



IOWA ACADEMY OF
FAMILY PHYSICIANS
STRONG MEDICINE FOR IOWA



73RD ANNUAL CONFERENCE
**STRONGER
THAN EVER**

OCTOBER 28-30, 2021
WEST DES MOINES SHERATON

WHO EXHIBITS?

- **Pharmaceutical companies**
- **Electronic medical record companies**
- **Non-profit organizations**
- **Health systems**
- **Insurance companies**
- **Armed forces**
- **Physician recruiters**
- **Financial services**
- **Medical equipment suppliers**
- **Emergency medicine suppliers**
- **YOU**

WHO ATTENDS THE IAFP ANNUAL CONFERENCE?

- **Practicing family physicians**
- **Medical students**
- **Residents**
- **IAFP leadership**
- **Speakers from various medical specialties**
- **Retired family physicians**
- **Other primary health care providers**

EXHIBIT HOURS

Thursday, October 28, 2021

Exhibit Setup Time-TBD

Friday, October 29, 2021 (tentative schedule)

7:00-8:30 a.m. Breakfast in Exhibit Hall

9:15-9:35 a.m. Visit Exhibits

2:20-12:50 p.m. Visit Exhibits

3:05 - 3:35 p.m. Break in Exhibit Hall

3:35 p.m. Tear-Down Exhibits

Quick Facts

- **IAFP Tax ID #:** 42-0738114
- **Exhibit Description:** The size of each exhibit booth at the 2021 Annual Conference is 8' x 8'. Included in the cost of this exhibit are:
 - A) Backdrops and side drapes
 - B) One-line identification sign
 - C) One draped six-foot table
 - D) Two chairs
 - E) One wastebasket.
- **Cost:** \$850.00
- **When:** Friday, October 29, 2021
- **Where:** West Des Moines Sheraton

Exhibitor Contract

Space Rental and Assignment of Location:

The Iowa Academy of Family Physicians (IAFP) is the sole statewide membership association in Iowa of family physicians. Its Continuing Medical Education programs are designed to provide the membership with current practice information to assist them in their medical practices. The IAFP, in its sole discretion, determines the eligibility of an entity or product for exhibit space. The IAFP has adopted the following Guidelines for the Acceptance of Technical Exhibits at its meetings:

- A) Products and services to be exhibited must meet standards of generally accepted medical practices.
- B) Products that require approval by the Food and Drug Administration for marketing must receive this approval before being eligible to exhibit at an IAFP meeting and must include "full disclosure" when required.
- C) Technical data and scientific documentation may be required for products not regulated by the FDA or other governmental agency.
- D) Food products and nutritional supplements will be accepted for exhibition at an IAFP meeting only when their safety and usefulness are documented to the satisfaction of the IAFP.
- E) Exhibits will not be accepted if they contain false or misleading statements, in the sole discretion of the IAFP.
- F) Products and services will be accepted for exhibit only if they are in harmony with the IAFP's mission to serve the medical profession.

Contract: The Rules and Regulations become binding upon acceptance of this contract between the applicant, inclusive of employees and agents, and the Iowa Academy of Family Physicians (IAFP).

Application to Exhibit: IAFP reserves the right to determine eligibility of an exhibit at all IAFP meetings.

Cancellation of Exhibit Space: A written notice of exhibit space cancellation must be sent to the offices of IAFP, 100 East Grand Ave, STE 240, Des Moines, IA 50309.

A) Notices received on or before 60 days from the conference start date will receive a full refund minus a \$100.00 administrative fee.

B) Notices received between 30 – 59 days before the conference start date will receive a 50% refund.

C) No refunds will be made thereafter.

D) COVID-19 Policy... We will issue refunds if the conference is cancelled due to COVID-19. We are also investigating virtual exhibit halls.

Use of Exhibit Space: No exhibitor may assign or sublet any portion of their exhibit space to another exhibitor without the written permission of IAFP. The rights and privileges of any exhibitor shall not be infringed upon by another. Interviews, demonstrations, distribution of literature or samples or discussions, etc. must be made inside the exhibitor's booth. Canvassing outside the booth is forbidden.

Rules for Exhibits:

A) No combustible materials may be used in the exhibits and all exhibits must conform to Fire Department Regulations.

B) Nothing is to be tacked, nailed, screwed or otherwise affixed to the columns, walls, floors, furniture or other properties of the building.

C) It is the responsibility of the exhibitor to install, or make arrangements to install, the exhibit before the published start of the exhibit hours and to dismantle and remove the exhibit immediately after the published close of the exhibit hours.

D) Any property shipped to or from the exhibit hall for display at the IAFP's meetings is the sole risk and responsibility of the exhibitor.

E) Exhibits must be staffed at all times during exhibit hours.

F) No objectionable lights or noises will be allowed in any exhibitor's space. IAFP reserves the right to remove any exhibitor or objectionable equipment or display.

G) The sides of a standard/ inline 8' X 8' exhibit space may be no higher than three (3) feet so that all vendors are in view. The decision of an IAFP representative regarding this rule is final.

H) Exhibitors acknowledge and consent to exhibit hall photos, recordings and news releases.

I) IAFP reserves the right, without notice, to modify the meeting agenda, hours of exhibition and location of exhibitors should circumstances warrant.

Cancellation of Meeting: Should any situation arise that is beyond the control of the IAFP that prevents the opening of a meeting, the holding of a meeting and/or the exhibit portion, the IAFP will not be liable for any expenses or losses incurred by the exhibitor.

Space Assignment: Space assignments will be made on a first-come, first-served basis. The Academy reserves the right to make changes in assignments at any time.

Exhibit Descriptions: The size of each exhibit booth at the 2021 Annual Conference is 8' x 8'. Included in the cost of this exhibit are:

- A) Backdrops and side drapes
- B) One-line identification sign
- C) One draped six-foot table
- D) Two chairs
- E) One wastebasket

Exhibitor Access: Exhibitors are allowed up to two representatives per booth. Exhibitors will be allowed access into the exhibit area one hour before opening.

Exhibitor Fees and Terms: Exhibit space is \$850.00 per 8' x 8' booth at the 2020 Clinical Education Conference. There are non-profit booths available for the cost of \$500.00. The non-profit booths are on a first-come, first-served basis. An exhibitor application must be accompanied by full payment in order to reserve the booth space.

Failure to Occupy Space: Unless previous arrangements are made in writing with the IAFP, booth space not occupied by the exhibiting company less than one hour prior to show opening may be forfeited without refund to the exhibitor, and the space may be resold or used by the Academy.

Giveaways: The PhRMA (www.phrma.org) and AdvaMed Codes (www.advamed.org) on Interactions with Healthcare Professionals include strict limitations on the ability of research based pharmaceutical, biotechnology and medical device companies to provide food, beverages, non-educational and other non-practice related items to healthcare professionals. For more information on these guidelines, visit their respective websites. As a result, the IAFP asks that all companies use their discretion in complying with these codes in determining what they provide healthcare professionals.

The PhRMA Code states that items such as clipboards, pens, mugs and other reminder objects with or without company logos or product names imprinted on them, even if they are accompanied by educational materials, could foster

misperceptions that interaction with healthcare professionals is not based on providing information about products or health conditions. It may, however, be appropriate to distribute educational related items or items designed primarily for the education of patients or healthcare professionals provided they are not of substantial value (\$100 or less) and do not have value to the healthcare professional outside of their professional responsibilities. Payments in cash or cash equivalents (such as gift certificates, gift cards, etc.) should not be offered to healthcare professionals either directly or indirectly. The IAFP in its sole discretion may withhold or deny the right to distribute gifts, hold raffles, give souvenirs, advertising, or other materials it considers inappropriate.

These guidelines apply to all research-based pharmaceutical, biotechnology, and medical device companies who are 2021 Annual Meeting exhibitors. It is the responsibility of all exhibiting companies to use discretion when following these guidelines. Please contact IAFP at 800-283-9370 if you have any questions.

Americans with Disabilities Act (ADA): Exhibitor

represents and agrees that its exhibit space shall be reasonably accessible and usable by persons with disabilities and that it is in compliance to the extent applicable under regulations implementing Title III of the Americans with Disabilities Act. Exhibitor shall indemnify and hold the IAFP harmless from and against any and all claims and expenses, including attorneys' fees and litigation expenses that may be incurred by or asserted against the IAFP, its officers, directors, agents or employees, on the basis of Exhibitor's breach of this paragraph or noncompliance with any provision of the ADA.

Shipping Information: Freight services for meetings including labor regulations and payment for this service will be provided in advance of the meeting.

Sales/Order Taking: The purpose of the exhibit area is to complement the educational agenda of the meeting through displays and demonstrations. Sales and order taking are permitted provided all transactions are conducted in a manner consistent with the professional nature of the meeting. Products for sale must be the exhibitor's own unaltered products. The IAFP reserves the right to restrict sales activities that it deems inappropriate or unprofessional. Exhibitors must comply with all local sales tax requirements. Exhibitors taking orders or selling at the Academy's clinical meetings must adhere to certain business license, sales and tax regulations that vary from state to state. Exhibitors are responsible for making the necessary arrangements with the state of Iowa to adhere with their tax regulations.

Signage: Signs and banners within each booth must contain content that is appropriate and professional. The IAFP reserves the right to require any exhibitor to remove signs or banners that it deems inappropriate or unprofessional.

Applicable Laws: Exhibitor shall comply with all laws, ordinances and regulations pertaining to health, fire prevention and public safety, as well as rules and regulations of the meeting facility that are provided to it. The IAFP shall have no responsibility pertaining to Exhibitor's compliance with such laws, ordinances, rules and regulations. This contract shall be governed by the laws of the state of Iowa, without regard to its conflict of laws principles.

Liability and Insurance: All property of the Exhibitor is understood to remain under its custody and control in transit to, from and while at the meeting. Neither the IAFP, nor any of its officers, directors, agents or employees are responsible for the safety of the property of the Exhibitor from theft, damage by fire, accident, vandalism or other causes, and the Exhibitor expressly waives and releases any claim or demand it may have against any of them by reason of any damage or loss of any of the Exhibitor's property.

Indemnification: Exhibitor shall protect, indemnify and hold harmless the IAFP, its officers, directors, agents, and employees against and from any and all loss, costs, damages, liability, or expense arising from or out of any accident or other occurrence to anyone, including Exhibitor, its agents, employees and business invitees, which arise from, out of, or by reason of Exhibitor's occupancy and use of the exhibition premises or any part thereof. By exhibiting, Exhibitor for and on behalf of itself, its employees, agents and invitees, releases and waives any and all claims, demands or actions against IAFP and its officers, directors, agents and employees resulting from any act or omission of Exhibitor, its employees, agents and invitees.

REGISTRATION FORM

All CDC COVID mitigation measures will be followed.

Organization_____

Address_____

City/State/Zip_____

Phone_____

E-mail_____

Office Contact_____

Direct all mail in reference to our exhibit to:_____

Address_____

City/State/Zip_____

Signature_____

Date_____

By signing this form you are indicating that you have read and agree to the terms and conditions stated in the Exhibitor Contract

EXHIBIT FEES

- Exhibit Booth: \$850.00
- Non-profit Booth: \$500.00

Products/Services to be exhibited:

Send To: IAFP, 100 East Grand Ave, Ste 240,
Des Moines, IA 50309

Contact: Katie Cox, Deputy Executive Vice
President, kcox@iaafp.org, 515-283-9370

Please e-mail Katie a jpeg of your company logo

PAYMENT OPTIONS

___ Check

___ Visa

___ MasterCard

___ Bill Me

Name on Card:

Card Number:

Security Code:

Expiration Date:

Signature:
