

Exhibitor Prospectus

**Market Your Products and Services at
Maryland's Premier Medical Meeting!**

**Maryland Academy of Family Physicians
2015 FAMILY MEDICINE EXPERIENCE!**

June 25 - 27, 2015

TRADE SHOW - June 26 & 27

Clarion Resort Fontainebleau Hotel • Ocean City, Maryland



Maryland Academy of Family Physicians

Able, Responsive Family Physicians Serving Their Communities

5710 Executive Drive • Suite 104 • Baltimore, MD 21228

Phone 410-747-1980 • Fax 410-744-6059

Email info@mdafp.org • Website www.mdafp.org

MAFP 2015 ANNUAL TRADE SHOW

Academy Facts: The Maryland Academy of Family Physicians (MAFP) is the largest medical specialty society in Maryland. It is an affiliated chapter of the American Academy of Family Physicians with over 1,300 of the national organizations 111,000 members. It's mission is *To support and promote Maryland family physicians, in order to improve the health of our State's patients, families and communities.* Family physicians are the primary care specialists trained to treat over 90% of all ailments and to provide comprehensive, continuing and cost effective health care for all ages and both genders.

The MAFP annual assembly attracts family physicians and primary health care professionals from Maryland and environs. Conference registrants are comprised of family physicians, resident physicians, other primary care physician specialists, medical students, nurse practitioners and physician assistants.

MAFP MEMBER FACTS

81.10%	DIRECT PATIENT CARE
90.4%	OFFICE PRACTICE
15.32%	OBSTETRICS
94.2%	PEDIATRICS
49.67%	MALE
50.14%	FEMALE
49	AVERAGE AGE

2014 REGISTRANTS

96 %	PRACTICING
4 %	RETIRED

Space Description/Fees: MAFP exhibits will be housed in the Conference Room 1,2,3 at the Clarion Resort Hotel. *Food and beverage breaks will take place in the exhibit area.*

Spaces are approximately 10' x 10'. A draped 6' table and 2 chairs are included in the exhibit fee. Additional services must be arranged through The Clarion Resort Hotel. Added fees will be paid directly to the hotel according to their policies. The Clarion Hotel Exhibitor Service Order Form will be sent to companies registering to exhibit.

Spaces cost \$1,200 each (no increase again this year!). Full payment must be must accompany completed *Exhibit Space Application & Contract. (without exception.)* Acceptable methods of payment are check or VISA/MC. **MAFP Federal Tax ID #52-1317156.** Pre-registration, along with accompanying appropriate fees, is mandatory.

Before 12/31/14
\$960.00(-20%)

1/1/15-3/31/15
\$1080.00(-10%)

4/1/15-5/31/15
\$1,200.00

6/1/15—6/19/15 (upon availability)
\$1,440.00(+20%)

No exhibit registrations will be accepted after June 19, 2015. Companies not making final payments according to the schedule above will be charged the fees for the subsequent periods. Exhibit space will not be allotted without payment in full by noted deadlines.

Companies purchasing multiple spaces will receive a discount of 20% per additional exhibit space. The first exhibit space will be charged according to the schedule above.

Each participating company will be acknowledged in all MAFP pre- and post-promotion materials based on timeliness of company registration with MAFP production schedules.

Confirmation and Special Requests: Upon the Academy's receipt of your company's completed Exhibit Space Application & Contract, the designated contact person (name appears on the contract) will be sent a confirmation packet which will include all pertinent details. Space allotment will take place after June 19th. Allotment will be made according to the following factors: timeliness of registration, timeliness of payment, space number requests and requests to not be near specific competitors.

Policies & Other Information

Cancellations: Cancellations and requests for refunds must be received in writing no later than 60 days prior to the conference. If received prior to 60 days before the conference, full refund; if after 60 days, 25% fee and after 30 days, 50% fee.

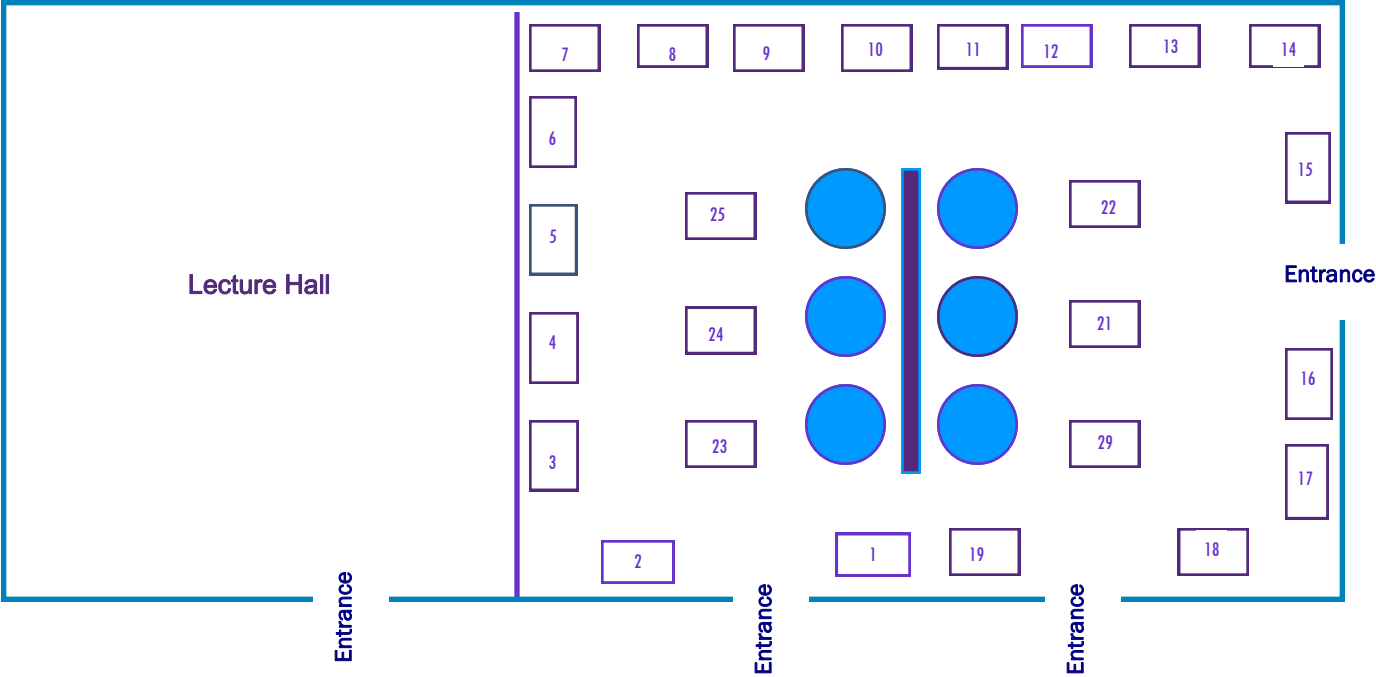
Contests, Drawings & Gifts: Contests, drawings and giveaways are left to the discretion of the individual exhibiting company but the MAFP reserves the right to withhold or withdraw permission to distribute souvenirs or other materials it considers inappropriate. MAFP follows the guidelines governing gifts to physicians from industry as policy of the American Medical Association, the Pharmaceutical Research and Manufacturers of America and the American Academy of Family Physicians. Announcements of prize winners may be made via the conference registrant message board near the conference registration desk. *Companies, organizations and individuals are prohibited from promotions of products/services outside assigned exhibit space while on-site.*

Food Functions and Events: Exhibitors are welcome to participate in all scheduled breaks in the Exhibit Hall. Other meals are not provided. Exhibitors are invited to participate in Assembly social activities as applicable. Tickets for these events may be purchased from the MAFP office prior to the assembly or on-site upon availability.

Exhibit Hall

Crystal Ballroom 1

MAFP Reserves the Right to Revise the Floor Plan if Conditions Occur Beyond its Control.



Registration Area

MAFP 2015 ANNUAL TRADE SHOW

Clarion Resort Fontainebleau Hotel

10100 Coastal Highway, Ocean City, MD 21842

Phone: 410-524-3535 or 800-638-2100

The Clarion Resort Fontainebleau Hotel is the finest full service hotel in Ocean City Maryland featuring luxurious hotel rooms and a 40,000 square foot Conference Center. Located directly on the beach and overlooking the Atlantic Ocean, you'll get resorts with unmatched comfort and convenience.

For your comfort and enjoyment we feature luxury ocean view rooms, two oceanfront restaurants, a nightclub, live entertainment both inside and on the beach (in season) the best in Ocean City, a health club and year round indoor pool and beautiful new outdoor pool. We offer specialized assistance in meeting planning, reunions and golf outings.

Whether you are looking for Ocean City Vacation Packages, oceanfront hotels in Ocean City Maryland or need a quality destination for your next business meeting or family reunion, the Clarion Resort Fontainebleau Hotel has it all.

Get more information on the finest hotel in Ocean City Maryland, including our Amenities, Rates, Area Attractions and our Clarion Ocean City Hotel Specials.

To obtain MAFP group rates, you must mention that you are with the Maryland Academy of Family Physicians conference when you make your reservations. Rates will be held until 5:00 p.m. on May 29, 2015, after which, upon availability. For reservations and information about accommodations and attractions, call the Hotel at 410-524-3535, toll-free at 800-638-2100 or visit their website at www.clarionoc.com

Scheduled Breaks in the Exhibit Hall

Wednesday, June 24th

5:00pm-8:00pm Exhibit Registration & Set Up

Thursday, June 25th

7:00am	Exhibit Hall Opens
9:30am - 10:00am	Scheduled Program Break
12:15pm - 1:30pm	Scheduled Program Break (lunch)
3:00pm - 3:30pm	Scheduled Program Break

Friday, June 26th

7:00am	Exhibit Hall Open
10:00am - 10:30am	Scheduled Program Break
12:15pm - 1:45pm	Scheduled Program Break (lunch)
3:15pm - 3:30pm	Scheduled Program Break

Points to Help You Have A Successful MAFP Trade Show Exhibit

- Be on time and on duty according to the program and exhibit schedule.
- Set realistic goals—look for relationship building and prospective leads.
- Have a good time—this is the conference where doing business is fun!

