



2026 IAFP Annual Conference

November 12-13, 2026

Prairie Meadows Conference Center

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**

HOURS

Thursday, November 12
Exhibit Setup Time-TBD

Friday, November 13
7:00-8:00 a.m. Breakfast in Exhibit Hall
9:50-10:20 a.m. Visit Exhibits
12:30-1:00 p.m. Visit Exhibits
1:00 p.m. Tear-Down Exhibit

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**

Quick Facts

- **IAFP Tax ID #:** 42-0738114
- **Exhibit Description:** The size of each exhibit booth at the 2026 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:** \$900.00
- **When:** Friday, November 13, 2026
- **Where:** Meadows Event Center, Altoona

Exhibitor Contract

About the Iowa Academy of Family Physicians (IAFP)

IAFP is the statewide professional association representing family physicians in Iowa. IAFP Continuing Medical Education (CME) programs are designed to provide current clinical and practice information to support family physicians and healthcare teams.

IAFP reserves the sole right to determine the eligibility of any company, product, or service for exhibit participation at its meetings and conferences.

Exhibit Eligibility Guidelines

To be eligible for exhibit space at an IAFP meeting or conference, products and services must meet the following standards:

A. Accepted Medical Standards

Products and services must align with generally accepted medical practices.

B. FDA Approval

Products requiring approval from the U.S. Food and Drug Administration (FDA) must have received such approval prior to exhibiting and must include all required disclosures.

C. Scientific Documentation

IAFP may require technical data or scientific documentation for products not regulated by the FDA or another governmental agency.

D. Food Products & Nutritional Supplements

Food products and nutritional supplements may be exhibited only when their safety and usefulness are documented to the satisfaction of IAFP.

E. Misleading Claims

Exhibits containing false or misleading claims or statements will not be accepted, as determined by IAFP.

F. Alignment with IAFP Mission

Products and services must be consistent with IAFP's mission and supportive of the medical profession.

Contract Terms

Acceptance of an exhibitor application constitutes a binding agreement between the exhibitor, including its employees and agents, and the Iowa Academy of Family Physicians (IAFP). Exhibitors agree to comply with all rules and regulations outlined in this contract.

Application to Exhibit

IAFP reserves the right to approve or deny any exhibit application for any IAFP meeting or event.

Cancellation Policy

All cancellation requests must be submitted in writing via email to kcox@iaafp.org.

Refunds will be issued according to the following schedule:

- 60 days or more before the conference start date: Full refund minus a \$50 administrative fee
- 30–59 days before the conference start date: 50% refund
- Less than 30 days before the conference start date: No refund

Use of Exhibit Space

- Exhibit space may not be assigned, shared, or sublet without prior written approval from IAFP.
- Exhibitors may not interfere with the rights or visibility of other exhibitors.
- Demonstrations, interviews, literature distribution, discussions, and sampling must remain within the assigned booth space.
- Solicitation or canvassing outside the assigned booth space is prohibited.

Exhibit Rules & Regulations

A. Fire & Safety Regulations

No combustible materials may be used. All exhibits must comply with applicable fire and safety regulations.

B. Facility Protection

Nothing may be taped, nailed, screwed, or otherwise attached to walls, floors, columns, furniture, or facility property.

C. Installation & Dismantling

Exhibitors are responsible for setup before exhibit hours begin and for prompt dismantling and removal after exhibit hours conclude.

D. Shipping & Property Responsibility

All materials shipped to or from the exhibit hall remain the sole responsibility and risk of the exhibitor.

E. Booth Staffing

Exhibits must be staffed during all published exhibit hours.

F. Noise & Lighting

Excessive noise, objectionable lighting, or disruptive displays are prohibited. IAFP reserves the right to remove objectionable equipment or displays.

G. Booth Height Restrictions

For standard inline 8' x 8' booths, side walls may not exceed three (3) feet in height to maintain visibility for all exhibitors. Decisions made by IAFP representatives regarding booth compliance are final.

H. Photography & Media

Exhibitors consent to photographs, recordings, and media coverage within the exhibit hall.

I. Schedule & Location Changes

IAFP reserves the right to modify meeting schedules, exhibit hours, or booth locations as necessary.

J. Professional Conduct

Exhibitors and their representatives are expected to conduct themselves professionally and respectfully toward attendees, speakers, staff, and fellow exhibitors at all times.

Code of Conduct

- IAFP is committed to providing a professional, respectful, and harassment-free conference environment for all participants, including attendees, exhibitors, speakers, staff, and vendors.
- IAFP reserves the right to remove or prohibit participation by any exhibitor or representative whose behavior is deemed disruptive, unsafe, discriminatory, harassing, or otherwise inappropriate, without refund.

Cancellation or Disruption of Meeting

IAFP shall not be liable for delays, interruptions, or cancellation of the conference due to causes beyond its reasonable control, including but not limited to acts of God, natural disasters, severe weather, public health emergencies, labor disputes, government regulations, terrorism, venue unavailability, or other emergencies.

Should circumstances beyond the control of IAFP prevent the conference or exhibit hall from taking place, IAFP shall not be responsible for exhibitor expenses or losses resulting from such cancellation or disruption.

Space Assignment

Booth assignments are made on a first-come, first-served basis. IAFP reserves the right to adjust booth assignments when necessary.

Exhibit Booth Specifications

Each exhibit booth at the 2026 Clinical Education Conference includes:

- 8' x 8' booth space
- Backdrop and side drapes
- One identification sign
- One draped six-foot table
- Two chairs
- One wastebasket

Internet access, electrical service, audiovisual equipment, and additional furnishings are not included unless otherwise specified and may require separate arrangements and fees.

Exhibitor Access

- Up to two representatives are permitted per booth.
- Exhibitors may access the exhibit hall beginning one hour prior to exhibit opening.

Exhibitor Fees

- Standard booth: \$900 per 8' x 8' booth
- Nonprofit booth: \$500 per booth (limited availability; first come, first served)

Full payment must accompany the exhibitor application. Booth space is not confirmed until full payment has been received by IAFP.

IAFP reserves the right to cancel unpaid booth reservations.

Failure to Occupy Space

Unless prior written arrangements have been made with IAFP, booth space not occupied at least one hour before exhibit opening may be forfeited without refund. IAFP reserves the right to reassign or reuse unoccupied space.

Giveaways, Raffles & Promotional Items

Exhibitors are expected to comply with applicable industry standards, including the:

- [PhRMA Code on Interactions with Healthcare Professionals](#)
- [AdvaMed Code of Ethics](#)

Cash or cash-equivalent gifts, including gift cards or certificates, may not be distributed to healthcare professionals.

Educational materials and modest items related to professional responsibilities may be distributed at the exhibitor's discretion and in compliance with applicable industry guidelines.

IAFP reserves the right to prohibit any giveaway, raffle, promotional item, or activity deemed inappropriate or inconsistent with conference standards. These guidelines apply to all exhibitors participating in the 2026 Annual Conference. For questions, contact IAFP at (515) 244-4182.

Americans with Disabilities Act (ADA)

Exhibitors agree to comply with all applicable provisions of the Americans with Disabilities Act (ADA), including ensuring exhibit spaces are reasonably accessible to individuals with disabilities. Exhibitors agree to indemnify and hold harmless IAFP, its officers, directors, agents, and employees from any claims, damages, or expenses arising from the exhibitor's failure to comply with ADA requirements.

Data Privacy

Exhibitors are responsible for complying with all applicable privacy and data protection laws when collecting, storing, or using attendee information obtained during the conference.

Shipping Information

Freight handling details, labor regulations, and shipping instructions will be provided prior to the conference.

Sales & Order Taking

The exhibit hall is intended to complement the educational objectives of the meeting through demonstrations and informational displays. Sales and order-taking are permitted provided activities remain professional and appropriate to the educational environment. Exhibitors may only sell their own unaltered products and are responsible for complying with all Iowa business licensing and sales tax requirements. IAFP reserves the right to restrict sales activities deemed inappropriate or unprofessional.

Signage

All booth signage and banners must be professional and appropriate. IAFP reserves the right to require removal of any display considered inappropriate or unprofessional.

Compliance with Laws

Exhibitors must comply with all applicable federal, state, and local laws, regulations, fire codes, safety requirements, and venue policies. This agreement shall be governed by the laws of the State of Iowa.

Liability & Insurance

All exhibitor property remains under the exhibitor's custody and control at all times. IAFP and its officers, directors, agents, and employees are not responsible for loss, theft, damage, or destruction of exhibitor property for any reason. Exhibitors expressly waive any claims against IAFP related to such losses or damages.

Indemnification

Exhibitors agree to indemnify, defend, and hold harmless IAFP, its officers, directors, agents, and employees from any claims, liabilities, damages, costs, or expenses arising from:

- The exhibitor's use of exhibit space
- The actions of the exhibitor, its employees, agents, or invitees
- Injury, loss, or damage occurring in connection with the exhibit

By participating, exhibitors release IAFP from any claims arising from the exhibitor's own acts or omissions.