MISSISSIPPI ACADEMY OF FAMILY PHYSICIANS

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Family Medicine - Stronger Than Ever

MISSISSIPPI ACADEMY OF FAMILY PHYSICIANS

69th Annual Scientific Assembly
July 21-25, 2018
Baytowne Conference Center · Sandestin, FL
2018 EXHIBITOR PROSPECTUS

EXHIBITOR SET-UP AND REGISTRATION:
Sunday, July 22, 2018, 4 pm

EXHIBITOR DISMANTLE:
Wednesday, July 25, 2018 11 am to 2 pm

EXHIBITION DATES AND HOURS:
Monday, July 23, 2018, 7 am to 12:30 pm
Tuesday, July 24, 2018, 7 am to 12:30 pm AND 6 to 8 pm
Wednesday, July 25, 2018, 7 to 11 am

ROOM RESERVATIONS: See insert for room reservation information

When the Physician Marketplace 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 Physician Marketplace
- Complete exhibitor listing in the final program
- Breaks each day for registrants to visit with exhibitors
- Reception in Physician Marketplace, Tuesday, July 24, 6 to 8 pm
- Registrants can have their card marked by each exhibitor and be eligible to win grand prizes
- Caricaturist and other entertainment inside Physician Marketplace

NAMETAGS: The MAFP will provide five complimentary personnel nametags per exhibit booth. Each additional nametag will incur a $25 charge.

ADDENDUM: There will be a $25 administrative fee for any contract addendum the MAFP must complete for an exhibiting company.

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 sent 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 Application and 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 $1,500 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 31, 2018. After May 31 the rate will be $1,700.

If cancellation becomes necessary, MAFP will refund $250 of the exhibit fee ONLY IF WRITTEN PRIOR to May 31, 2018. If a space is cancelled after May 31, 2018, full payment for space will still be due. If assigned space is not paid for in full by May 31, 2017 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 2018 Annual Meeting agree to pay exhibit fee and 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 Physician Marketplace 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”.

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: Beth Embry, Executive Director
755 Avignon Drive
Ridgeland, MS 39157
P: 601-853-3302
F: 601-853-3002
beth@msafp.org

MAFP TAX ID # 64-6025386
Mississippi Academy of Family Physicians
2018 Annual Scientific Assembly
EXHIBIT APPLICATION & CONTRACT

SECTION 1: OFFICIAL EXHIBIT REPRESENTATIVE (please type or print clearly)
Company Name (to be used for Booth ID sign) ____________________________________________
(Please print EXACTLY as you wish it to appear in print. 40 characters only. Abbreviations of Inc., Co., Corp. will be used)

___________________ First time attendee (please mark) How did you hear about us?
Name ____________________ Title ____________________
Address ____________________ City/State/Zip ____________________
Phone Number ______________ Cell Number ______________ E-Mail ____________________

SECTION 2: BOOTH SELECTION (please refer to floor plan inside Exhibitor Prospectus to indicate preferred location by space #)
1st Choice __________________ 2nd Choice __________________ 3rd Choice __________________
4th Choice __________________ 5th Choice __________________ 6th Choice __________________
Total booth space(s) needed ___________________ (All booths are 10’ x 6’)
Indicate if there is a particular company you do not wish to be placed by ______________

Exhibit space will be assigned on a first-come, first-served basis, according to the date the contract and deposit are received. Whenever possible, space will be assigned according to the Exhibitor’s request; however, final arrangements will be determined by the MAFP Staff. The preferences given for booth location are for guidance and are not guaranteed.

SECTION 3: EXHIBITOR NAMES AND CITIES
Name ___________________ City, State ___________________
Name ___________________ City, State ___________________
Name ___________________ City, State ___________________
Name ___________________ City, State ___________________
Name ___________________ City, State ___________________
Name ___________________ City, State ___________________
*MAFP will provide 5 complimentary personnel nametags. Each additional nametag is $25.

NOTE: No booth assignments will be made until these conditions are met. No company will be allowed to set up their exhibit until full booth fee payment has been received by the MAFP or firm, formal arrangements have been made in advance with the MAFP.

SECTION 4: CANCELLATION POLICY
If cancellation becomes necessary, MAFP will refund $250 of exhibit fee ONLY IF WRITTEN PRIOR to May 31, 2018. If a space is cancelled after May 31, 2018 full payment for space will still be due. If assigned space is not paid for in full by May 31, 2018 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.

It is understood that the exhibiting company and all of its representatives associated with the MAFP Annual Meeting will abide by all Rules, Regulations and Ethics of the MAFP as set forth in the Prospectus and Invitation to Exhibit, and that it is the responsibility of the person signing this Contract to inform his/her representatives of the MAFP Rules, Regulations and Ethics.

I have read and agree to pay exhibit fee and abide by information in this Prospectus and Invitation to Exhibit on regulations governing exhibitors.

Signature (REQUIRED) ___________________ Date ______________
*All further contact will be addressed to signer unless indicated: Name ____________________
Phone Number ____________________ Fax Number ____________________ E-Mail ____________________

SECTION 5: METHOD OF PAYMENT (MAFP Tax ID #64-6025386)
Space will be charged at the rate of $1,500 per booth 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 31, 2018. After May 31 the rate will be $1,700.

☐ Check - payable to MAFP
☐ AmEx
☐ Discover
☐ MasterCard
☐ VISA

Cardholder’s Name ____________________ Expiration ____________________
Billing Street Address ____________________ Security Code ____________________
Billing Zip ____________________ Signature ____________________

*For your protection and due to the insecure nature of emails, which can be intercepted by malware software, we do not accept credit card numbers by email. Please forward your information by fax or US mail, or contact us directly at 601-853-3302 to provide your information over the phone.

Please sign and return with payment to:
MS Academy of Family Physicians
755 Avignon Drive
Ridgeland, MS 39157
claire@msafp.org – www.msafp.org

Retain a copy for your records and return the completed original with full payment of $1,500 to MAFP office. Applications submitted after May 31, 2018 must be accompanied by full payment of $1,700.

A confirmation letter will be sent indicating final assigned space and acceptance by the MAFP.