72ND ANNUAL ASSEMBLY & EXHIBITION

GET IN THE GAME of Family Medicine

August 1 - 4, 2019
Roosevelt Hotel • New Orleans, LA

SPONSOR & EXHIBITOR PROSPECTUS
Dear Colleague:

On behalf of the Louisiana Academy of Family Physicians, we are pleased to invite you to participate at our upcoming 72nd 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 luxurious and historic Roosevelt Hotel in downtown New Orleans, just steps away from the French Quarter.

It has remained our goal to maintain a tradition of excellence in continuing medical education programming. For over 65 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 2019 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
- Sponsor an event
- Advertise in the meeting 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 2019 educational endeavors. “Get in the Game” of Family Medicine!

Sincerely,
Christopher Foret, MD
LAFP President 2018—2019

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).

Welcome Reception

Thursday, August 1, 2019
7:00-9:30 p.m.

Exhibitors and guests are welcome to attend!
Please RSVP on application.
***Prize for BEST DRESSED!***

Time to roll the dice at the
President’s Party & Foundation Auction
Friday, August 2, 2019
7:00-11:00 p.m.

Each exhibit booth will receive 2 tickets to attend.
Additional tickets available for $45
at the registration desk
# Local Attractions

Audubon Zoo  
World War II Museum  
Riverwalk Marketplace  
French Market  
Musee Conti Wax Museum  
Aquarium of the Americas & IMAX Theater  
Steamboat Natchez New Orleans Cruises

For more activities, check out [www.neworleans.com](http://www.neworleans.com).

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## A G E N D A

### THURSDAY, AUGUST 1, 2019
- **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 with Exhibitors
- **2:30 pm - 4:30 pm**: CME Sessions
- **2:30 pm**: Golf Tournament
- **7:00 pm - 9:30 pm**: Welcome Reception

### FRIDAY, AUGUST 2, 2019
- **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 Sessions
- **1:00 pm - 3:00 pm**: General Assembly Meeting
- **6:00 pm - 7:00 pm**: Resident Poster Presentation
- **7:00 pm - 11:00 pm**: Foundation Auction and Presidents Party

### SATURDAY, AUGUST 3, 2019
- **7:00 am - 2:45 pm**: Registration Desk Open
- **7:00 am - 8:00 am**: Breakfast with Exhibitors
- **8:00 am - 10:00 am**: CME Sessions
- **10:00 am - 10:30 am**: Break with Exhibitors
- **10:30 am - 12:30 pm**: CME Sessions
- **12:45 pm - 2:45 pm**: Awards and Installation Luncheon
- **2:45 pm - 4:00 pm**: LAFP Member Dessert Social

### SUNDAY, AUGUST 4, 2019
- **7:00 am - 11:15 am**: Registration Desk Open
- **7:00 am - 8:00 am**: Non-CME Breakfast Symposium
- **8:00 am - 11:00 am**: CME Sessions
- **11:15 am**: Annual Meeting Concludes

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The Roosevelt New Orleans, A Waldorf Astoria Hotel  
130 Roosevelt Way, New Orleans, LA 70112  
Reservations 800-WALDORF

A room block has been reserved for this meeting. Room rates are available to attendees three (3) days prior and three (3) days after meeting dates, based on availability.

We are proud to designate The Roosevelt Hotel as our conference headquarters. A block of guest rooms is being held for the conference until **June 30, 2019** or until the guest room block is full. The group rate is $185.00/night plus tax.

### How to Book Hotel Reservations

To book your room online at the LAFP reduced rate, please visit [https://book.passkey.com/go/LAFP19](https://book.passkey.com/go/L AFP19). Or call Reservations at (800) WALDORF and be sure to mention that you are with the LAFP and use Group Code: “FAM” to receive the group rate.

### Parking Rates

- Registered hotel guests: $35 plus tax overnight
- Non-registered guests: $21 for up to 8 hours

### Transportation

All major airlines have service to Louis Armstrong New Orleans International Airport with many direct flights arriving daily. The Roosevelt New Orleans is just a short 20-minute drive from the airport, with car, cab and shuttle service readily available. Please contact the hotel concierge team for transportation pricing and arrangements.

Numerous streetcar lines, can take travelers on a scenic tour of New Orleans’ most famed attractions including the famed French Quarter, Bourbon Street and Garden District. Streetcar fare is $1.25 each way and Jazzy Passes for unlimited rides are $3 per day. For more information about New Orleans transportation options including New Orleans streetcar access and limousine service, please contact concierge.
The Event
The LAFP 2019 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 about 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 72nd Annual Assembly & Exhibition. Your competitors will be there...you should be there too!

Networking
While the meeting will be packed with valuable and entertaining 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, four 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 2019 conference. We encourage you to look at the Diamond, Platinum, Gold and Silver Sponsorship Packages to maximize your participation and interaction with the LAFP membership. There are also individual customized options offered for your company to gain exposure with attendees.
Exhibit Hall
Each 8’ × 8’ booth is 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. 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. Your booth fee also includes a pre and post conference attendee list. All exhibit spaces are assigned on a first-come, first-serve basis with priority given to sponsors.

The due date to reserve exhibit booth space is **June 1, 2019**. After this date, exhibit applications will only be accepted if there is availability. To apply for exhibit space, please complete the application online or mail with your payment to LAFP, 919 Tara Blvd, Baton Rouge, LA 70806.

Booth Assignments
You can select your booth location online on our live floor-plan within the Exhibitor Portal when you apply, based on first-come, first-served. Premier booth locations are reserved for sponsors. The floorplan is tentative and subject to change. LAFP reserves the right to add/remove booths if needed. Do NOT print anything with your booth number prior to **July 1, 2019**, when booth locations are finalized.

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 and their name if they choose. Badge deadline is **July 1, 2019**.

Exhibitor Services
Information on shipping and additional services (electrical, wifi, etc) is located in the Exhibitor Portal once your application has been approved.

New!

**MONOPOLY**

Join us for this classic game in our Exhibit Hall!

All exhibitors this year will get increased traffic to their booth with our **NEW** game of Monopoly!

How it Works:
- Attendees will visit each booth to collect properties for their board.
- Once the attendee completes one set of properties, they will turn in for door prizes.

Make the most of our your exhibit booth this year with this fun, interactive game!

Exhibitor Profile
Your company name, as listed on the contract, will be used for your booth sign, program listing and in the meeting app. You will need to upload an 100-word exhibitor company/product description and logo within the Exhibitor Portal. This will be published in the list of exhibitors in the program guide and meeting app. Failure to provide the profile and logo by **June 1, 2019** are NOT guaranteed to be included in the meeting program and app.

Cancellation Policy
A written notice of cancellation must be sent to the LAFP office, 919 Tara Boulevard, Baton Rouge, LA, 70806. Notices received on or before **May 1, 2019** will receive a 50% refund. No refund or cancellation will be made after **May 1, 2019**.

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**Important Dates**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 1, 2019</td>
<td>Early-Bird Exhibitor Deadline</td>
</tr>
<tr>
<td>May 1, 2019</td>
<td>Exhibitor Cancellation Deadline</td>
</tr>
<tr>
<td>June 1, 2019</td>
<td>Exhibitor Payment Deadline</td>
</tr>
<tr>
<td>June 1, 2019</td>
<td>Company Logo &amp; Description Deadline</td>
</tr>
<tr>
<td>June 1, 2019</td>
<td>Advertisement Deadline</td>
</tr>
<tr>
<td>June 30, 2019</td>
<td>Hotel Reservation Deadline</td>
</tr>
<tr>
<td>July 1, 2019</td>
<td>Exhibitor Personnel Deadline</td>
</tr>
<tr>
<td></td>
<td>Final Booth Assignment</td>
</tr>
</tbody>
</table>

**Booth Enhancements**

<table>
<thead>
<tr>
<th>Enhancement</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>App Push-Notification</td>
<td>Notification to all attendees using the mobile meeting app to visit your booth!</td>
<td>$250</td>
</tr>
<tr>
<td></td>
<td>*Limited to 8 exhibitors; 1 per meal/break</td>
<td></td>
</tr>
<tr>
<td>Booth Snack Stop</td>
<td>Be the location for one of our morning snacks during the Break with Exhibitors.</td>
<td>$500</td>
</tr>
<tr>
<td></td>
<td>*Limited to 8 exhibitors; 2 per break</td>
<td></td>
</tr>
<tr>
<td>Charging Station</td>
<td>Increase traffic to your booth by being a hub for attendees to charge their electronic devices.</td>
<td>$500</td>
</tr>
<tr>
<td></td>
<td>*Limited to 4 exhibitors</td>
<td></td>
</tr>
<tr>
<td>Lead Retrieval App</td>
<td>Use your mobile phone to capture pertinent attendee data on-the-spot</td>
<td>$500</td>
</tr>
</tbody>
</table>
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 Foundation Auction and President’s Party. This will be an opportunity for food, fun and networking!
Sponsorship Opportunities

Marketing-at-a-Glance
LAFP offers a variety of cost-effective opportunities to increase your organization’s visibility and attendee awareness. LAFP conference advertising, sponsorship, event marketing 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.

Sponsorship Level Packages
Conference sponsorship is the most effective way to show your potential and current customers that you support the LAFP! 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 acknowledgement at the conference as well as extensive recognition on the LAFP website, event signage, meeting app and printed materials.

Sponsorship Level Packages

<table>
<thead>
<tr>
<th>Sponsor Benefit</th>
<th>All Custom Event Sponsors</th>
<th>Silver Level Sponsor ($3,500)</th>
<th>Gold Level Sponsor ($6,500)</th>
<th>Platinum Level Sponsor ($8,000)</th>
<th>Diamond Level Sponsor ($10,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recognition in Conference Program</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition in Mobile App</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Onsite Signage</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company Listing on LAFP.org</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Exhibit Booth</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓ Preferred</td>
</tr>
<tr>
<td>Sponsor Indicator at Exhibit Booth</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition on Slideshow in Education Sessions</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Registration Bag Insert</td>
<td>✓</td>
<td>Discounted at $350</td>
<td>Discounted at $250</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Ad in Conference Program</td>
<td></td>
<td></td>
<td></td>
<td>Half Page</td>
<td>Full Page</td>
</tr>
<tr>
<td>Banner Ad in eNewsletter</td>
<td></td>
<td></td>
<td></td>
<td>2 Weeks</td>
<td>4 Weeks</td>
</tr>
<tr>
<td>Ad in Magazine</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Quarter Page</td>
</tr>
<tr>
<td>Additional Sponsorship of Break</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Additional Sponsorship of Breakfast</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>Push-notification to Visit Booth</td>
<td></td>
<td></td>
<td></td>
<td>✓</td>
<td></td>
</tr>
</tbody>
</table>

Custom & Event Sponsorships
Interested in sponsoring a particular event or product? For increased exposure and impact, take advantage of one of the opportunities for the LAFP Annual Assembly & Exhibition on the following page. Select from the list, or if you want to get creative, give us a call to discuss other opportunities. Please note: sponsorships are available on a first-come, first served basis.

Sponsorship Deadline
All sponsors must submit their company logos to the LAFP at dedmonson@lafp.org by June 1, 2019. If the artwork is not received by the above deadline, only the sponsor’s company name will be placed on the appropriate conference item and signage. All sponsors must submit their company logos in vector artwork.
Foundation Auction/President’s Party | $10,000
When not in sessions, LAFP conference attendees like to have fun and no activity demonstrates this better than the Friday night Foundation Auction & President’s Party! The sponsor of this year’s party will certainly be remembered for bringing the music and good times to the attendees. Your company’s logo will be placed around the event! Sponsor will also get to welcome and address attendees at this event. This year’s event will feature a buffet style meal and entertainment.

Welcome Reception | $8,000
Be the star of the conference! As is tradition, the conference will kick off the meeting with the Thursday night Welcome Reception. This kick-off event provides attendees and exhibitors an invaluable opportunity to reconnect with old friends, make new introductions, and have engaging conversations. The event provides hors d’oeuvres, beverages and entertainment for LAFP attendees and exhibitors while they mingle and discuss the latest innovations in the field. Your company’s logo will be placed around the event! Sponsor will also get to welcome and address attendees at this event.

Resident & Student Track | $7,000
Be a premier sponsor at one of the best opportunities to interact with residents, medical students, program directors and chapter leaders during the resident and student one day track. Plus, we will recognize your company during the opening remarks and allow an exhibit booth during the dessert social.

Awards & Installation Luncheon | $5,000
At the Awards and Installation Luncheon, attendees will recognize and honor the achievements of some of LAFP’s outstanding members through the announcement of the 2019 award winners. The event provides lunch to attendees and includes the sponsor’s logo displayed during the luncheon. Your company’s logo will be placed on each table.

Board of Directors Dinner | $5,000
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. The event provides dinner to attendees. Your company’s logo will be placed on each table.

LAFP Foundation Golf Tournament | $3,500
This annual event gives the chance for members and sponsors to enjoy friendly competition while raising money for the LAFP Foundation! This sponsor will have logos and marketing materials placed in the golf tournament bags as well as signage.

Resident & Student Dessert Social | $3,500
Be a premier sponsor at the resident and student dessert social. We will recognize your company during the opening remarks and allow an exhibit booth during the social.

Conference App | $3,500 each (2 sponsorships available)
Attendees have the opportunity to download this free conference app to their smartphones that includes the conference schedule, maps, exhibitors and more. Well over half of LAFP attendees downloaded the app last year and used it an average of six times a day. As the sponsor, you will have a banner in the app as well as your logo on all promotional materials and posters.

Continental Breakfast | $3,500 each (3 sponsorships available) - 1 left
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.

Thursday Lunch | $3,500
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.

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 sponsor logo.

Wi-Fi Sponsor | $3,000
Provide Wi-Fi 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!

General Assembly Lunch | $2,500
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.

Resident Poster Presentation | $2,500
Host the one hour cocktail reception where residents will display scientific posters during a reception before the President’s Party on Friday night. Sponsor will also get to welcome and address attendees at this event.
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 dedmonson@lafp.org by June 1, 2019.

Hotel Key Cards | $2,500
Put your company logo on the room keys and directly into the attendees’ hands. Remind attendees about your company and product each time they enter their room. Logo/product will be printed on each keycard of attendees staying at the headquarter hotel.

Conference Tote Bags | $1,500
With so much material to carry around, the conference tote 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.

Lanyards | $1,000
Put your company’s name in the hands of conference attendees as they register by providing badge lanyards to participants. This is a great marketing tool to encourage attendees to visit your booth!

Namebadges | $1,000
An opportunity for constant recognition at the meeting with your company logo on namebadge holders used by attendees. Sponsor must provide logo to the LAFP for production.

Bag Insert | $500
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. Limitations on size apply and items must be submitted to LAFP for approval. (Qty. 300)

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. A one hour presentation is included.

Broadcast E-mail
Make your participation at the LAFP 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 71st Annual Assembly & Exhibition and what booth they may locate you!

Broadcast E-mail Advertising Prices
Single Advertisement $500

Advertisement Sizes
• Cover Ads – Full color and full bleed (5.5”w x 8.25”h with .125” bleed and no vital information on .625” of left side for inside front and back cover and .625” of right side of inside back cover to allow for binding)
• Full Page – 4.625”w x 7.875”h
• Half Page – 4.625”w x 3.875”h OR 2.125”w x 7.875”h
• E-mail Banner — 900 pixel x 150 pixel

Hotel Door Drop | $2,500 each (3 sponsorships available)
Have your message delivered right to attendee’s doors. This is a great way to invite attendees to your booth upon arrival. Promotional pieces must not be larger than 8.5x11 in. and approved by the LAFP before printing. (Qty. 200)

Attendee Refreshment Breaks | $2,500 each (4 sponsorships available)-2 left
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 four 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.

Hotel Key Cards | $2,500
Put your company logo on the room keys and directly into the attendees’ hands. Remind attendees about your company and product each time they enter their room. Logo/product will be printed on each keycard of attendees staying at the headquarter hotel.

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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. A one hour presentation is included.

*Sponsorships include product mentioned. Contact the LAFP office for discount information and quantities needed should you wish to order the product yourself. All items must be approved by the LAFP office before purchasing.
Marketing, Sponsorship & Exhibit Application & Contract

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

*Register online instead at www.LAFP.org and choose your booth location in the LIVE floorplan on the Exhibitor Portal!

Company: ____________________________
Contact Name: ________________________
Title: ________________________________
Address: ________________________________
City: ____________________________ Zip: ____________
State: ____________________________
Office Phone: ________________________
Cell Phone: ________________________
Fax: ________________________________
Email: ________________________________
Website: ________________________________

Exhibit Booth Fees
- # Booth at $1,500 each (before May 1, 2019)
- # Booth at $1,750 each (after May 1, 2019)

Exhibitor Portal
If you submit this paper application for your exhibit booth, once approved you will be able to access our online Exhibitor Portal. The Portal contains important conference information and will also be where you will:
- See a LIVE floorplan of booth assignments
- Briefly provide a company description of your products/services for the conference program and meeting app
- Upload your company logo and advertisement (if applicable)
- Provide booth personnel names for badges
- RSVP for social events

Preferred Booth Location
LAFP will make its best effort to accommodate your wishes. Review the exhibit floorplan on page 6.

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: ____________________________

Booth Enhancements see pg 5 for more details
- App Push-Notification $250
- Charging Station $500
- Booth Snack Stop $500
- Lead Retrieval App $500

Sponsorship Opportunities see pg 7-9 for more details

Sponsorship Packages:
- Diamond Level Sponsor $10,000
- Platinum Level Sponsor $8,000
- Gold Level Sponsor $6,500
- Silver Level Sponsor $3,500

Custom Event Sponsorship Opportunities:
- Foundation Auction/President's Party $10,000
- Welcome Reception $8,000
- Resident & Student Track $7,000
- Awards & Installation Luncheon $5,000
- LAFP Board of Directors Board Dinner $5,000
- Foundation Golf Tournament $3,500
- Resident & Student Dessert Social $3,500
- Conference App $3,500
- Continental Breakfast $3,500
- Thursday Lunch $3,500
- T-Shirt $3,500
- Wi-Fi $3,000
- General Assembly Lunch $2,500
- Resident & Student Poster Presentation $2,500
- Hotel Key Cards $2,500
- Refreshment Break $2,500
- Hotel Door Drop $2,500
- Conference Tote Bags $1,500
- Lanyards $1,000
- Namebadges $1,000
- Bag Insert $500
- Product Theatre Call for details

Advertising Opportunities see pg 9 for more details
- Back Cover $700
- Inside Front Cover $650
- Inside Back Cover $600
- Full Page Ad $500
- Half Page Ad $250
- Banner Ad in Weekly E-mail Blast $500

FEES
Total Exhibitor Fees: ____________________________
Total Sponsorship Fees: ____________________________
Total Advertising Fees: ____________________________
Total Fees: ____________________________

PLEASE READ: I hereby apply for exhibit space or sponsorship at the 72nd 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 2019 Exhibit & Sponsorship Prospectus, and that sponsorship can only be secured by submitting this signed, completed form. LAFP Fed Tax ID#72-0474962

Print Name: ____________________________
Signature: ____________________________
Date: ____________________________

Payment Method □ Check □ Visa □ MasterCard □ Discover
I authorize the amount of $_________ to be charged to the card below
Card Number: ____________________________
Exp. Date: _______ 3 digit code: ____________________________
Billing Address: ____________________________

Mail with Payment to LAFP 919 Tara Blvd., Baton Rouge, LA 70806
Fax: (225) 923-2909 • E-mail: dedmonson@lafp.org • Questions? Call (225) 923-3313
**POLICIES AND PROCEDURES**

**LOCATION** Roosevelt Hotel New Orleans, 130 Roosevelt Hotel, New Orle-
ans, LA 70112. Reservations 800-WALDORF

**BOOTH FEE** If registered by May 1, 2019, the fee for each booth is $1500. Please note, your reservation for Exhibition Space, but not 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 rep-
resentatives must purchase an additional booth or pay an additional $50 per person over six. Note that 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 at 225-290-3313, Fax 225-290-3243, or email at info@lafp.org.

**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 meet-
ings. 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 coordinat-
ing. Additional needs must be rented from the official contractor, Clark Ser-
vice.

**TENTATIVE SET-UP & DIMMISANTE** Setup: Wednesday, July 31, 2019. Dismantle: Exhibitors may begin removing their displays after the last pub-
lished break on Saturday, August 3, 2019. No display is to be removed prior to that time. If display is removed prior to 11:00 am 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 ser-
vice contracts as may be necessary, and for which the exhibitor shall be re-
ponsible. Names for representatives must be submitted by July 1, 2019.

**CANCELLATION OF EXHIBIT SPACE** A written notice of cancellation must be sent to the LAFP Office, 919 Tara Boulevard, Baton Rouge, LA, 70806. Notices received on or before May 1, 2019 will receive a 50 percent refund. No refund or cancellation will be made after May 1, 2019.

**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** Clark Services Audio-visual & Exhibit, Inc. has been contracted by the LAFP as the exclusive supplier of rental furni-
ture, electrical, set-up labor, cartesian, and related services for this event. Sup-
plies and services must be purchased through Clark Services. Exhibit mater-
ials must be handled through Clark Services. Do not ship materials to the Roo-
sevelt Hotel. Clark Services will forward exhibit packets and shipping infor-
mation to each exhibitor no later than thirty (30) days prior to exhibition dates. For assistance you may contact Clark Services at 113 Board Road, Lafayette, LA 70503, phone: 337-232-0243, or Fax: 337-232-0243.

**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 exhibit. This reservation includes persons, things, conduct, printed mater or anything exhibit management judges to be objectionable. In the event of objection, exhibit management may remove exhibit and withhold any refund of amount paid hereunder. No display material exposing an unfin-
ished 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 ap-
proved in writing. No outside exhibit activities 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. 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.

**EXHIBITOR ACTIVITIES** Company/Exhibitor agrees not to schedule or con-
duct 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, Roosevelt Hotel, Clark Services, 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 manage-
ment 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, Roo-
sevelt Hotel, or Clark Services has acted willfully or negligently; if the exhibi-
tor’s material fails to arrive, the exhibitor is nevertheless responsible for all amounts due hereunder. The exhibitor assumes the entire responsibility and liability for loss, damage, and all other charges or expenses arising out of the exhib-
tor’s displays, equipment and other property brought upon the premises of the Roosevelt Hotel 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 mate-
rial 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 the 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 EXHIBITION** 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, in-
jurisdiction 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 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.

**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 Conference:** The Conference is held August 1-4, 2019 at the Roosevelt Hotel, New Orleans, LA. The LAFP will make every effort to ensure that data, grant brochures, syllabus and other appropriate program materials, and upon request, furnish the commercial supporter a report concerning the expendi-
tures of the funds provided.

**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 bro-
hures, 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 pro-
gram director, faculty, or others involved with the CME activity (addi-
tional payments to speakers, 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 (appendix).**

**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 expendi-
tures of the funds provided.**