



2026 WINTER FAMILY MEDICINE UPDATE
JANUARY 22-25, 2026
SPONSOR AND EXHIBITOR

PROSPECTUS





WHY CHOOSE THE WINTER FAMILY MEDICINE UPDATE?



The 2026 Winter Family Medicine Update will be held January 22 – 25, 2026 at the Doubletree Hilton 16625 Swingley Ridge Road Chesterfield, Missouri.

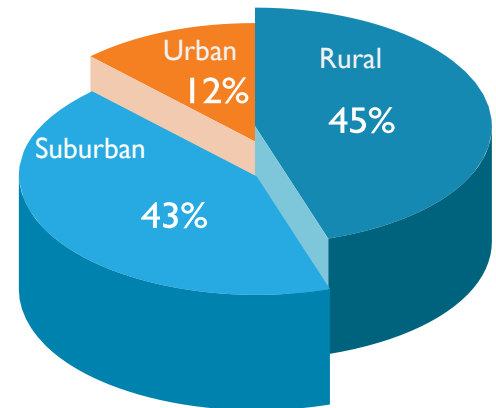
The exhibit hall will be open from lunch on Friday through the morning break on Saturday, and it will be situated next to the general session room. This will assure our exhibitors of being near all our in-person attendees.

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 physicians.
- 12% Retired
- 9% Physician in solo private practice
- 8% Physician in small private practice
- Students and residents
- Physician assistants and nurse practitioners



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

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





SPONSORSHIP OPPORTUNITIES



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
- Health care related services

We offer a variety of opportunities designed to maximize your experience and exposure including sponsorships, advertising, and exhibiting.

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

Event/Item	Fee	Features
Digital Advertising	\$1,000	<ul style="list-style-type: none"> • Your logo will appear on the conference website, and in the newsletter and promotional emails in the leadup to the conference
Sponsor lunch on Friday in the exhibit hall	\$1,000	<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
Sponsor breakfast in exhibit hall (meal room) Thursday, Friday or Saturday mornings.	\$1,000	<ul style="list-style-type: none"> • Exclusive advertising on buffet tables and rounds • Company logo displayed on posters onsite • Recognition on the MSACOFPP website
Conference tote bag	\$1,000	<ul style="list-style-type: none"> • Company logo (one color) on every bag • Company logo displayed on posters onsite • Recognition on the MSACOFPP website
Sponsor Friday afternoon break in exhibit hall 3:00 – 3:30 pm	\$1,000	<ul style="list-style-type: none"> • Exclusive advertising on buffet tables and rounds • Company logo displayed on posters onsite • Recognition on the MSACOFPP website
Sponsor Friday happy hour in exhibit hall	\$1,000	<ul style="list-style-type: none"> • Exclusive advertising on buffet tables and rounds • Company logo displayed on posters onsite • Recognition on the MSACOFPP website
Student/Resident program and poster contest	\$1,000	<ul style="list-style-type: none"> • Exclusive advertising on conference website, newsletter and promotional emails • Company logo displayed in room and on other on-site posters at conference



EXHIBIT AT THE WINTER FAMILY MEDICINE UPDATE



Winter Family Medicine Update January 22-25, 2026 Doubletree Hilton 16625 Swingley Ridge Road, Chesterfield, 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 23, from 8 am to 11:30 am.

Open hours for the 2026 exhibit hall:

- Friday January 23 – 11:45 am – 1 pm – Lunch with Exhibitors
- Friday January 23 – 3:00 – 3:30 pm Break with Exhibitors
- Friday January 23 – 5:30 – 7 pm - Happy Hour with Exhibitors
- Saturday January 24 – Breakfast with Exhibitors and 9:30 – 10 am Break with Exhibitors

Booths are available at a cost of \$1,025 and include:

- One clothed and skirted 4 x 8 table, two chairs and trash can.
- Two representatives from your organization promoting one product during the times listed above.
- Meals during open times are included in the price for no more than two booth representatives.

To purchase a sponsorship or exhibit booth, click on the QR code.



Sleeping rooms ARE NOT included. A block of rooms has been reserved for this program at a group rate of \$179 plus tax, per room, per night. The block will be held until December 31, 2025.

To make hotel reservations scan the QR code to the left or call the hotel directly at 636-532-5000. See the hotel website for cancellation details and hotel amenities.



EXHIBIT/SPONSOR AGREEMENT



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 this objective is reached. MSACOFPP and the listed company agree to abide by the requirements of MSACOFPP, ACOFP, AAFF, AOA and ACCME Standards of Commercial Support of Continuing Medical Education.

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, 2025. 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 2026 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. 2026 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.

2026 RULES & REGULATIONS

1. Operation of In-Person Exhibit Hall

- 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.
- In-person Exhibit Hall booths should include descriptive and educational brochures. Demonstrations are to be straightforward, professional, and non-combative in nature.
- Demonstrations, lectures, or presentations must be conducted by full-time employees of the sponsoring/exhibiting company.
- 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.
- 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.