

EXHIBIT PROSPECTUS

Promote Your Products and Services

Maryland Academy of Family Physicians 2012 ANNUAL SCIENTIFIC ASSEMBLY

Essential Evidence 2012

June 21 - 23

TRADE SHOW - June 21 & 22

Turf Valley ▪ Ellicott City, Maryland



Maryland Academy of Family Physicians

Able, Responsive Family Physicians Serving Their Communities

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MAFP 2012 ANNUAL TRADE SHOW

Academy Facts: The Maryland Academy of Family Physicians (MAFP) is the largest medical specialty society in Maryland. It is an affiliated chapter of the American Academy of Family Physicians with over 1,200 of the national organizations 94,000 members. It's mission is *To support and promote Maryland Family Physicians in order to improve the health of our State's patients, families and communities.* Family physicians are the primary care specialists trained to treat over 90% of all ailments and to provide comprehensive, continuing and cost effective health care for all ages and both genders.

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

Space Description/Fees: MAFP exhibits will be housed in the Crystal Ballroom at Turf Valley. *Food and beverage breaks will take place primarily in the exhibit hall.*

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

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

Before 12/31/11	1/1/12 - 3/31/12	4/1/12 - 5/31/12	6/1/11 - 6/15/12
\$960.00(-20%)	\$1080.00(-10%)	\$1,200.00	\$1,440.00(+20%)

No exhibit registrations will be accepted after June 15, 2012. Companies not making final payments according to the schedule above will be charged the fees for the subsequent periods. Exhibit space will not be allotted without payment in full by noted deadlines.

Companies purchasing multiple spaces will receive a discount of 10% per additional exhibit space. The first exhibit space will be charged according to the schedule above.

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

Attention Non-Profit Organizations and Government Agencies: Additional exhibit levels/fees available. Contact the MAFP Office for details.

Confirmation and Special Requests: Upon the Academy's receipt of your company's completed Exhibit Space Application & Contract, the designated contact person (name appears on the contract) will be sent a confirmation packet which will include all pertinent details. Space allotment will take place after June 15th. Allotment will generally be made according to the following factors: timeliness of registration, timeliness of payment, space number requests and

MAFP MEMBER FACTS

81.10%	DIRECT PATIENT CARE
90.4%	OFFICE PRACTICE
15.32%	OBSTETRICS
94.2%	PEDIATRICS
49.67%	MALE
50.14%	FEMALE
49.96%	AVERAGE AGE

2011 REGISTRANTS

96 %	PRACTICING
10 %	RETIRED

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Policies & Other Information

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

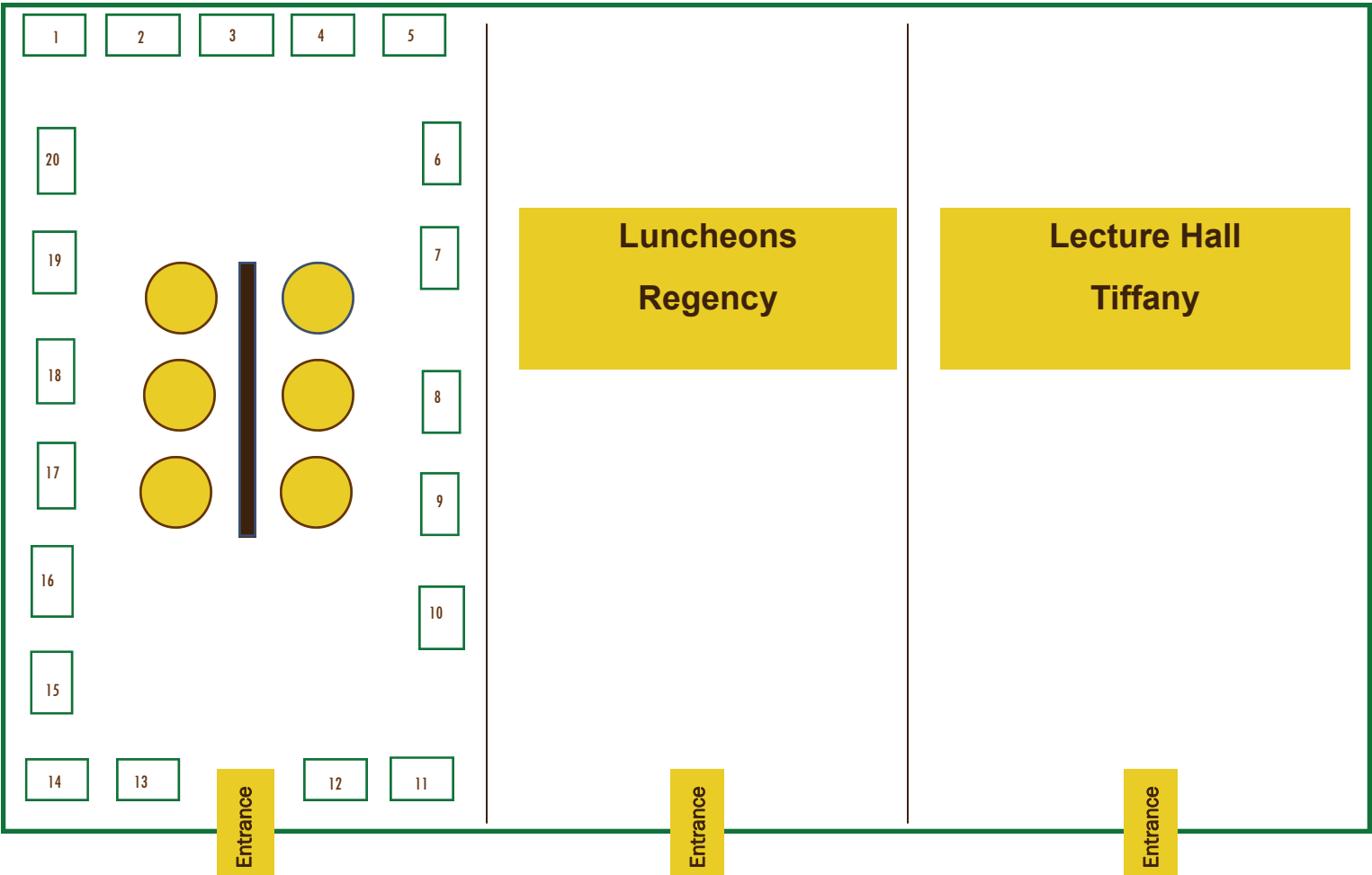
Contests, Drawings & Gifts: Contests, drawings and giveaways are left to the discretion of the individual exhibiting company but the MAFP reserves the right to withhold or withdraw permission to distribute souvenirs or other materials it considers inappropriate. MAFP follows the guidelines governing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

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

Sponsorships: Companies and organizations wishing information about sponsorship of food function or other levels of sponsorship may contact the MAFP Office for further details.

Exhibit Hall

Crystal



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Turf Valley
2700 Turf Valley Road, Ellicott City, Maryland 21042
Phone: 410-465-1500 or 888-TEE-TURF

Turf Valley offers a variety of the features and amenities that will leave your guests with a lasting impression and a desire to return, year after year.

171 beautifully appointed Guest Rooms, including over 70 Luxurious Suites to accommodate you in comfort and style.

The Villas at Turf Valley, for your extended-stay home away from home, offer two and three bedroom suites with full kitchens.

Complimentary high-speed Wireless Internet access in every guest room, as well as in hot spots throughout the property, to keep you connected while you're away.

Enjoy regional favorites in Alexandra's Restaurant at Turf Valley, featuring succulent Crab Cakes and other Contemporary American Cuisine to tempt your palate.

The Fairway Lounge is an ideal setting for an evening of relaxation over cocktails and dinner in a smoke-free environment.

To obtain MAFP group rates, you must mention that you are with the Maryland Academy of Family Physicians conference when you make your reservations. Rates will be held until 5:00 p.m. on May 22, 2012, after which, upon availability. For reservations and information about accommodations and attractions, call the Hotel at 410-524-3535, toll-free at 800-638-2100 or visit their website at www.turfvalley.com

Scheduled Breaks in the Exhibit Hall*

Wednesday, June 20th

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

Thursday, June 21st

7:00am Exhibit Hall Opens
9:30am - 10:00am Scheduled Program Break
12:15pm - 1:30pm Scheduled Program Break (lunch)
3:00pm - 4:00pm Scheduled Program Break

Friday, June 24th

7:00am Exhibit Hall Open
9:30am - 10:00am Scheduled Program Break
12:15pm - 1:45pm Scheduled Program Break (lunch)
3:00pm - 4:00pm Scheduled Program Break

**Schedule is subject to change*

Points to Help You Have A Successful MAFP Trade Show Exhibit



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

