast Parkway W
Destin, FL 32541

Main Resort Phone 850-267-8000

Reservations 800-320-8115

www.Sandestin.com

A room block has been reserved for this meeting at the Sandestin Golf & Beach Resort and Hotel Effie. Room rates are available to attendees three (3) days prior and three (3) days after meeting dates, based on availability.

Deadline for Reservations: June 21, 2024

Sandestin Golf & Beach Resort

Group Code: 24S5ME

Booking Link: www.sandestin.com/24S5ME

Accommodations Daily Rate

Beachside Studio	\$359.00 (5 night min)
Beachside 1 Bdrm	\$410.00 (5 night min)
Beachside 2 Bdrm	\$514.00 (5 night min)
Beachside 3 Bdrm	\$719.00 (5 night min)
Lakeside 3 Bdrm	\$719.00
Westwinds 2 Bdrm	\$545.00 (5 night min)
Westwinds 3 Bdrm	\$750.00 (5 night min)
Village Studio	\$256.00
Village 1 Bdrm	\$307.00
Village 2 Bdrm	\$410.00
Grand Complex Studio	\$256.00
Grand Complex 1 Bdrm	\$307.00
Grand Complex 2 Bdrm	\$410.00
Grand Complex 3 Bdrm	\$514.00
Luau Studio	\$287.00
Luau 1 Bdrm	\$339.00
Luau 2 Bdrm	\$410.00 (3 night min)
Osprey Pointe 3 Bdrm	\$565.00



Hotel Effie

Group Code: 0724LAFP

Booking Link: <https://buff.ly/47dwD3C>

Accommodations Daily Rate

Hotel Effie \$289.00

Check-in time is 4:00 pm. Check-out time is 10:00 am. Depending on room availability, a late departure charge may be applied. A deposit of one night's room rate is required to secure rooms. Final payment of entire reservation will be charged to the credit card provided by guest seven (7) days prior to arrival. All room rates quoted DO NOT include 14% fees and 12.0% for accommodations and 9.0% taxes and fees for all other services. All requests are subject to availability at time booking request is received. Any other type of accommodation besides what is in our room block will vary in cost depending on location. Deposit is refundable in the event of individual room cancellation, provided notice is received by Sandestin seven days prior to scheduled arrival date.

Marketing, Sponsorship & Exhibit Application & Contract

Please legibly complete all company contact information below as to appear on all relevant materials.

PLEASE READ: I hereby apply for exhibit space or sponsorship at the 77th Annual Assembly & Exhibition of the Louisiana Academy of Family Physicians (LAFP). I understand that when received by the LAFP, **this application becomes a binding contract.** By signing below, I acknowledge that I have read and fully understand **2024 Exhibit & Sponsorship Prospectus**, and that sponsorship can only be secured by submitting this signed, completed form. LAFP Fed Tax ID#72-0474962

Company: _____

Contact Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Office Phone: _____

Cell Phone: _____

Fax: _____

Email: _____

Website: _____

Exhibit Booth Fees

- _____ # Inline Booth at **\$1,750 each** (through 3/25/24)
- _____ # Corner Booth at **\$2,000 each** (through 3/25/24)
- _____ # Premium Booth at **\$3,000 each** (through 3/25/24)
- _____ # Inline Booth at **\$1,950 each** (after 3/25/24)
- _____ # Corner Booth at **\$2,500 each** (after 3/25/24)
- _____ # Premium Booth at **\$3,500 each** (after 3/25/24)

Preferred Booth Location

LAFP will make its best effort to accommodate your wishes. Review the exhibit floorplan on page 22.

1st choice: _____ 2nd choice: _____

3rd choice: _____

Competition Proximity

The LAFP will make every effort to comply with your request to be close to or separated from specific companies. However, this may not always be possible. The LAFP will have final authority on booth assignments. Please list names of specific companies, not categories.

Potential exhibitors you wish to be near: _____

Potential exhibitors you **DO NOT** wish to be near: _____

Sponsorship Opportunities see page 4-6 for more details

- Premier Level Sponsor** **\$25,000**
- Platinum Level Sponsor** **\$15,000**
 - President's Party
 - Welcome Reception - **SOLD**

Sponsorship Opportunities Cont. see page 4-6 for more details

- Gold Level Sponsor** **\$7,500**
 - Awards & Installation Ceremony/Champagne Toast - **SOLD**
 - Board of Directors Dinner - **SOLD**
- Silver Level Sponsor** **\$5,000**
 - Exhibit Hall Luncheon
 - Exhibit Hall Breakfasts
 - Product Theatre
- Bronze Level Sponsor** **\$3,500**
 - Exhibit Hall Refreshment Breaks
 - President's Party Table
 - General Assembly Lunch - **SOLD**

Advertising Opportunities see page 6 for more details

- Mobile Conference App **\$3,500**
- Wireless Internet Access **\$3,000**
- Registration Bags **\$3,000 - SOLD**
- Name Badges **\$2,500**
- Back Nine Hole Sponsor **\$2,000**
- Session Branding **\$1,500**
- Longest Drive **\$500**
- Conference Broadcast Email **\$500**
- Conference T-Shirt **\$3,500**
- Hotel Key Cards **\$3,000 - SOLD**
- Conference Lanyards **\$3,000 - SOLD**
- Front Nine Golf Sponsor **\$2,000**
- Snack & Beverage Cart **\$1,500**
- Closest to the Hole **\$500**
- Bag Insert **\$500**

Conference Program see page 7 for more details

- Back Cover **\$700**
- Inside Back Cover **\$600**
- Half Page Ad **\$250**
- Inside Front Cover **\$650**
- Full Page Ad **\$500**

Booth Enhancements see page 7 for more details

- Popcorn Booth **\$2,500**
- Booth Snack Stop **\$1,500**
- App Push-Notification **\$300**
- Coffee Booth **\$2,500**
- Charging Station **\$1,000**

Branding Opportunities see page 7 for more details

- Floor Clings **\$750**
- Gobo Projection **\$750**
- CME Room
- Exhibit Hall
- Registration

Fees

- Total Exhibitor Fees: _____
- Total Sponsorship Fees: _____
- Total Advertising Fees: _____
- Total Conference Program Fees: _____
- Total Booth Enhancement Fees: _____
- Total Branding Opportunities Fees: _____
- Total Fees:** _____

Print Name: _____

Signature: _____

Date: _____

Payment Method

- Visa
- MasterCard
- Discover
- American Express

I authorize the amount of \$_____ to be charged to the card below
Card Number: _____

Exp. Date: _____ 3 digit code: _____ Zip: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

POLICIES AND PROCEDURES

LOCATION Sandestin Golf and Beach Resort, 9300 Emerald Coast Parkway W, Destin, FL 32541. Main Resort Phone 850-267-8000 - Reservations 800-320-8115.

BOOTH FEE If registered by **March 25, 2024**, the fee for each booth is \$1750 (Inline), \$2,000 (Corner) and \$3,000 (Premium). Please see actual Application for Exhibit Space for details. Space for this meeting is extremely limited. Payment is due with your application. LAFP's Federal Tax ID is 72-0474962. Note: Registration includes a maximum of six representatives per booth. Companies wishing to send more than six representatives must purchase an additional booth or pay an additional \$50 per person charge. No more than 4 representatives may occupy the booth at any given time. Booth sharing is NOT permitted.

PAYMENT Full payment made payable to LAFP is required with this contract. Mail to LAFP, 919 Tara Blvd., Baton Rouge, LA 70806. Inquiries can be made via phone/fax: 225-923-3313, Fax 225-923-2909.

BOOTH ASSIGNMENT Booth assignments are made according to the date each application and payment, is received. Booth assignments will not be made until fee is paid. All sponsors receive premium placement at our meetings. LAFP reserves the right to re-design the layout of the exhibition hall and may, at their discretion, reassign booth numbers and placement as needed.

EQUIPMENT SUPPLIED Booths are formed using 8' back drapes and 3' side drapes. Each booth is 8' deep x 8' wide with (1) 2'x6' skirted table, (2) folding chairs and identification sign. Additional items can be ordered. The ballroom is carpeted with multicolored carpeting. You may choose to order carpeting for your comfort and to enhance the appearance of your booth by color coordinating. Additional needs must be rented from the official contractor, Sandestin Golf and Beach Resort.

TENTATIVE SET-UP & DISMANTLE Setup: Wednesday, July 24, 2024. Dismantle: Exhibitors may begin removing their displays after the last published break on Saturday, July 27. No display is to be removed prior to that time. If display is removed prior to 1:00 pm on Saturday, a \$250 penalty fee will be incurred.

REPRESENTATIVES Each exhibitor must name at least one person to be his or her representative in connection with the installation, operation and removal of the exhibit. Such representative shall be authorized to enter into such service contracts as may be necessary, and for which the exhibitor shall be responsible. Names for representatives must be submitted by **June 25, 2024**.

CANCELLATION OF EXHIBIT SPACE If LAFP cancels the meeting, all monies will be refunded to paid exhibitors. If cancellation by the exhibitor becomes necessary, LAFP will refund \$250 of the exhibit fee **ONLY IF WRITTEN PRIOR to April 1, 2024**. A written notice of cancellation must be sent to the LAFP Office, 919 Tara Boulevard, Baton Rouge, LA, 70806. No refund or cancellation will be made on or after **April 1, 2024** and full payment for space will still be due. If assigned space is not paid for in full by May 25, 2024 it may be reassigned to another exhibitor at the option of the LAFP Education Committee without refund of deposit.

ADMISSION Admission to the exhibit areas will be open to all LAFP meeting attendees. Customers of exhibitors, other than conference attendees will not be allowed on the exhibit floor.

WAREHOUSE/CARTAGE/SHIPPING Sandestin Golf and Beach Resort, Inc. has been contracted by the LAFP as the exclusive supplier of rental furniture, electrical, set-up labor, cartage, and related services for this event. Supplies and services must be purchased through Sandestin Golf and Beach Resort. Exhibit materials must be handled through Sandestin Golf and Beach Resort. The LAFP will forward exhibitor packets and shipping information to each exhibitor no later than thirty (30) days prior to exhibition dates. For assistance you may contact the LAFP at 919 Tara Blvd, Baton Rouge, LA 70806, by phone 225-923-3313.

CONDITIONS FOR ACCEPTANCE OF COMMERCIAL SUPPORT

Statement of Purpose: Program is for scientific and educational purposes only and will not promote the company's products, directly or indirectly.

Control of Content & Selection of Presenters & Moderators: The LAFP is responsible for control of content and selection of presenters and moderators. The commercial supporter agrees not to direct the content of the program. The commercial supporter, or its agents, will respond only to LAFP initiated requests for suggestions of presenters or sources of possible presenters. The commercial supporter will suggest more than one name (if possible); will provide speaker qualifications; will disclose financial or other relationships between commercial supporter and speaker, and will provide this information in writing. Sponsor will record role of commercial supporter, or its agents, in suggesting presenter(s); will seek suggestions from other sources; and will make selection of presenter(s) based on balance and independence.

Disclosure of Financial Relationships: The LAFP will ensure meaningful disclosure to the audience at the time of the program, of (a) commercial funding and (b) any significant relationship between the LAFP and the commercial support (e.g., grant recipient) or between individual speakers or moderators and the commercial supporters.

Involvement in Content: There will be no "scripting", emphasis or direction on content by the commercial supporter or its agents.

Ancillary Promotional Activities: No promotional activities will be permitted in the same room or oblique path as the educational activity. No product advertisement will be permitted in the program room.

Objectivity and Balance: The LAFP will make every effort to ensure that data regarding the commercial supporters products (or competing products) is objectively selected and presented, with favorable and unfavorable information and balanced discussion of prevailing information on the product(s) and/or alternative treatments.

Limitations on Data: The LAFP will ensure, to the extent possible, meaningful disclosure of

RESTRICTIONS Exhibit management reserves the right to restrict exhibits which are objectionable because of noise, glaring or flashing lights, method of operation or any other reason, and also to prohibit or evict any exhibit which, in the opinion of exhibit management, may detract from the general character of the exhibition. This reservation includes persons, things, conduct, printed matter or anything exhibit management judges to be objectionable. In the event of such restriction or eviction, exhibit management is not liable for any refund of any amount paid hereunder. No display material exposing an unfinished surface to neighboring booths will be permitted. Demonstrations must be so located that crowds collected will be within the exhibitor's space, and not blocking aisle or neighboring exhibits. Contests of any kind must first be approved in writing by exhibit management.

EXHIBITOR ACTIVITIES Company/Exhibitor agrees not to schedule or conduct any outside activity including, but not limited to, receptions, seminars, symposiums and hospitality suites that are in conflict with the official program of LAFP whether such activities are held at or away from the hotel, except with written approval of exhibit management. Company/Exhibitor will submit to exhibit management 60 days prior to the exhibit date any program exhibitor intends to hold at or in conjunction with its exhibit for written approval as to time and place.

LIABILITY LAFP, Sandestin Golf and Beach Resort, its agents or employees shall not be responsible for any loss, theft or damage to the property of the exhibitor, his or her employees, or representatives. Further, exhibit management will not be liable for damage or injury to persons or property during the term of this agreement from any cause whatsoever except where LAFP, Sandestin Golf and Beach Resort, has acted willfully or negligently; if the exhibitor's material fails to arrive, the exhibitor is nevertheless responsible for all amounts due hereunder. The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of injury or damage to exhibitor's displays, equipment and other property brought upon the premises of the Sandestin Golf and Beach Resort and shall indemnify and hold harmless the hotel agents, servants and employees from any and all such losses, damages and claims. Exhibitors are advised to carry special insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person or property of others.

RESPONSIBILITY If the exhibitor fails to comply in any respect with the terms of this agreement, exhibit management shall have the right, without notice to the exhibitor, to offer said space to another exhibitor, or to use said space in any other manner. This shall not be construed as affecting the responsibility of the exhibitor to pay the full amount specified by the contract.

CANCELLATION OR TERMINATION OF EXPOSITION In the event that the premises where the exposition is to be held shall, in the sole determination of exhibit management, become unfit or unavailable for occupancy, or shall be substantially interfered with, by reason of picketing, strike, embargo, injunction, act of war, terrorism, act of God, fire or state of emergency declared by any government agency or by reason of any municipal, state or federal law or regulation or by reason of any other occurrence beyond the control of exhibit management, exhibit management may cancel or terminate the exposition. In the event of such cancellation or termination, the exhibitor waives any and all claims the exhibitor might have against exhibit management for damages or expenses and agrees to accept in complete settlement and discharge of all claims against exhibit management the exhibitor's prorated share of the total amount paid by all exhibitors less all costs and expenses incurred by exhibit management in connection with the exposition including a reserve for future claims and expenses in connection there within.

limitations on data, (e.g., ongoing research, interim analysis, preliminary data, or unsupported opinion).

Discussion of Unapproved Terms: The LAFP will require that presenters disclose when a product is not approved in the United States for the use under discussion.

Opportunities for Debate: The LAFP will ensure meaningful opportunities for questioning and scientific debate.

Independence of LAFP in the Use of Contributed Funds:

- Funds should be in the form of an unrestricted grant payable to the LAFP (Federal Tax ID#72-0474962).
- All other support associated with this CME activity (e.g. distributing brochures, preparing slides, etc.) must be made with the full knowledge and approval of the Louisiana Academy of Family Physicians.
- No other funds from the commercial supporter will be paid to the program director, faculty, or others involved with the CME activity (additional honoraria, extra social events, etc.)

The commercial supporter agrees to abide by all other requirements of the ACCME Standards for Commercial Support of Continuing Medical Education (appended).

The Louisiana Academy of Family Physicians agrees to: 1) abide by the ACCME Standards for Commercial Support of Continuing Medical Education, 2) Acknowledge educational support from the commercial supporter in program brochures, syllabus and other appropriate program materials, and upon request, furnish the commercial supporter a report concerning the expenditures of the funds provided.