WHAT IS
LOUISIANA ACADEMY OF FAMILY PHYSICIANS

Family physicians are dedicated to treating the whole person - from every organ system to every behavioral health need, family physicians are there for their patients. They provide a comprehensive range of services within the context of a continuing, trusted relationship that often spans decades and generations of families.

For these reasons, Louisiana’s family physicians are looking to build meaningful connections with community and corporate partners that share a vision for a healthy Louisiana by advancing the work of family physicians across the state.

THE LAFP
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 mission of the Louisiana Academy of Family Physicians is to promote and support Louisiana's family physicians in providing excellent health care, service and leadership.

ABOUT THE LAFP

The Academy is the only professional organization in Louisiana that solely represents 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, more visits than to any other specialty and this number is increasing rapidly.

1,900 LAFP Members Strong
909 Active Members in Louisiana
76% Market Share of Practicing Physicians in Louisiana

BENEFITS
Supporting LAFP events and programs provides access to more than 1,900 family physicians, family medicine residents and medical students who will specialize in family medicine. There are several events throughout the year in which sponsorship opportunities are available for your organization to connect with members and increase exposure, providing maximum return on your investment.

Resident & Student Activities focus on educational workshops, pertinent education topics and valuable networking opportunities with industry professionals.

The LAFP Annual Assembly offers several social and networking opportunities throughout four days. 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.
BUILDING RELATIONSHIPS WITH IMPACT

BE OUR PARTNER

LAFP’s community and corporate engagement opportunities are designed to facilitate connections that focus on building long-term relationships through cutting-edge education and targeted communications. Recognizing those who are making a commitment to family medicine in Louisiana and patients across the state is paramount to the success of this multifaceted partnership opportunity.

We want to be there for you by opening doors and building relationships so that when members find themselves in need of information, products or services, they only need to look as far as the Academy and our partners to support them.

Members only need to look as far as the Academy and our partners that exist to support them.

PHYSICIAN ENGAGEMENT OPPORTUNITIES

Enhance your visibility while supporting Louisiana’s family physicians.

Become our Partner in FAMILY MEDICINE

Gain greater access and enhance your company’s visibility among Louisiana’s 1,900 family physicians, family medicine residents and medical student members. The LAFP offers many opportunities throughout the year for community and corporate partners to engage with our physician members. Let us customize a package that best suits your goals and needs.

Options for reaching our members include:

- Monthly Sponsored Resources e-mail blast
- Sponsorship of non-CME activities (offered statewide and regionally)
- Educational, quality improvement grants and contracts
- Sponsorship and Exhibiting Experiences at Member Events
- Advertising in LAFP’s various communication vehicles
BENEFITS OF PARTNERSHIP

MONTHLY SPONSORED RESOURCES BLAST
Starting in 2020, community and corporate partners will have the unique opportunity to promote their educational content, videos, and links to websites on a custom designed email platform and have it delivered directly to the inboxes of 1,900 family physicians across Louisiana. This educational asset will be emailed to all LAFP members on a monthly basis.

PARTNERS IN FAMILY MEDICINE
New for 2020, this exciting program recognizes community and corporate supporters as “Partners in Family Medicine.” Participants in this program will receive a web linked logo or ad/graphic recognition on the Partners in Family Medicine resources page linked on the LAFP home page for one calendar year. Additionally, your physician-focused educational content will be added and maintained on the Partners in Family Medicine resource page for an entire year.

LAFP Partners in Family Medicine receive extra benefits throughout the year including:
• Recognition in LAFP’s communication vehicles highlighting our partnership and driving physician attention to your online resources.
• Advertising discounts in LAFP’s weekly e-newsletter, The Weekly Family Medicine Update, which is delivered to more than 1,900 subscribers.
• Annual subscription to LAFP’s quarterly print and digital publication, The Louisiana Family Doctor, which has a circulation of 2,000 readers.
• The LAFP will also follow your organization on Facebook and share your stories with fellow followers (posts are at the discretion of the LAFP.)

SPONSORSHIP OF A NON-CONTINUING MEDICAL EDUCATION (CME) ACTIVITY
The LAFP provides regular opportunities for family physicians to gain educational knowledge, enhance their practice management skills, and to build closer relationships with their peers from across the state. Your organization can gain exposure during these high value programs by sponsoring a non-CME activity at one of these member events. The sky is the limit and creativity abounds. Let us brainstorm with you to discover the right sponsorship opportunity for your organizational goals.

Examples of engagement include:
• Practice management sessions
• Investment and financial planning seminars
• Personal wellness or life coaching programs, just to name a few

EDUCATIONAL, QUALITY IMPROVEMENT GRANTS AND CONTRACTS
One of the pillars of the LAFP is its educational outreach to its membership and we are always looking for partners to provide primary care focused, evidence-based content to Louisiana’s family physicians. The LAFP has an award-winning track record of providing team-based, quality improvement training. Opportunities to reach Louisiana’s family physicians on a statewide or regional level are available. The LAFP staff is eager to speak with you on how to bring your ideas to fruition.

SPONSORSHIP AND EXHIBITING EXPERIENCES AT MEMBER EVENTS
Showcase your products and services and connect with family medicine decision makers during LAFP’s in-person meetings. Two of LAFP’s most popular exhibiting and sponsorship opportunities take place annually at the Resident and Student Conference and Workshops and the LAFP Annual Assembly and Exhibition. Our staff can tell you more on how to participate in these high value events.

ADVERTISING IN LAFP’S VARIOUS COMMUNICATION VEHICLES
The LAFP offers a variety of advertising opportunities that you can use to deliver your organization’s message including display and classified advertising in our quarterly magazine and website; sponsoring our weekly e-newsletter, and many more! A member of the LAFP staff is ready to discuss options and explain how we can maximize your organization’s advertising dollar.
Policies and Procedures

LAFP Policy on Partner Generated Educational Content
Sponsored information and partner generated content should not be considered an LAFP endorsement or recommendation of the sponsor’s products, services, policies, or procedures. The information and opinions expressed in partner generated educational content are those of the paid sponsors and do not necessarily reflect the views of the LAFP. The LAFP is not responsible for the content of third-party websites that are linked from this page; moreover, any links to third party websites where goods or services are advertised are not endorsed or recommended by the LAFP.

Sponsor-developed resources are made available by the LAFP to provide convenient access to information from industry that may be of interest to LAFP members. The LAFP reserves the right to reject or cancel any sponsored resources deemed not to be of interest to the LAFP members, deemed controversial in nature, or in poor taste.

- No partner shall use or display the LAFP logo without the prior written approval of the LAFP.
- No partner shall directly or indirectly represent or otherwise hold itself out as being an agent, employee, legal representative, spokesperson, or preferred vendor of the LAFP. Any violation of these terms will result in the partner’s termination of participation in the partner program.
- Partners must comply with industry guidelines (for example, CMSS, OIG, Sunshine Act, PhRMA Code) and operate with the principles of medical ethics and evidence-based medical practice.
- No portion of a partner’s annual contribution is allocated for lobbying and/or legislative efforts.

LAFP Policy on Commercial Support
The LAFP adheres to both ACCME Standards of Commercial Support and AAFP Continuing Medical Education (CME) Policy on Industry Support in assessing educational grant opportunities. The LAFP appreciates the financial support provided by proprietary entities for its CME activities. Any funds for this purpose must be in the form of an unrestricted educational grant made payable to the LAFP. The LAFP affirms its responsibility to maintain control over the selection of content, faculty, education methods and materials in all of its CME activities, ensuring objectivity, balance, and scientific rigor and independence.

While all CME activities are carefully vetted by the pertinent LAFP CME planning committee, it should be noted that CME activities developed by AAFP constituent chapters with industry funding have already been fully vetted by the sponsoring chapter’s CME planning committee who follow the same standards for CME and commercial support as the LAFP. Due to the rigor of peer evaluation and relevance to family medicine, chapter sponsored CME activities will be given priority.

LAFP Policy on Advertising, Exhibits, and Sponsorships
All contracts submitted for advertising, exhibits, and sponsorships must be deemed relevant and useful to the practice of medicine (meet the standards of generally accepted medical practice or relate to the clinical practice of medicine), practice management (relevant to the socioeconomic practice of medicine or enabling physicians to run more efficient practices), or quality of life (lifestyle issues and opportunities).

Advertisements deemed controversial in nature or in poor taste will be evaluated by the publication’s editor to determine if they are appropriate for publishing. Exhibits or sponsorships in question will be reviewed by the LAFP Executive Committee.

The initial acceptance of contract does not constitute a guarantee or endorsement of the product or service by the LAFP. Advertising, exhibits, or sponsorships that promote tobacco products, alcoholic beverages, firearms, or products/services that are illegal under state or federal statute are not permitted.

Products that require approval by the Food and Drug Administration (FDA) for marketing must receive such approval before they are accepted for a contract. It is the responsibility of the contractor to conform to FDA regulations and all legal requirements for the content of claims made about the product.

Products for nutritional supplements and vitamin preparations are not eligible for advertising, exhibiting, or sponsorship unless they are approved for marketing by FDA or their efficacy and safety are substantiated by clinical studies acceptable to the LAFP - generally, these are U.S. studies published in mainstream U.S. medical journals.

Only diet programs prescribed and controlled by physicians are eligible for advertising, exhibiting, or sponsorship.

Executive Committee will address and resolve any concerns about advertising, exhibiting, or sponsorships should complaints arise.

The LAFP reserves the right to reject or cancel any contract at any time and if that occurs, a full refund of the fee will be granted.
NEW FOR 2020

LAFP is now offering engagement opportunities for your organization to build lasting relationships early with our future leaders in Family Medicine — residents and students. Our goal is that LAFP, its partners and sponsors support travel to national meetings that allow them to gather, learn and network with colleagues.

As an LAFP Partner, your organization will have increased exposure to family physicians, residents, and students. We have new events planned throughout 2020 for your organization to continue to build those important relationships.

100% Resident Membership

3 Louisiana Medical Schools

10 Family Medicine Residency Programs

4 Family Medicine Interest Groups

TAKE ADVANTAGE OF THESE OPPORTUNITIES

SPONSORSHIP OPPORTUNITIES

• Regional Workshops and Networking Social/Career Fair
• AAFP National Conference for Students and Residents
• Sponsor a student or resident through a scholarship

BENEFITS OF SPONSORSHIP

• Recognition and promotion in LAFP communications
• Participants in the program will receive a web-linked logo and/or graphic on lafp.org homepage.
• Discounted advertising rates in the Weekly Family Medicine

Questions? Contact the LAFP | info@lafp.org | (225) 923-3313
EVENTS | RESIDENT & STUDENT SPONSORSHIP

REGIONAL WORKSHOP & CAREER FAIR

Regional Workshop Sponsor | $3,500
Be a sponsor of one of the regional workshops around Louisiana. This opportunity will allow for a table in the workshop room to be set up with your company information, a 15-minute speaking opportunity, sponsorship of the refreshments during the procedure workshops and a high-top table during the networking social and career fair.

Career Fair Exhibit Table | $500
Join the Family Medicine Residency Programs from around Louisiana, top recruiters in the healthcare industry and a select few additional companies for an evening of networking with not only active physicians, but also the future of Family Medicine! Includes: 1 high-top table, 2 company reps, identification sign, registration list (no emails) and listing on event signage and promotional materials.

AAFP NATIONAL CONFERENCE FOR STUDENTS & RESIDENTS

National Conference Sponsor | $7,500
Join forces with LAFP Foundation to promote Louisiana Family Medicine at the AAFP National Conference of Medical Students and Residents. Join us for this 3-day recruitment opportunity as a valued partner. Since 2008, LAFP has coordinated the efforts to assist our residency programs recruit at the national level at the AAFP National Conference in Kansas City. Not only will you have access to the Louisiana family medicine residents attending, you will also be able to connect with residents from programs across the country. This partnership opportunity includes:

- Two booths at the AAFP National Conference of Medical Students and Residents in Kansas City, MO on July 30 – August 1, 2020 in conjunction with LAFP and local residency programs
- Two company representatives to attend all LAFP National Conference functions
- One hour “resident only” recruitment time in the exhibit hall at the beginning of National Conference
- Ability to bring Company’s corporate signage and marketing materials for booth share
- Recognition as a LAFP Partner for 2020 on onsite signage and website, and within all LAFP publications
- Co-branding on LAFP’s National Conference promotional materials giveaways

CAN’T ATTEND THESE EVENTS?
Send a Resident or Student to an upcoming conference by underwriting one of these scholarships.

National Conference Scholarships | $1,500
Scholarships are provided to Resident and Student Delegates or Alternate Delegates to the AAFP National Conference. These delegates are invited annually to attend the AAFP National Conference of Medical Students and Residents in Kansas City, MO. The 2020 event will be held July 30 – August 1, 2020. These scholarships cover food, travel and lodging expenses for attendees.

Annual Assembly Scholarships | $1,200
Scholarships are provided to Resident and Student Delegates or Alternate Delegates for LAFP Board of Directors and LAFP General Assembly. These delegates are invited annually to attend the LAFP Annual Assembly & Exhibition. The 2020 event will be held at the SanDestin Golf & Beach Resort. These scholarships cover food, travel and lodging expenses for attendees.
Student & Resident Activities Sponsorship & Exhibit Application

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

Company: ____________________________________________
Contact Name: ______________________________________
Title: ______________________________________________
Address: ____________________________________________
City: __________________________________________ State: __________ Zip: __________
Office Phone: ______________________________ Fax: __________
Email: ____________________________________________
Company Website: __________________________________

Regional Workshop & Career Fair Exhibit Booth
Event location and dates are TBD. At least two workshops to take place in 2020.
Booth fee includes: one (1) high-top booth table, two (2) company reps, identification sign, registration list before/after event (no emails), listing on event signage and promotional materials.

_____ # Booth(s) at the North Louisiana Regional Workshop & Networking Social/Career Fair
_____ # Booth(s) at the South Louisiana Regional Workshop & Networking Social/Career Fair

Event Sponsorship Opportunities
Please see “Student & Resident Activities Sponsorship Opportunities” page for descriptions and full list of inclusions.

☐ National Conference for Students & Residents $7,500
☐ Regional Workshop (4 available) $3,500
☐ National Conference Scholarships $1,500
☐ Annual Assembly Scholarships (4 available) $1,200

Partnership Opportunities
Custom LAFP Partner packages are available that include opportunities to present at regional networking socials, join LAFP at medical school and residency program visits, advertising and much, much more! Please contact the LAFP office for specific package options.

☐ Yes! I would like to be an LAFP Partner at an annual commitment level of $______________

Fees
Total Exhibitor Fees: __________________________
Total Sponsorship Fees: ________________________
Total Partnership Fees: ________________________

Total Fees: __________________________

PLEASE READ: I hereby apply for exhibit space and/or sponsorship at upcoming Student & Resident Activities in conjunction with 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 the details within, 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: ___________ Zip: ___________
Approximately 76% of all practicing family physicians in Louisiana are members of the LAFP

By advertising with the Louisiana Academy of Family Physicians (LAFP), you are collaborating with Louisiana’s largest statewide professional association for family physicians, family medicine residents, and medical students, and one of the most active chapters of the American Academy of Family Physicians.

If you are interested in delivering your organization’s message to more than 1,900 members, including practicing family physicians, family medicine residents, and medical students, then look no further.

The LAFP offers a variety of advertising opportunities that you can use to deliver your organization’s message.

Options for reaching our members include:

- The Weekly Family Medicine Update
- The LAFP Website
- The Louisiana Family Doctor
- The LAFP Career Center

AUDIENCE | FAMILY MEDICINE

DESCRIPTION
Established in 1947, the LAFP is a statewide, professional association with more than 1,900 members, including practicing family physicians, family medicine educators, family medicine residents, and medical students. The LAFP is one of the state chapters of the American Academy of Family Physicians.

The mission of the LAFP is to promote and support Louisiana’s family physicians in providing excellent health care, service and leadership.

In addition, LAFP membership includes family physicians, family medicine residents, and medical students in Louisiana.

You’re more than just an advertiser, you’re our partner.
E-NEWSLETTER | THE WEEKLY FAMILY MEDICINE UPDATE

The weekly e-newsletter currently delivered to the LAFP membership and registered subscribers every Tuesday and contains important news about health care advocacy and legislation, important dates, partnerships, conference opportunities, and other member news. The LAFP accepts classifieds and advertisements from those interested in promoting services or other information related to physician practices.

The Weekly Family Medicine Update (WFMU) is distributed to subscribers. The current distribution of LAFP’s weekly e-newsletter is more than 1,900. Subscription to the WFMU is provided to all members as a member benefit. Non-members can also request to receive the e-newsletter.

LAHF WEBSITE

The official website of LAFP contains up-to-date Academy news and important alerts for members about health care advocacy and legislation, important dates, partnerships, and conference opportunities. Members are encouraged to set the site as their homepage.

The website averages more than 2,000 page views per month and an average of more than 300 users per month.

LAHF CAREER CENTER

The Career Center allows you to showcase your job posting to Louisiana’s best and brightest! LAFP’s Career Center (www.Careers.LAFP.org) allows job seekers to post anonymous CVs, browse job postings and communicate with you.

Beef up your exposure with a banner or a classified ad on the Career Center home page.

MAGAZINE | THE LOUISIANA FAMILY DOCTOR JOURNAL

The Louisiana Family Doctor (TLFD) is published quarterly and mailed in March, June, September, and December. The magazine serves as a vehicle for the LAFP to communicate with its members important dates, partnerships, conferences, opportunities, and other news. Our current print and digital circulation is more than 1,900. Subscribers include the entire LAFP membership, Louisiana and national legislators, American Academy of Family Physicians state chapter executives and Louisiana medical associations.
THE WEEKLY FAMILY MEDICINE UPDATE

The Weekly Family Medicine Update (WFMU) is distributed 50 times per year to more than 1,900 subscribers.

Specifications

- The advertiser will provide articles and graphics to the LAFP no later than one (1) week prior to the sponsorship date to ensure distribution.
- Topics of these articles will be current, useful, and relevant to subscribers, but also strive to relate in some way to the Sponsor's interests in the health care industry.
- Ad size must be submitted in 300x300 pixel format.
- Only digital full color JPEG or PNG files in electronic format will be accepted.
- All articles will be reviewed and approved by the LAFP physician website editor.
- The editor reserves the right to refuse any advertising or adjust publication size as necessary.
- Cancellations must be received in writing.

Advertising Rates

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>One Week</td>
<td>$150</td>
</tr>
<tr>
<td>Four Weeks</td>
<td>$570</td>
</tr>
<tr>
<td>Three Months/13 Weeks</td>
<td>$1,755</td>
</tr>
<tr>
<td>Six Months/26 Weeks</td>
<td>$3,120</td>
</tr>
<tr>
<td>Twelve Months/52 Weeks</td>
<td>$5,460</td>
</tr>
</tbody>
</table>

Discounts:
- Print advertiser in Louisiana Family Doctor
- Sponsors and exhibitors
  *Limit one discount or special offer
  10% discount
  10% discount

LAIF WEBSITE

www.lafp.org

Specifications

- Home page banner ads must be submitted in 900x150 pixel format.
- Interior Page banners must be submitted in 300x300 pixel format.
- Artwork must be received no later than 2 weeks before the requested run date.
- Only digital full color JPEG or PNG files in electronic format will be accepted.
- Cancellations must be received in writing.
- The editor reserves the right to refuse any advertising or adjust publication size as necessary.

Advertising Rates

<table>
<thead>
<tr>
<th>Location</th>
<th>Description</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Home Page</td>
<td>Premium exposure with custom ad space including hyperlink</td>
<td>$600/month</td>
</tr>
<tr>
<td>Interior Page</td>
<td>Basic exposure with space for logo and hyperlink (advertiser select site section)</td>
<td>$500/month</td>
</tr>
</tbody>
</table>

Frequency Discounts are available.
- 6 month commitment
- 12 month commitment
- Print advertiser in Louisiana Family Doctor
- Sponsors and exhibitors
  *Limit one discount or special offer
  5%
  10%
  10%
  10%

Questions? Contact the LAFP | info@lafp.org | (225) 923-3313
ADVERTISING RATE CARD AND SPECIFICATIONS

LAFF CAREER CENTER

Specifications

- Rates are per each stagnant 300x300 pixel design (no animation is allowed). Include the name and contact information of designer or file creator.
- A total of three (3) site section advertisements will be allowed at one time. Call for sizing information.

<table>
<thead>
<tr>
<th>Advertising Rates</th>
<th>Rate</th>
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<tbody>
<tr>
<td>Basic 30 Day Single Job Posting</td>
<td>$400</td>
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<tr>
<td>Basic 60 Day Single Job Posting</td>
<td>$600</td>
</tr>
<tr>
<td>Single Résumé/CV Purchase</td>
<td>$35</td>
</tr>
<tr>
<td>5 Pack of Job Postings (30 days)</td>
<td>$1,800</td>
</tr>
<tr>
<td>5 Pack of Job Postings (60 days)</td>
<td>$2,700</td>
</tr>
<tr>
<td>5 Pack of Job Postings (90 days)</td>
<td>$3,375</td>
</tr>
<tr>
<td>1 Year Unlimited CV Access</td>
<td>$1,000</td>
</tr>
<tr>
<td>Career Center Home Page Banner Ad (30 days)</td>
<td>$500</td>
</tr>
<tr>
<td>Career Center Home Page Banner Ad (6 months)</td>
<td>$2,850</td>
</tr>
<tr>
<td>Career Center Home Page Banner Ad (12 months)</td>
<td>$5,400</td>
</tr>
</tbody>
</table>

THE LOUISIANA FAMILY DOCTOR

Professionally printed, full-color quarterly journal with a print and digital circulation of more than 1,900 contacts. It is the primary communication source for public relations, legislative, continuing medical education and membership information.

You may use this publication as a tool to help meet your marketing or recruiting objectives. By advertising in this journal, you can reach a large, highly targeted audience at a reasonable rate.

Specifications

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Width</th>
<th>Length</th>
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<tbody>
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<td>8.875&quot;</td>
</tr>
<tr>
<td>Back Cover (no bleed)</td>
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<td>8.375&quot;</td>
</tr>
<tr>
<td>Full Page</td>
<td>8.625&quot;</td>
<td>11&quot;</td>
</tr>
<tr>
<td>Full Page (no bleed)</td>
<td>7.875&quot;</td>
<td>10.25&quot;</td>
</tr>
<tr>
<td>2/3 Page</td>
<td>5.125&quot;</td>
<td>10&quot;</td>
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<tr>
<td>1/2 Page (vertical)</td>
<td>7.875&quot;</td>
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<td>1/2 Page (horizontal)</td>
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<tr>
<td>1/6 Page (vertical)</td>
<td>2.5&quot;</td>
<td>4.875&quot;</td>
</tr>
<tr>
<td>1/12 Page</td>
<td>2.5&quot;</td>
<td>2.125&quot;</td>
</tr>
</tbody>
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Contact:

Publishing Concepts, Inc.
14109 Taylor Loop Road
Little Rock, AR 72223
800.561.4686 or 501.221.9986
production@pcipublishing.com

<table>
<thead>
<tr>
<th>Ad Due Dates</th>
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<tbody>
<tr>
<td>March 1</td>
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<tr>
<td>June 1</td>
<td>June 15</td>
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<tr>
<td>September 1</td>
<td>September 15</td>
</tr>
<tr>
<td>December 1</td>
<td>December 15</td>
</tr>
</tbody>
</table>
Terms and Conditions
The advertising organization and the Louisiana Academy of Family Physicians agree to the following terms:

1. All advertisements submitted to the Louisiana Academy of Family Physicians (LAFP) for publication in The Louisiana Family Doctor, the Weekly Family Medicine Update, or on the LAFP website (www.lafp.org) must be of related interest to the LAFP membership.
2. The Advertiser will provide articles and graphics to the LAFP no later than one (1) week prior to the advertisement date. Topics of these articles will be current, useful, and relevant to subscribers, but also strive to relate in some way to the Advertiser's interests in the health care industry. All articles will be reviewed and approved by the LAFP. New artwork must be received by the LAFP no later than the publication's next scheduled artwork deadline.
3. The Advertiser must provide its corporate logo or other image sized to 300 X 225 pixels saved for the web as a .jpg to appear with the article. Images that are submitted with a white background will have a shadow added to the image. “Paid Advertisement by” will be noted at the beginning of all articles.
4. The acceptance of an advertisement does not constitute a guarantee or endorsement of the product or service by the LAFP.
5. The LAFP reserves the right to reject or cancel any advertisement at any time and to assess future copy/artwork to ensure that it does not contain any false or misleading statements or that it is in poor taste. Advertisements deemed controversial in nature or in poor taste will be evaluated to determine if they are appropriate for publishing.
6. The LAFP reserves the right to refuse publication of any article that includes the promotion of products or brand names for use by a physician or the endorsement of specific products or brand names, including those of the Advertiser.
7. Advertising rates are subject to change. Cancellations must be received in writing one week prior to the advertisement date. The agency and advertiser will indemnify and hold the publisher harmless from and against any claims, loss, liability, or expense, including reasonable attorney's fees, arising out of the publication of such advertisements, including without limitation those resulting from claims of suits for libel, violation of rights of privacy, plagiarism, and copyright and trademark infringement.

Guidelines
The following information serves only as a guideline for potential advertisers and does not guarantee that an advertisement/sponsorship will be approved.

- Products that require approval by the Food and Drug Administration (FDA) for marketing must receive such approval before being eligible for advertising or sponsorship opportunities. Any advertising or sponsorships for these products must include full disclosure when required. It is the responsibility of the advertiser to conform to regulations of the FDA and all legal requirements for the content of claims made about the product.
- Technical data and scientific documentation may be required for products not regulated by the FDA or other government agencies.
- Continuing medical education (CME) courses, seminars, and conferences are eligible for advertisement. If CME accreditation is advertised, the type of credit for which the educational activity is approved must be specified.
- Products for nutritional supplements and vitamin preparations are not eligible for advertisement/sponsorship unless they are approved for marketing by the FDA or their efficacy and safety are substantiated by clinical studies acceptable to the LAFP—generally, these are U.S. studies published in mainstream U.S. medical journals.
- General-purpose foods such as bread, meats, fruits, and vegetables are eligible for advertisement/sponsorship. Only diet programs prescribed and controlled by physicians may be eligible for advertisement/sponsorship.
- Institutional advertising germane to the practice of medicine are considered eligible for advertisement/sponsorship.
- Ads for tobacco products and alcoholic beverages are not eligible for advertisement/sponsorship.
- Solicitations, advertising or sponsorships that promote products or services that are illegal under state or federal statute are not allowed.
- The LAFP will accept paid sponsorship or advertisement of outside research surveys and/or studies for placement in the Weekly Family Medicine Update (WFMU), The Louisiana Family Doctor, and/or the LAFP website only.* Before signing the sponsorship agreement or advertising contract, the physician website editor or magazine editor must review and clear all surveys and be in contact with the interested sponsor or advertiser. The survey also must be of interest or pertinent to family medicine.
- The LAFP will not accept or disseminate research surveys and/or studies in any of its other communications. Sponsorship and advertising rates can be found on The Louisiana Family Doctor and website rate card and the Weekly Family Medicine Update (WFMU) sponsorship agreement. LAFP members will receive a discounted rate. The sponsorship or advertising fee for state agencies may be waived at the discretion of the editor.
Digital Advertising Agreement

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

Advertiser: __________________________ Title: __________________________

Contact Name: __________________________ Address: __________________________

City: __________________________ State: __________________________ Zip: __________________________

Office Phone: __________________________ Fax: __________________________

Email: __________________________

Company Website: __________________________

Media Company (if different than advertiser listed above)

Media Company: __________________________

Address: __________________________

City: __________________________ State: __________________________ Zip: __________________________

Graphics Contact Name: __________________________ Office Phone: __________________________

Email: __________________________

Accounting Contact Name: __________________________ Office Phone: __________________________

Email: __________________________

<table>
<thead>
<tr>
<th>Publication</th>
<th>Ad Type</th>
<th>Location</th>
<th>Frequency</th>
<th>Rate</th>
<th>Total Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.LAFP.org">www.LAFP.org</a></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Weekly Family Medicine Update (electronic newsletter)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LAFP Career Center</td>
<td></td>
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</tr>
</tbody>
</table>

Total Advertising Cost: __________________________

Payment Method  □ Check  □ Visa  □ MasterCard  □ Discover

Card Number: __________________________ Exp. Date: __________ 3 digit code: __________ Zip: __________

Terms & Conditions  Limit of one discount or special offer per contract unless otherwise specified by LAFP. Bundle packages already reflect a discount and are not eligible for further discounts. Advertising is subject to the acceptance by LAFP as to character, layout, text and design. LAFP will have no liability for errors in type. LAFP will not be liable for any cost or damages if for any reason it fails to publish. Placement of advertisements is at the discretion of the LAFP unless previously agreed to in writing. The appearance of advertising does not imply endorsement of the advertised company or product nor will advertising be allowed to affect editorial decisions and content. LAFP has the right to refuse any advertisement that is inappropriate or incompatible with the mission of LAFP. Prohibited advertisement include: alcohol, tobacco, weapons, firearms, ammunition, fireworks, gambling, lottery, "miracle" cures, unsubstantiated health claims, and any directed at children. Neither advertisers nor their agents may collect any personal information from any user viewing the advertisement. Cookies, applets and other such files are prohibited. The advertiser will indemnify and hold harmless the LAFP from and against any claims, loss, liability, or expense including any reasonable attorney fees arising from the publication of such advertisement, including without limitation those resulting from claims of suit for libel, violation of privacy, plagiarism or copyright and trademark infringement. I hereby apply for advertisement space or classified space in an LAFP publication. 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 the 2020 Advertising Terms and Conditions (below) and that advertisement/classified space can only be secured by submitting this completed and signed form and payment in full.

Signature: __________________________ Date: __________________________

Mail with Payment to LAFP 919 Tara Blvd., Baton Rouge, LA 70806 Fax: (225) 923-2909 • E-mail: info@lafp.org • Questions? Call (225) 923-3313
We are pleased to invite you to participate at our upcoming 73rd 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 Baytowne Conference Center at the luxurious Sandestin Golf & Beach Resort.

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.

We hope you will choose to be part of our 2020 educational programming, as the quality and development of our educational activities depend 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 EVENT

The LAFP 2020 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.

ATTENDEE PROFILE

This conference will be attended by practicing physicians 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.

NETWORKING

While the meeting will be packed with valuable and entertaining presentations, the onsite 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 receive two tickets to attend the President’s Party.

TENTATIVE SCHEDULE

| Thursday          | Registration Desk Open |
| 7:00 am - 2:15 pm | Breakfast with Exhibitors |
| 7:00 am - 8:00 am | CME Sessions |
| 8:00 am - 2:15 pm | Break with Exhibitors |
| 10:00 am - 10:30 am | Lunch with Exhibitors |
| 11:30 am - 12:15 pm | Welcome Reception |

| Friday            | Registration Desk Open |
| 7:00 am - 12:45 pm | Breakfast with Exhibitors |
| 7:00 am - 8:00 am | CME Sessions |
| 8:00 am - 12:45 pm | Break with Exhibitors |
| 10:00 am - 10:45 am | General Assembly Meeting |
| 1:00 pm - 3:00 pm | Presidents Party |
| 7:00 pm - 11:00 pm | |

| Saturday          | Registration Desk Open |
| 7:00 am - 12:30 pm | Breakfast with Exhibitors |
| 7:00 am - 8:00 am | CME Sessions |
| 8:00 am - 12:30 pm | Break with Exhibitors |
| 10:00 am - 10:30 am | Awards and Installation Lunch |
| 12:45 pm - 2:45 pm | |

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

IMPORTANT DATES

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 1, 2020</td>
<td>Early-Bird Exhibitor Deadline</td>
</tr>
<tr>
<td></td>
<td>Exhibitor Cancellation Deadline</td>
</tr>
<tr>
<td>June 1, 2020</td>
<td>Exhibitor Payment Deadline</td>
</tr>
<tr>
<td></td>
<td>Company Logo &amp; Description Deadline</td>
</tr>
<tr>
<td></td>
<td>Advertisement Deadline</td>
</tr>
<tr>
<td>June 26, 2020</td>
<td>Hotel Reservation Deadline</td>
</tr>
<tr>
<td>July 1, 2020</td>
<td>Exhibitor Personnel Deadline</td>
</tr>
<tr>
<td></td>
<td>Final Booth Assignment</td>
</tr>
</tbody>
</table>
EXHIBIT HALL
- One-on-one time with about 100 family physicians from across Louisiana
- Coffee breaks
- Breakfast & lunch to maximize exposure
- Registrant prize drawings daily

The due date to reserve exhibit booth space is June 1, 2020. After this date, 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.

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

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, 2020 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, 2020 will receive a 50% refund. No refund or cancellation will be made after.

EXHIBIT ENHANCEMENTS

<table>
<thead>
<tr>
<th>OPTION</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! *Limited to 8 exhibitors; 1 per meal/ break</td>
<td>$250</td>
</tr>
<tr>
<td>Booth Snack Stop</td>
<td>Be the location for one of our morning snacks during the Break with Exhibitors. *Limited to 8 exhibitors; 2 per break</td>
<td>$500</td>
</tr>
<tr>
<td>Charging Station</td>
<td>Increase traffic to your booth by being a hub for attendees to charge their electronic devices. *Limited to 4 exhibitors</td>
<td>$500</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>

*All electrical requirements are the exhibitor’s responsibility.

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 July 1, 2020. 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.

BOOTH ASSIGNMENTS
You can select your booth location online on our live floorplan 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, 2020, when booth locations are finalized.
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!
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.

CUSTOM EVENT SPONSORSHIP
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 info@lAFP.org by June 1, 2020. 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.

<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>
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<tr>
<td>Onsite Signage</td>
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<tr>
<td>Company Listing on LAFP.org</td>
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</tr>
<tr>
<td>Exhibit Booth</td>
<td>✓</td>
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<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>
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</tr>
<tr>
<td>Registration Bag Insert</td>
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<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>Half Page</td>
<td>Full Page</td>
<td>Full Page</td>
<td></td>
</tr>
<tr>
<td>Banner Ad in eNewsletter</td>
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<td>2 Weeks</td>
<td>4 Weeks</td>
<td></td>
<td></td>
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<tr>
<td>Ad in Magazine</td>
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<td>Quarter Page</td>
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<tr>
<td>Additional Sponsorship of Break</td>
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<td></td>
<td></td>
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<td>✓</td>
</tr>
<tr>
<td>Additional Sponsorship of Breakfast</td>
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<td></td>
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</tr>
<tr>
<td>Push-notification to Visit Booth</td>
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<td></td>
<td>✓</td>
</tr>
</tbody>
</table>

Sponsorship Level Packages Table

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Note: For further information, please contact the LAFP at info@lAFP.org.
CUSTOM EVENT SPONSORSHIPS

**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.

**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 2020 award winners. The event provides lunch to attendees and includes the sponsor’s logo displayed during the luncheon.

**Board of Directors Dinner | $5,000**
Take advantage of the opportunity to sponsor the preconference Board of Directors Dinner and make a 20-30 minute presentation to the leadership of the Academy, LaFamPac and LAFP Foundation.

**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.

**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)
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!

**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**
(3 sponsorships available)
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 for headquarters hotel.
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.

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. 200)

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.

*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.

ADVERTISING OPPORTUNITIES

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 1, 2020.

Conference Program Advertising Prices
- Back cover $700
- Inside front cover $650
- Inside back cover $600
- Full page $500
- Half page $250

Advertising Information
- Only digital files DOC, JPG, PUB, JPEG and PDF
- Cancellations must be received, in writing, no less than 75 days prior to first day of meeting
- The Editor reserves the right to refuse any advertising

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 73rd 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
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.

**Deadline: June 26, 2020**

**Group Code: 23T0AF**

**Accommodations Daily Rate**

- Beachside Studio: $320.00 (5 night min)
- Beachside 1 Bdrm: $360.00 (5 night min)
- Beachside 2 Bdrm: $490.00 (5 night min)
- Beachwalk 3 Bdrm: $620.00 (5 night min)
- Village 1 Bdrm: $240.00
- Village 2 Bdrm: $350.00
- Grand Complex Studio: $220.00
- Grand Complex 1 Bdrm: $245.00
- Grand Complex 2 Bdrm: $360.00
- Luau Studio: $234.00
- Luau 1 Bdrm: $264.00
- Luau 2 Bdrm: $350.00 (4 night min)
- Luau 3 Bdrm: $450.00 (4 night min)

Check-in time is 4:00 pm. Check-out time is 11:00 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. All room rates quoted DO NOT include 12% fees and 11.5% taxes. 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.

**WHAT TO DO IN SANDESTIN**

Bring your family and take advantage of all that SanDestin has to offer! From shopping to tours from museums to zoos... there is something for everyone to take advantage of! SanDestin is a vibrant Florida vacation resort with many wonderful new offerings, including the 28-acre Village of Baytowne Wharf. SanDestin is located just minutes from downtown Destin otherwise known as the “world's luckiest fishing village,” so anglers, boaters and beach bums are sure to find something fun to do as they venture out into the local area. There are many other fun activities that will allow you to meet new friends and have fun in the sun.

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
Marketing, Sponsorship & Exhibit Application & Contract

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

Sponsorship Opportunities see page 19-21 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:
- □ President’s Party $10,000
- □ Welcome Reception $8,000
- □ Awards & Installation Luncheon $5,000
- □ LAFP Board of Directors Board Dinner $5,000
- □ Foundation Golf Tournament $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
- □ 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

Exhibit Booth Fees
- # Booth at $1,500 each (on/before May 1, 2020)
- # Booth at $1,750 each (after May 1, 2020)

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 18.
1st choice: ___________ 2nd choice: ___________
3rd choice: ___________ 4th 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: __________________________

Booth Enhancements see page 17 for more details
□ App Push-Notification $250 □ Charging Station $500
□ Booth Snack Stop $500 □ Lead Retrieval App $500

Total Exibitor Fees: __________________________
Total Sponsorship Fees: __________________________
Total Advertising Fees: __________________________
Total Fees: __________________________

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: ___________ 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 800-277-0800. BOOTH FEES: If registered by May 1, 2020, the fee for each booth is $1500. 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 72-0479462. 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 four 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 225-681-3307 or 1-800-253-7999.

BOOTH ASSIGNMENT Booth assignments are made according to the date each application and payment is received. Booth assignments will not be made until full 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 space 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’x2’x6’ skirted table), (2) folding chairs and identification sign. Additional items can be ordered. The ballroom is carpeted with multicolored carpeting. You can order carpeting and or carpeting to match your booth by color or pattern. Additional needs must be rented from the official contractor, Clark Services.

TENTATIVE SET-UP & Dismantle Setup: Wednesday, July 29, 2020. Dismantle: Exhibitors may begin removing their displays after the last published break on Saturday, August 1. No display is to be removed prior to that time. If display is removed prior to 11:00 a.m. it will be a $250 per hour penalty. No displays may be removed after that time.

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 30, 2020.

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, 2020, will receive a 50 percent refund. No refund or credit will be given after May 1, 2020.

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/CARGO/FREIGHT SHIPPING Clark Services Audio-visual & Exhibit, Inc. has been contracted by LAFP as the exclusive supplier of rental furniture, electrical, setup labor, cartage, and related services for this event. Supplies and services must be purchased through Clark Services. Exhibit materials must be handled through Clark Services. Do not ship materials to the SanDestin Golf and Beach Resort. Clark Services will forward exhibit packets and shipping information to each exhibitor no later than thirty (30) days prior to exhibit dates. For assistance you may contact Clark Services at 113 Board Road, Lafayette, LA 70508, by phone 337-234-5653, or by fax 337-232-0243.

RESTRICTIONS Exhibit management reserves the right to restrict exhibits which are objectionable because of noise, glinting or flashing lights, method of operation or any other reason, and also to prohibit or prevent 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 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. Any kind of activity which may be objectionable is not permitted.

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) which may include speaker qualifications; will disclose financial or other relationships of the writer to commercial supporter and speaker, and will provide this information in writing. Sponsor will record role as 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 supporter (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 or control support of the program.

Ancillary Promotional Activities: No promotional activities will be permitted in the same room or obligate 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 any other reason. Limitations on Data: The LAFP will ensure, to the extent possible, meaningful disclosure of 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 LAFP (Federal Tax ID#72-0479462).
- 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 (approved).

The Louisiana Academy of Family Physicians agrees to:
1) abide by the ACCME Standards for Commercial Support of Continuing Medical Education (approved)
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.