



2024 WINTER FAMILY MEDICINE UPDATE JANUARY 18-21, 2024 SPONSOR AND EXHIBITOR PROSPECTUS





WHY CHOOSE THE WINTER FAMILY MEDICINE UPDATE?



The Winter Family Medicine Update is Missouri's premiere educational event dedicated to family physicians.

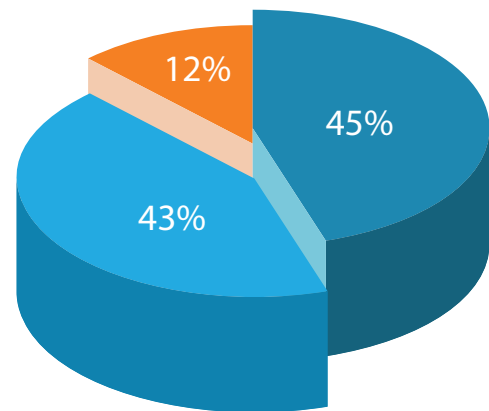
As a sponsor, this is your opportunity to network with family physicians to build awareness for your brand, and it is the ideal environment for you to showcase your organization's products, services, or marketing message to Missouri's family medicine community.

Who attends our conference?

- 66% Employed practicing physician.
- 12% Retired
- 9% Physician in solo private practice
- 8% Physician in small private practice



- 30-35% Female
- 64-70% Male



■ Rural ■ Suburban ■ Urban



Scan the QR code to check out the exhibit hall layout and sponsorship offerings on our site!



WHY CHOOSE THE WINTER FAMILY MEDICINE UPDATE?



**Are you a healthcare stakeholder looking to expand awareness about your organization?
Or maybe your organization provides products or services in any of the areas below.**

- Pharmaceuticals and new medicines for family medicine
- In-office medical diagnostic and procedural equipment and new technologies
- Health and fitness products
- Aesthetic medicine and dermatology
- Patient education resources
- Natural medicine

We offer a variety of opportunities designed to maximize your experience and exposure including sponsorships, advertising, and exhibiting. Space is limited - reserve your opportunity today.

By being a sponsor at our Winter Family Medicine Update, your brand will have high visibility and reach.

We offer many options, or we can work with you to create something to fit your needs.





SPONSORSHIP OPPORTUNITIES



Event/Item	Fee	Features
Sponsor breakfast (3 available - Thursday, Friday, or Saturday morning)	\$1,500 each	<ul style="list-style-type: none"> • Exclusive advertising on buffet tables and rounds • Company logo displayed on posters on-site • Recognition on the MSACOFPP website and event app • Verbal recognition during annual membership meeting
Sponsor lunch on Saturday in the exhibit hall	\$1,500	<ul style="list-style-type: none"> • Exclusive advertising on buffet tables and rounds • Company logo displayed on posters on-site • Recognition on the MSACOFPP website and event app • Verbal recognition during annual membership meeting
Sponsor morning break on Saturday in the exhibit hall	\$1,500	<ul style="list-style-type: none"> • Exclusive advertising on buffet tables and rounds • Company logo displayed on posters onsite • Recognition on the MSACOFPP website and event app • Verbal recognition during annual membership meeting
Conference tote bag	\$1,500	<ul style="list-style-type: none"> • Exclusive advertising on buffet tables and rounds • Company logo displayed on posters onsite • Recognition on the MSACOFPP website and event app • Verbal recognition during annual membership meeting
Sponsor Friday happy hour exhibit hall	\$1,500	<ul style="list-style-type: none"> • Company logo (one color) on every attendee bag • Company logo displayed on posters onsite • Recognition on the MSACOFPP website and event app • Verbal recognition during annual membership meeting
Student and Resident Program - including the poster contest	\$3,000	<ul style="list-style-type: none"> • Exclusive advertising on buffet tables and rounds • Company logo displayed on posters onsite • Recognition on the MSACOFPP website and event app • Verbal recognition during annual membership meeting
Sponsored lunch and product showcase Thursday 11:45 - 12:45 pm. (contact the Society at 573-634-4667 for details.)	\$3,000	<ul style="list-style-type: none"> • Non CME educational presentation during unopposed CME session times. Attendance is voluntary. • Room and meal, projector, screen, lavalier, signage outside of room provided • MSACOFPP will promote event to all attendees.
Sponsored lunch and product showcase Friday 11:45 - 12:45 pm. (contact the Society at 573-634-4667 for details.)	\$3,000	<ul style="list-style-type: none"> • Non CME educational presentation during unopposed CME session times. Attendance is voluntary. • Room and meal, projector, screen, lavalier, signage outside of room provided. • MSACOFPP will promote event to all attendees.
Sponsored dinner and product showcase Thursday 6:00 - 7:00 pm (contact the Society at 573-634-4667 for details.)	\$3,000	<ul style="list-style-type: none"> • Non CME educational presentation during unopposed CME session times. Attendance is voluntary. • Room and meal, projector, screen, lavalier, signage outside of room provided. • MSACOFPP will promote event to all attendees.
Sponsored dinner and product showcase Friday 7:00 - 8:00 pm (contact the Society at 573-634-4667 for details.)	\$3,000	<ul style="list-style-type: none"> • Non CME educational presentation during unopposed CME session times. Attendance is voluntary. • Room and meal, projector, screen, lavalier, signage outside of room provided. • MSACOFPP will promote event to all attendees.
Advertising in the program guide	\$1,500	<ul style="list-style-type: none"> • Full back page ad in the on-site program guide • Company logo displayed on posters onsite • Recognition on the MSACOFPP website and event app



EXHIBIT AT THE WINTER FAMILY MEDICINE UPDATE



Winter Family Medicine Update | January 18-21, 2024 Holiday Inn Convention Center | Columbia, MO 2200 I-70 Drive S.W. Columbia, MO

Our annual Winter Family Medicine Update is the best way to participate in person. The exhibit hall is extremely popular among attendees. It gives you an opportunity to connect face to face with physicians whom you have known for many years and build new relationships with physicians, students, and residents.

Exhibitor set up is scheduled for Friday January 19, from Noon to 3 pm

Open hours for the 2024 exhibit hall:

- Friday January 19 - 5:00 - 7:00 pm - Happy Hour with Exhibitors
- Saturday January 20 - 9:30 - 10 am - Break with Exhibitors
- Saturday January 20 - Noon - 1:30 pm - Lunch with Exhibitors

Booths are available at a cost of \$1,000 and include:

- One 10 x 10 booth with pipe and drape. An 8-foot table with tablecloth, 2 chairs and trash can.
- Two representatives from your organization promoting one product during the times listed above.
- Meals (Friday happy hour and Saturday lunch) are included in the price for no more than two booth representatives.

Sleeping rooms ARE NOT included. A block of rooms has been reserved for this program at a group rate of \$119 plus tax, per room, per night. The block will be held until December 27, 2023.

To make hotel reservations scan the QR code or call the hotel directly at 573-445-8531.

See the hotel website for cancellation details and hotel amenities.



Drawing not to scale
Booths 1-37 = 10 feet x 10 feet

Expo Center

Buffet tables will be set up in the center without rounds throughout for attendees to sit and eat

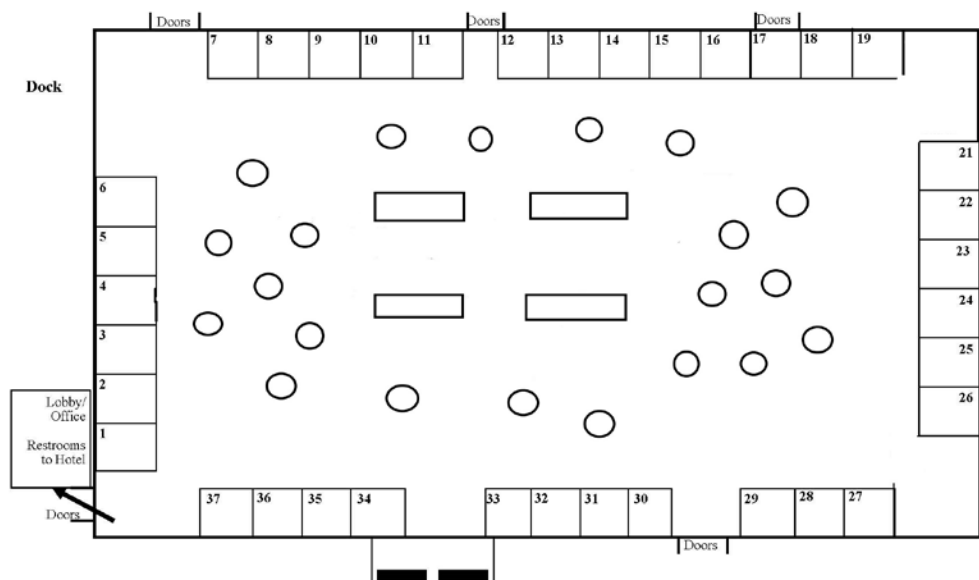




EXHIBIT /SPONSOR AGREEMENT



WE WILL PARTICIPATE AT THE FOLLOWING LEVEL: (PLEASE CHECK YOUR SELECTION(S))

Event/Item	Fee	Total
Sponsor breakfast (3 available - Thursday, Friday, or Saturday morning)	\$1,500 each	
Sponsor morning break on Saturday in exhibit hall	\$1,500	
Sponsor lunch on Saturday in exhibit hall	\$1,500	
Sponsor Friday happy hour in exhibit hall	\$1,500	
Sponsor the Student/Resident Program including the Poster contest	\$3,000	
Sponsored Lunch and Product Showcase Thursday	\$3,000	
Sponsored Lunch and Product Showcase Friday	\$3,000	
Sponsored Dinner and Product Showcase Thursday	\$3,000	
Sponsored Dinner and Product Showcase Friday	\$3,000	
Advertising in program guide	\$1,500	
Conference tote bag	\$1,500	
Exhibit Booth in exhibit hall	\$1,000	

Intent: It is the intent of this agreement to ensure that the CME activity will be independent, objective, balanced and scientifically rigorous, so that it will not be viewed as promotional, and the listed company will not be viewed as responsible for its content. MSACOFPP will take all necessary steps to ensure that this objective is reached. MSACOFPP and the listed company agree to abide by the requirements of MSACOFPP, ACOFP, AAFP, AOA and ACCME Standards of Commercial Support of Continuing Medical Education.

By signing below, the individual represents that he/she is duly authorized to execute this binding contract on behalf of named sponsor and agrees to be bound by the Terms & Conditions and Rules & Regulations, detailed on the following two pages.

SPONSOR/EXHIBITOR

Authorized Signature: _____ Date: _____

Name (Please Print.): _____

Email Address: _____ Phone Number: _____

Company: _____



EXHIBIT /SPONSOR AGREEMENT



CONTACT INFORMATION FOR EVENT APP

Name: _____

Email Address: _____ Phone Number: _____

METHOD OF PAYMENT

Payment due in full when the contract is signed.

Two ways to pay: click on the register now button, sign in or make yourself a vendor record and choose your products, proceed to checkout and pay via credit card or check.

If paying by check, mail this completed agreement with your check. Please make checks payable to MSACOFP.

Submit checks to:

MSACOFP
Ramona Mundwiller
2334 Highway F
Hermann, MO 65041
rmundiller@msacofp.org





2024 TERMS AND CONDITIONS



1. Health and Safety

MSACOFPP reserves the right to require vaccines, negative Covid tests and/or mandatory mask wearing during the event.

2. Payment Information

Checks must be made out to MSACOFPP and payable through a U.S. bank. Payment is due upon receipt of invoice.

3. Cancellations

The purchase of an MSACOFPP sponsorship package or exhibit booth is nonrefundable after 4 pm on December 20, 2023. Cancellations received before that date incur a \$100 administration fee. All cancellations must be sent in writing either via email or regular mail. If the Company should be prevented or materially affected from conducting the MSACOFPP Winter Family Medicine Update or from providing any sponsorship benefits due to circumstances beyond its control, including but not limited to, acts of God; war; curtailment or interruption of transportation facilities; strikes or imminent threat thereof; threats of acts of terrorism or similar acts; disease; any restrictions; resolutions and regulations (including, but not limited to, those regarding travel, self-quarantine and gathering size) imposed by any state within the United States of America; state department or other governmental or international agency travel advisory; full or partial government closure; prohibition or limitation of travel by any government employees; corporate and educational institution travel restrictions; civil disturbance; or any other cause beyond the parties' control, or if MSACOFPP determines not to offer the event at its sole discretion, MSACOFPP will move your exhibit or sponsorship investment to the 2024 Winter Family Medicine Update. Please note: The Company shall not be entitled to a refund of its payment as a result of its termination of this Agreement unless there are certain sponsorship benefits which have not been provided yet or for which no costs have yet been incurred by MSACOFPP.

4. Liability and Indemnification

The sponsor/exhibitor shall be fully responsible for and hereby releases MSACOFPP from any claims, Liabilities, losses, damages or expense relating to or arising from an injury to any person, any loss or damage to property, where such injury, loss, or

damage is incident to, arises out of, or is in any way connected with sponsor/exhibitor's participation in the Exhibit Hall or Sponsorship Program. The sponsor/exhibitor shall protect, indemnify, hold harmless and defend MSACOFPP, its officers, directors, agents and employees against all claims, liabilities, losses, damages and expenses, including reasonable attorney's fees and costs of litigation arising in any manner, directly or indirectly, from sponsor/exhibitor's participation in the Exhibit Hall or Sponsorship Program; provided that the foregoing indemnification shall not apply to injury, loss or damage caused by or resulting from the sole negligence of MSACOFPP, its officers, directors, agents, or employees.

5. 2024 Sponsor/Exhibitor Rules and Regulations

The sponsor/exhibitor understands and accepts that the terms and conditions, display guidelines, and the MSACOFPP Winter Family Medicine Update Rules and Regulations are integral and binding parts of this Contract.

6. Authority of Show Management

MSACOFPP shall have full power in the matter of interpretation, amendment and enforcement of all said rules and regulations. MSACOFPP and its interpretation and decision shall be final. Any amendments to the Contract with the conference supporter must be done so in writing and signed by both parties to be binding. MSACOFPP is entitled to attorney's fees and costs it incurs in enforcing this contract.

2024 RULES & REGULATIONS

1. Operation of In-Person Exhibit Hall

A. In-person Exhibit Hall booths must be open to all registrants and manned during all exhibit hours. Sponsor/exhibitor may not limit access to any special group or class.

B. In-person Exhibit Hall booths should include descriptive and educational brochures. Demonstrations are to be straightforward, professional and non-combative in nature.

C. Demonstrations, lectures or presentations must be conducted by full-time employees of the sponsoring/exhibiting company.



2024 TERMS AND CONDITIONS



D. It is the responsibility of the exhibitor/sponsor to receive prior approval from show management for any product demonstration or presentation that is not within standard industry procedures and/or may be questionable in nature.

E. MSACOFPP reserves the right to discontinue objectionable presentations that violate laws or rights of other sponsors/exhibitors and that may disrupt the showcase until such time as a mutually agreeable presentation may be developed. The sponsor/exhibitor waives any rights or claims of damages arising out of enforcement of this rule.

2. Sponsorships

A sponsorship program has been developed to help companies gain additional exposure during the MSACOFPP Winter Family Medicine Update. These diverse and high-profile sponsorship opportunities are limited. Whenever possible, multiple sponsorships will be available for a given item. Exhibitor/sponsor companies will be allowed to purchase multiple sponsorships.

3. Endorsements

MSACOFPP does not approve, endorse, or recommend the use of any specific commercial products or services. The sponsor/exhibitor may not, therefore, state or imply either verbally or in printed literature, that his or her product or service is approved, endorsed, or recommended by MSACOFPP.

4. Enforcement of Rules and Regulations

Violations of these Terms & Conditions and/or Rules & Regulations by the sponsor/exhibitor, its employees or agents shall, at the sole option of MSACOFPP, entitle MSACOFPP to terminate the sponsor/exhibitor's right to occupy an in-person booth at the MSACOFPP Winter Family Medicine Update. In the case of such termination, MSACOFPP may retain all monies paid or due by the sponsor/ exhibitor. Upon evidence of violation, MSACOFPP may terminate the Contract.

5. General Information

All matters not covered by these Rules & Regulations are subject to the decision of MSACOFPP. These Rules & Regulations may be amended at any time by MSACOFPP and all amendments that may be made shall be equally

binding on all parties affected by them as are the original Rules & Regulations. All portions of this contract are self-sustaining and capable of separate enforcement. In the event of any amendment or additions to these Rules & Regulations, written notice will be given by MSACOFPP to such sponsors/exhibitors as may be affected by them. The abbreviation "MSACOFPP" used in the Rules & Regulations shall mean Missouri Society of the American College of Osteopathic Family Physicians, a state chartered, nonprofit corporation, and, as the context may require, its directors, managers, officers, agents, or employees duly acting for the MSACOFPP in the management of the MSACOFPP Winter Family Medicine Update.



**MISSOURI SOCIETY OF
THE AMERICAN COLLEGE OF
OSTEOPATHIC FAMILY PHYSICIANS**