



EXHIBITOR'S PROSPECTUS AND INVITATION TO EXHIBIT

MISSISSIPPI ACADEMY OF FAMILY PHYSICIANS

2010 ANNUAL MEETING

“The Many Faces of Family Medicine”

Set Up: Sunday, July 11, 2010

Exhibit Dates: July 12-14, 2010

**Baytowne Conference Center in the Village
Destin, Florida**

133 Executive Drive, Suite E, Madison, MS 39110

Phone: 601-853-3302 * Fax: 601-853-3002 * cheryl@msafp.org * www.msafp.org

2010 EXHIBITOR PROSPECTUS

Room Reservation:

See insert for room reservation information

EXHIBITOR SET-UP AND REGISTRATION:

Sunday, July 11, 2010-4:00 p.m.

EXHIBITOR DISMANTLE:

Wednesday, July 14, 2010–NOON to 2:00 p.m.

EXHIBITION DATES AND HOURS:

Monday, July 12, 2010-7:00 a.m. to 12 noon, 6:30 p.m.-7:30 p.m.

Tuesday, July 13, 2010-7:00 a.m. to 12 noon

Wednesday, July 14, 2010-7:00 a.m. to 12 noon

When the exhibit hall is open it is required that a representative be present at your booth.

SPECIAL PROGRAMMING DESIGNED TO INCREASE BOOTH TRAFFIC:

- All breakfasts provided in the exhibit hall
- Complete exhibitor listing in the final program
- Breaks each day for registrants to visit with exhibitors
- Reception in exhibit hall, Monday, July 12, 6:30 -7:30 p.m.

EXHIBITS:

The MAFP Awards Committee will judge the most outstanding exhibit ("Best Exhibit"). The winner will be given a complimentary Exhibit fee for 2011.

This year's theme is: "**The Many Faces of Family Medicine**". Please decorate your booth(s) accordingly.

STANDARD SERVICES FOR EXHIBITORS:

A draped 10'x6' booth area, one 6' skirted table, one side chair, and company ID sign with booth number is included with the booth fee(s). Convention Display Service has been contracted by the MAFP as the exclusive supplier for this event. Requisition forms for special services will be mailed to each exhibitor six weeks prior to the show in the exhibitor's service kit.

RULES, REGULATIONS, ETHICS:

All requests for exhibit space must be made by completing and returning the Exhibit Space Contract contained in this Prospectus and Invitation to Exhibit. Locations are indicated on the floor plan herein. Exhibit space will be assigned according to the date each application and deposit is received at the MAFP office. Every effort will be made to comply with your choices; however, MAFP reserves the right to relocate booth assignments to ensure a compact, well-knit show.

Space will be charged at the rate of \$1,300 per booth assigned in accordance with the application. No space will be assigned without a deposit of 50% of the total cost. Space must be paid in full on or before May 1, 2010, after May 1st the rate will be \$1,500.

If cancellation becomes necessary, MAFP will refund \$250 of the exhibit fee **ONLY IF WRITTEN PRIOR** to May 1, 2010. If a space is canceled after May 1, 2010, full payment for space will still be due. If assigned space is not paid for in full by May 1, 2010 it may be reassigned to another exhibitor at the option of the MAFP Education Committee without refund of deposit. Discounts and exhibit space cannot be given to organizations providing unrestricted grant money to the CME program.

The American Academy of Family Physicians requires that continuing medical education programs with commercial support of CME comply with the Accreditation Council for Continuing Medical Education's "Guideline for Commercial Support of Continuing Medical Education." To comply with these guidelines, ACCME Guideline #4 relating to commercial exhibits MUST be followed by the MAFP:

"When commercial exhibits are part of the overall program, arrangements for these should not influence planning nor interfere with the presentation of CME activities. Exhibit placement should not be a condition for support for CME activity."

No part of an exhibit, or any sign relating thereto, shall be pasted, nailed or otherwise attached to the walls, background, doors, etc., in any way as to deface the same. Damage arising by a failure to observe these rules shall be paid by the exhibitor.

The rights and privileges of any exhibitor shall not be infringed upon by another. Interviews, demonstrations, distribution of literature, etc., must be made inside the exhibitor's booth. Canvassing outside the booth is forbidden. Two or more firms or subsidiaries may not exhibit in a single space.

Due to BMI/ASCAP copyright laws, no exhibiting company will be allowed to play any form of music in their exhibit booth. In order to avoid congestion in the aisles, no motion pictures, or musical attractions will be permitted in booths.

All gifts distributed from technical exhibits must comply with AMA guidelines (i.e. of minimal value, practice related, and of patient care benefit). NO selling and NO taking of orders is allowed at or in any exhibit booth without prior approval of the MAFP. Door prizes may be donated to the MAFP to be given as registrant exhibit booth attendance door prizes, if such door prizes have been approved IN ADVANCE by the MAFP.

CONFLICTING MEETINGS AND SOCIAL ACTIVITIES:

In the interest of the success of the entire convention and exposition, the exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of members or exhibitors from the convention or exhibit hall during the official hours of the convention or exposition, including hotel suites on or off premises during the dates of the convention.

IMPORTANT:

THE MAFP RESERVES THE RIGHT TO REFUSE EXHIBIT BOOTH SPACE TO, OR CANCEL SPACE RESERVED BY, AND EXHIBITOR AND/OR EXHIBITING COMPANY FAILING TO COMPLY WITH ALL RULES, REGULATIONS AND ETHICS OUTLINED IN THIS PROSPECTUS AND INVITATION TO EXHIBIT.

By signing the attached Exhibit Space contract, your company and all of its representatives involved in and/or attending the MAFP's 2010 Annual Meeting agree to abide by ALL rules, regulations and ethics contained in the Prospectus and Invitation to Exhibit. It is the responsibility of each exhibiting company to inform all of its representatives attending the MAFP meeting of these rules, regulations and ethics.

PROTECTION:

The Exhibit Hall will be locked at the close of the meeting each day and all exhibitors are requested to clear the top of their displays prior to closing each day. The MAFP will take reasonable precautions to safeguard each exhibitor's property; however, they can assume no liability whatsoever of loss or damage.

LIABILITY:

Each party to this agreement, including the MAFP and the exhibitor, shall be responsible for any liability arising out of its own negligence or that of its employees or agents.

HOTEL “HOLD HARMLESS CLAUSE”:

“The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of exhibitor’s activities on the Hotel premises and will indemnify, defend and hold harmless the Hotel, its agents, servants and employees from any and all such losses, damages and claims”.

NEW RULES & REGULATIONS

OUTSTANDING INVOICES:

Outstanding invoices due to the MAFP, as a result of previous transactions, must be paid before exhibit space will be assigned.

NO SHOWS:

Any company which reserves a booth space and does not inform MAFP of its plans for non-attendance in writing will not be permitted to participate in future MAFP exhibitions and will also forfeit 100% of the total cost of the exhibit space assigned.

ADDRESS INQUIRIES TO:

Mississippi Academy of Family Physicians
Attn: Cheryl McNinch, Membership Director
133 Executive Drive, Suite E
Madison, MS 39110
Phone: 601-853-3302
or toll free at 1-888-350-4886
Fax: 601-853-3002
Email: cheryl@msafp.org

MAFP TAX ID # 64-6025386