

# TAFP's 65<sup>th</sup> Annual Session & Scientific Assembly

Show dates: July 25-26, 2014  
Grand Hyatt San Antonio  
San Antonio, Texas

TAFP will host the 65th Annual Session and Scientific Assembly in San Antonio, Texas. Each year, TAFP's five-day Annual Session and Scientific Assembly draws more than 400 primary care physicians from across the region to earn more than 20 credits of continuing medical education, network with peers, and explore the new products and services offered in the ever-changing medical marketplace. Space is limited, so reserve your spot to network with the over 400 decision-makers in Texas' primary care clinics.

## 1 Who attends TAFP's Annual Session?

- Family physicians in private and group practice
- General internists
- Other primary care physicians
- Medical students and family medicine residents
- Other health care providers
- Academic leaders
- State and community policymakers

## 2 Who exhibits?

- Pharmaceutical companies
- Electronic health record suppliers
- Financial services
- Legal services
- Armed services
- Medical liability insurance providers
- Emergency medicine suppliers
- Medical equipment suppliers
- Home health providers
- Physician recruiting services
- Procedural equipment manufacturers and distributors
- Medical billing companies
- Publishers

## 3 Why should my company join TAFP in San Antonio?

- Contact information for pre-registrants for pre-show marketing 30 days prior to the conference
- Breakfast with attendees Friday morning
- Snack and beverage breaks with attendees on Friday and Saturday
- One-on-one time with close to 400 decision-makers in Texas' primary care clinics
- Final attendee list after the event

## BOOTH INFORMATION

Your standard booth fee includes:

- 10-by-10-foot booth with carpet and drape on three sides
- 6-foot table skirted in show colors, 2 chairs and a wastebasket
- Access to the exhibitor lounge, breakfast, coffee breaks, and lunch on Friday and Saturday
- 7-by-44-inch sign furnished with your company name and booth number

### Premier Commercial Booths—\$1,375

These booths feature highly visible, high-traffic locations. Commercial booths feature products and services of medical, professional or personal relevance to primary care providers. This includes but is not limited to pharmaceutical companies, medical equipment suppliers, publications, home health providers, physician recruitment services, financial services, legal services, software and information systems suppliers, etc. All premier commercial booths are sold on a first-come, first-served basis. There are a limited number of booths available, so book early to reserve your booth today!

### Allied Health Booths—\$750

These booths are reserved for non-profit education or research organizations. No solicitation of any kind (employment recruitment, membership or program participation) is permitted in this category. Allied Health Booth space is limited and is sold on a first-come, first-served basis. All Allied Health Booths include the letter A on the floor plan.

## TAFP builds traffic in the Exhibit Hall with these activities:

- Opening Breakfast Friday morning with attendees
- All snack and beverage breaks in the Exhibit Hall
- Tables and chairs throughout hall

## In addition, to help you market your booth, TAFP gives you:

- Pre-registrant contact list
- Listing in the Official Program
- Attendee list after the conference

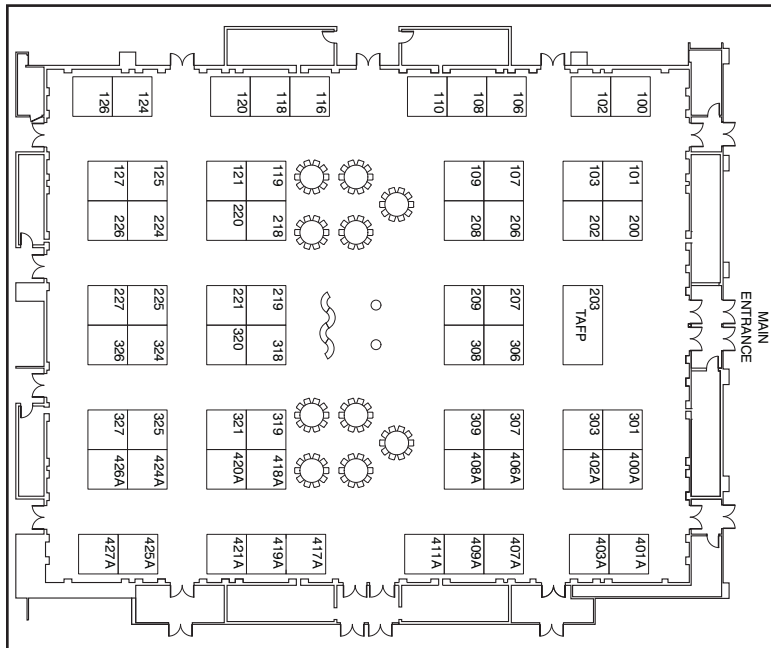
## Plus, to help you network and conduct business at your booth, TAFP gives you:

- Official name badges for two company representatives
- One copy of the Annual Session and Scientific Assembly Official Program
- Beverage and snack breaks throughout the conference
- Breakfast with attendees on Friday, July 25

# Exhibit Hall Floorplan

TAFP's 65<sup>th</sup> Annual Session & Scientific Assembly

Grand Hyatt San Antonio | San Antonio, Texas



## QUESTIONS

*about Annual Session & Scientific Assembly exhibits and sponsorships?*

CONTACT: **Anna Jenkins, CMP**

(512) 373-0264

[ajenkins@tafp.org](mailto:ajenkins@tafp.org)

## ADDITIONAL CHOICES

### Enhanced Exhibitor Listing—\$150

Stand out in the crowd! Highlight your company name, booth number, and booth location in the Official Program Exhibitor Listing and Exhibitor Map. Include your company logo in the listing.

### Treasure Hunt Participant—\$100

Watch the theme of the 65th Annual Session come to life inside your booth by participating in the treasure hunt. Sought-after items will be placed inside your booth for attendees to find. It is a sure way to increase traffic and conversation in your booth.

### TAFP Awards Luncheon—\$40

Be a part of TAFP's annual awards luncheon and network with many of TAFP's leaders. A three-course plated lunch will be provided on Saturday, July 26.

### Additional Name Badges for Company

#### Representatives—\$40 each

Included with your booth is hall access for up to two company representatives. If you need additional badges, those can be ordered for a minimal cost. This ensures admission to breakfast, lunch, and breaks on Friday inside the Exhibit Hall.

## LOCATION & HOTEL INFO

**Grand Hyatt San Antonio**  
**600 East Market Street**  
**San Antonio, Texas 78205**

The Grand Hyatt San Antonio is located in downtown San Antonio right on the Riverwalk.

TAFP has negotiated a special group rate with the Grand Hyatt San Antonio. The room block is available until July 1, 2014, or until all rooms are reserved, whichever comes first. Single or double rate is \$169. Triple rate is \$184 and quad rate is \$209. Remember to mention that you are with the Texas Academy of Family Physicians to receive this special group rate.

Reservations under the group rate will be available starting March 2014.

## TAFP's 65<sup>th</sup> Annual Session & Scientific Assembly

July 23-27, 2014  
Grand Hyatt San Antonio  
San Antonio, Texas

Each Annual Session and Scientific Assembly presents a variety of sponsorship opportunities. From supporting a dessert break to printing your name on lanyards and tote bags, we have an opportunity for your company to stand out. Be an integral part of the festivities, stake your claim to one of the sponsorship opportunities available for the 2014 annual conference.

### President's Party

*Exclusive sponsorship—\$10,000 or Co-sponsorship—\$5,000*

Attendees will enjoy food and fun at this ticketed event that honors the incoming TAFP president and officers and boasts over 100 professionals along with the up-and-comers—the students and residents—to meet, mingle and enjoy the family medicine family. In addition to the other sponsorship benefits, as an Exclusive Sponsor of the Gala you will receive 10 tickets to use at your company's discretion. Have fun and party hearty!

### Conference Syllabi—\$2,500

Support TAFP's extensive conference syllabus and gain year-round value for this office-based reference tool, a must-have for all attendees! The TAFP syllabus contains all the necessary material from the CME sessions. The sponsor of this essential tool also receives a full-page, full-color advertisement on the back cover.

### Official Program—\$2,500

All the information attendees need to know about Annual Session—the who, what, when, where, why and how—is covered in this publication. As the sponsor of the Official Program, you will receive all the amenities included in the TAFP sponsorship package, along with a free, prominently placed full-color advertisement in the program. As the complete guide to TAFP's Annual Session, the Official Program contains a comprehensive schedule of events, information about topics and speakers, maps to the hotel and Exhibit Hall, and more.

### Dessert Breaks—\$2,500 per break

Everyone loves dessert and will love you for sponsoring a dessert break on Friday afternoon.

### Beverage Breaks—\$1,500 per break

An outstanding group of physicians will visit the Exhibit Hall. Your sponsorship helps provide refreshing beverages to our attendees as they explore new concepts and the latest developments in the medical field. Your opportunity is now—drink it up, this one's for you!

### ANNUAL SESSION & MORE

*These sponsorship opportunities aren't only for Annual Session. Consider these to leave a lasting impression.*

### Conference Tote Bags—\$7,500 **SOLD**

A TAFP tradition, every attendee will receive a conference tote bag. Your company or product logo is printed on one side to ensure that your products or services are marketed to their full potential. We distribute these bags at each of TAFP's four symposia, giving you a presence with conference attendees year-round.

### Lunch Tote—\$2,000

Let's do lunch! Attendees will receive an insulated lunch tote showcasing your company's logo. The totes will be a big hit at the conferences and year-round for busy physicians on the go.

### Conference Lanyards—\$1,500 **SOLD**

Sponsor the lanyards TAFP will hand out at all four annual symposia to each conference attendee.

*Sponsors of any of these opportunities will receive the following:*

- Signage in the Annual Session Exhibit Hall
- Acknowledgement in the slide show during the CME Educational sessions
- Acknowledgement in the 2014 Annual Session and Scientific Assembly Official Program
- Acknowledgement in the TAFP Products & Services e-newsletter

To inquire about any of TAFP's sponsorship opportunities, please contact Anna Jenkins, CMP, at (512) 373-0264 or [ajenkins@tafp.org](mailto:ajenkins@tafp.org).

## C. Frank Webber Lectureship

Feb. 28, 2014

Omni Austin Hotel at Southpark | Austin, Texas

## Primary Care Summit — Houston

Oct. 17, 2014

Westin Oaks | Houston, Texas

## Primary Care Summit — Dallas/Fort Worth

Nov. 7, 2014

Westin Galleria | Dallas, Texas

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# DETAILS

## C. Frank Webber Lectureship

Feb. 28, 2014 | Omni Austin Hotel at Southpark | Austin, Texas

For a \$750 registration fee, reserve a tabletop exhibit and join us at the Omni Austin Hotel at Southpark. You will be in front of more than 300 attendees at this one-day CME program. Space is limited to 11 exhibitors, so we encourage you to reserve your booth early.

Your standard \$750 booth fee includes:

- a skirted table (6 feet long by 30 inches wide),
- two chairs,
- boxed lunch, and
- refreshment breaks during the day.

Location and Hotel

Omni Austin Hotel at Southpark  
4140 Governor's Row  
Austin, TX 78744  
(512) 448-2222

TAFP has negotiated a special group rate of \$145 for single and \$165 for double rooms. The room block is available until Feb. 5, 2014, or until all rooms are reserved, whichever comes first. For reservations, contact the Omni Austin Hotel at (512) 448-2222. Be sure to mention that you are with TAFP to receive this special group rate.

Unsecured space is available in the ballroom pre-function area directly outside of the general session room.

# DETAILS *cont.*

## Primary Care Summit — Houston

Oct. 17-19, 2014 | Westin Oaks | Houston, Texas

This annual Houston-based event draws more than 250 attendees and is always a winner for exhibitors! For a \$750 registration fee, this one-day opportunity includes a tabletop exhibit, and breakfast and lunch on Friday, Oct. 17. Space is limited to 14 exhibitors at the Westin Oaks.

Your standard \$750 booth fee includes:

- a skirted table (6 feet long by 30 inches wide),
- chair,
- breakfast and lunch buffet, and
- refreshment breaks during the day.

Location and Hotel

The Westin Oaks  
5011 Westheimer  
Houston, TX 77056  
(713) 960-8100

TAFP has negotiated a special group rate of \$155 for single or double rooms. The room block is available until Sept 24, 2014, or until all rooms are reserved, whichever comes first. The room block opens six months prior to conference date. For reservations, contact the Westin Oaks at (713) 960-8100. Be sure to mention that you are with TAFP to receive this special group rate.

Unsecured space is available in the grand foyer, outside the general session room.

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## Primary Care Summit — Dallas/Fort Worth

Nov. 7-9, 2014 | Westin Galleria | Dallas, Texas

After years of great success with our Primary Care Summit – Houston, we welcome you to our newest annual conference, Primary Care Summit – Dallas/Fort Worth. For a \$750 registration fee, this one-day opportunity includes a tabletop exhibit, and breakfast and lunch on Friday, Nov. 7. Space is limited to 17 exhibitors at the Westin Galleria.

Your standard \$750 booth fee includes:

- a skirted table (6 feet long by 30 inches wide),
- chairs,
- breakfast and lunch buffet, and
- refreshment breaks during the day.

Location and Hotel

The Westin Galleria Dallas  
13340 Dallas Parkway  
Dallas, TX 75240  
(972) 934-9494

TAFP has negotiated a special group rate of \$179 for single or double rooms. The room block is available until Oct. 16, 2014, or until all rooms are reserved, whichever comes first. The room block opens six months prior to conference date. For reservations, contact Westin Galleria Dallas at (972) 934-9494. Be sure to mention that you are with TAFP to receive this special group rate.

Unsecured space is available in the Dallas Ballroom foyer, just outside the general session room.

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*For information about exhibiting at TAFP's Annual Session & Scientific Assembly, review the Annual Session Exhibit Prospectus in this packet.*

Cancellation of contract to exhibit must be made in writing to TAFP. If written notice of cancellation is received more than 45 days before first show date, a full refund less a \$75 administration fee will be made for each exhibit booth that is cancelled. A 50-percent refund will be made for cancellations made 44-30 days before the first show date. No refunds will be given for cancellations made less than 30 days before first show date or for no-show exhibitors. All balances due must be paid in full before the show opens.

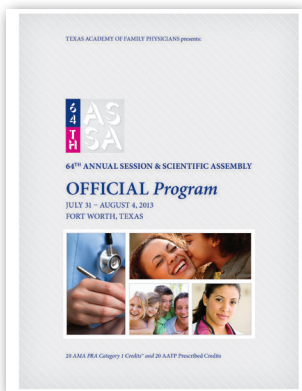
**W**elcome to an incredible advertising opportunity. Through TAFP's publications—Texas Family Physician quarterly magazine and the Annual Session Official Program—you can reach a captive audience of family physicians all year long. The TAFP publications are the only family-medicine focused news sources in the state and are delivered to our members throughout the year. To access the full rate card for both of these advertising opportunities, go to [www.tafp.org/marketing/advertising](http://www.tafp.org/marketing/advertising).



## TEXAS FAMILY PHYSICIAN

Reach the entire TAFP membership by advertising in Texas Family Physician, the official magazine of TAFP. Rates begin at \$550. As a quarterly magazine, TFP is published in January, April, July, and October. Space is limited; call today.

ITEM	PER ISSUE PRICE		DEADLINES
	1-3 ISSUES	4+ ISSUES	
Back cover	\$1,900	\$1,550	Winter: reserve space by Nov. 1, art due Nov. 8
Inside back cover	\$1,780	\$1,380	Spring: reserve space by Feb. 1, art due Feb. 8
Inside front cover	\$1,780	\$1,380	Summer: reserve space by May 1, art due May 8
Full page	\$1,270	\$1,140	Fall: reserve space by Aug. 1, art due Aug. 8
1/2 page	\$1,100	\$900	
1/4 page	\$775	\$620	
Single column	\$775	\$620	



## ANNUAL SESSION OFFICIAL PROGRAM

All the news and information attendees need to know about Annual Session is covered in this publication. Place a full-page, half-page, or quarter-page advertisement in this 32-page glossy magazine or sign up for full sponsorship of the Official Program for \$2,500, which earns you all the amenities that are included in the TAFP sponsorship package along with a free, prominently placed full-color ad. As the complete guide to TAFP's Annual Session, the Official Program contains a comprehensive schedule of events, information about topics and speakers, maps to the hotel and exhibit hall, and more. As you might expect, attendees will reference pages in this magazine several times each day during the conference.

ITEM	RATE	DEADLINES
Back cover	\$810	The deadline to reserve space in the Official Program is June 16, 2014. The deadline to provide artwork is June 23, 2014.
Inside back cover	\$680	
Inside front cover	\$680	
Full page	\$595	
1/3 page	\$465	
1/2 page	\$495	
Full sponsorship	\$2,500	

## 1 LONE STAR PACKAGE — \$8,000 for a FULL year *Valued at more than \$11,000, this package is more than 25% off!*

### Conference Exhibits and Sponsorships

Annual Session Deluxe Commercial Booth	\$1,375
Annual Session Enhanced Listing in the Official Program	\$150
Annual Session Treasure Hunt	\$100
C. Frank Webber Tabletop Booth	\$750
Primary Care Summit Tabletop Booth in Houston and Dallas	\$1,250
Beverage Break Sponsor at two conferences of your choice	\$3,000

### Full-page, 4-color Advertisements in TAFP Publications

Four issues of TEXAS FAMILY PHYSICIAN	\$4,320
Annual Session Official Program	\$550

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*Total value of TAFP's Lone Star Package = \$11,495*

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## 2 EXHIBITS PACKAGE — \$4,000 for a FULL Year

*Valued at more than \$6,000, this package is more than 30% off!*

Annual Session Deluxe Commercial Booth	\$1,375
Annual Session Enhanced Listing in the Official Program	\$150
Annual Session Treasure Hunt	\$100
C. Frank Webber Tabletop Booth	\$750
Primary Care Summit Tabletop Booth in Houston and Dallas	\$1,250
Beverage Break Sponsor at two conferences of your choice	\$3,000

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*Total value of TAFP's Exhibits Package = \$6,625*

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## Connect

*with the family physicians  
and other  
primary care providers  
of Texas through TAFP*

### for more information

about these TAFP Marketing Value Packages  
or anything else contained in this packet,  
please contact TAFP at (512) 329-8666  
or visit us online at [www.tafp.org](http://www.tafp.org).

# TAFP Marketing & Exhibits Application

Texas Academy of Family Physicians | 12012 Technology Blvd., Ste. 200 | Austin, Texas 78727 | (512) 329-8666 | www.tafp.org

**ORGANIZATION (For exhibitors, this is the title as it should appear on your booth sign)**

**COORDINATOR NAME AND TITLE**

**ADDRESS**

**CITY/STATE/ZIP**

**PHONE**

**FAX**

**E-MAIL**

**PRODUCT OR SERVICE (EXHIBITORS ONLY)**

**AUTHORIZING AGENT**

**SIGNATURE**

## Marketing Fees

	PRICE	QTY.	TOTAL
<b>Annual Session Exhibits</b>			
Commercial Booth	\$1,375	_____	_____
Allied Health Booth	\$750	_____	_____
List your top three booth choices: _____ <i>We will make every effort to accomodate your request but cannot guarantee your first choice.</i>			

### Exhibit Extras

Featured Exhibitor Listing	\$150	_____	_____
Participate in the Treasure Hunt	\$100	_____	_____
TAFP Awards Luncheon	\$40 each	_____	_____
Extra Badges	\$40 each	_____	_____

### TAFP Marketing Value Packages

Lone Star Package	\$8,000	_____	_____
Exhibits Package	\$4,000	_____	_____

\_\_\_\_\_ I have read and agree to comply with TAFP's rules and regulations for exhibiting. *(Initial required)*  
Available at [www.tafp.org/marketing](http://www.tafp.org/marketing).

## Payment

- Check enclosed    
  Visa    
  MasterCard    
  American Express    
  Bill me. *All invoices are net 30 days.*

CARD NUMBER

EXPIRATION DATE

NAME ON CARD

SIGNATURE

**Please contact me to discuss these opportunities:**

- Texas Family Physician advertising    
  Official Program advertising    
  CME support

**Mail or fax application to:**

Texas Academy of Family Physicians, 12012 Technology Blvd., Ste. 200, Austin, Texas 78727, Fax: (512) 329-8237.

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	PRICE	QTY.	TOTAL
<b>Annual Session Sponsorships</b>			
President's Party:			
Exclusive Sponsorship	\$10,000	_____	_____
Co-sponsorship	\$5,000	_____	_____
CME Clinical Syllabus Sponsorship	\$2,500	_____	_____
Official Program Sponsorship	\$2,500	_____	_____
Dessert Breaks	\$2,500 per break	_____	_____
<input type="checkbox"/> C. Frank Webber <input type="checkbox"/> Annual Session <input type="checkbox"/> PCS – Houston <input type="checkbox"/> PCS – DFW			
Beverage Breaks	\$1,500 per break	_____	_____
<input type="checkbox"/> C. Frank Webber <input type="checkbox"/> Annual Session <input type="checkbox"/> PCS – Houston <input type="checkbox"/> PCS – DFW			
Lunch Totes	\$2,000	_____	_____
<b>Other Exhibit Opportunities</b>			
C. Frank Webber Lectureship	\$750	_____	_____
Primary Care Summit — Houston	\$750	_____	_____
Primary Care Summit — DFW	\$750	_____	_____

### Annual Session Mobile Application Opportunities

Check here if interested in mobile application opportunities for 2014 Annual Session. TAFP will contact you when pricing becomes available.

**TOTAL FEES:** \_\_\_\_\_