

The Texas Academy of Family Physicians presents:

The 59th Annual Session and Scientific Assembly

The ART of FAMILY MEDICINE

2008 EXHIBITOR PROSPECTUS

Conference Dates: July 16-20, 2008

Show Dates: July 18-19, 2008

Westin Galleria - Woodway Hall | 5060 West Alabama | Houston, Texas 77056 | (713) 960-8100

For conference information, contact TAFP at (512) 329-8666 or go online to www.tafp.org

1 WHO ATTENDS TAFP'S ANNUAL SESSION AND SCIENTIFIC ASSEMBLY?

- Family physicians in private and group practice
- Pediatricians
- General internists
- Academic leaders
- State and community health policy makers
- Other primary care providers

2 WHO EXHIBITS?

- Pharmaceutical companies
- Electronic health record companies
- Financial services
- Legal services
- Armed services
- Medical liability insurance
- Emergency medicine suppliers
- Medical equipment suppliers
- Home health providers
- Physician recruiting services
- Procedural equipment manufacturers and distributors
- Medical billing companies
- Publishers

3 WHY SHOULD MY COMPANY JOIN TAFP IN HOUSTON?

- 14.5 exhibit hours
- One-on-one time with over 400 decision makers in Texas' primary care clinics
- Attendee list after the event
- Contact information for pre-registrants for pre-show marketing 30 days prior to the conference
- Friday exhibitor breakfast with attendees
- Snack and beverage breaks with attendees
- Company logo, link and brief description on www.tafp.org

The Texas Academy of Family Physicians hosts the 59th Annual Session and Scientific Assembly in Houston, Texas. Each year more than 400 primary care physicians from across the region attend this five-day conference to earn 24 credits of continuing medical education, network with peers, and explore the new products and services offered in the ever-changing medical marketplace.

Exhibit Hours at Woodway Hall

Thursday, July 17, 2008

8 a.m. - 4 p.m. Exhibitor move-in
5 - 6 p.m. Booth inspection

Friday, July 18, 2008

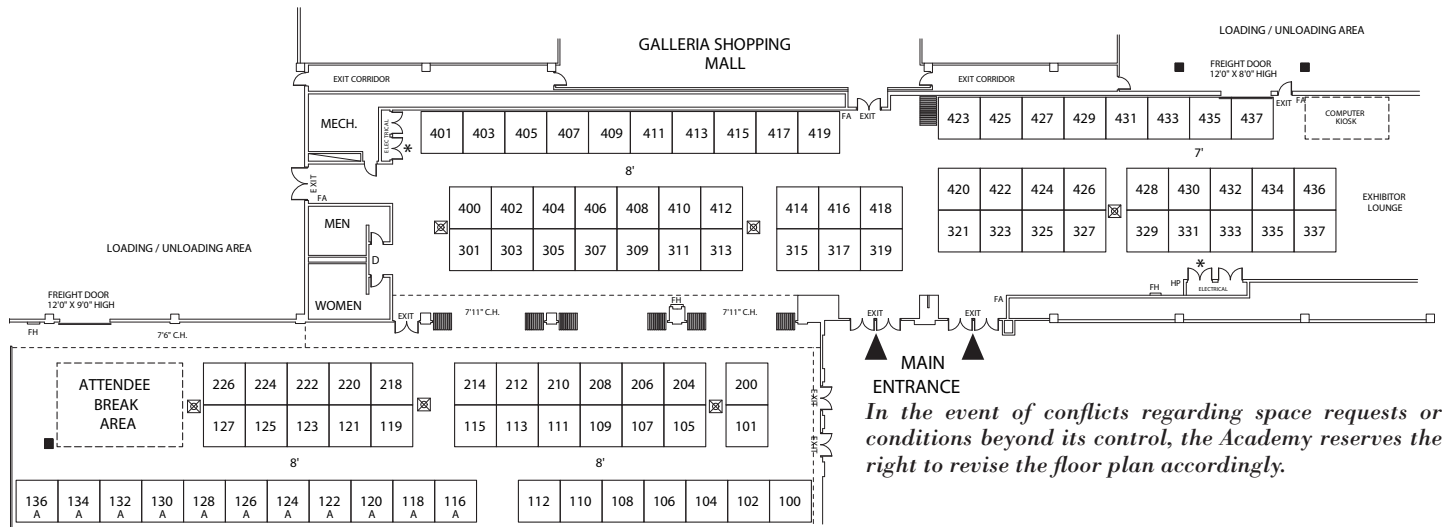
6:30 - 8 a.m. Breakfast buffet for exhibitors and attendees inside Exhibit Hall
6:30 a.m. - 4 p.m. Exhibit Hall open with three dedicated exhibit breaks: 9:45-10:30 a.m.; 1-1:30 p.m.; and 3:30 - 4 p.m.

Saturday, July 19, 2008

9 a.m. - 2 p.m. Exhibit Hall open with two dedicated exhibit breaks: 10 - 10:45 a.m., and 1:30 - 2 p.m.
2 - 6 p.m. Exhibit Hall tear-down

BONUS: We've increased our dedicated break time in the 2008 schedule!

THE PREMIER CONVENTION FOR PRIMARY CARE PHYSICIANS OF TEXAS



In the event of conflicts regarding space requests or conditions beyond its control, the Academy reserves the right to revise the floor plan accordingly.

BOOTHS

Premier Commercial Booths — \$1,175

These booths feature highly visible, high-traffic locations. Commercial booths feature products and/or services of medical, professional or personal relevance to primary care providers. This includes but is not limited to: pharmaceutical companies, medical equipment suppliers, publications, home health providers, physician recruitment services, financial services, legal services, computers, software, information systems suppliers, etc. All premier commercial booths are sold on a first-come, first-served basis. There are a limited number of booths available, so book early to reserve your booth today!

Allied Health Booth — \$395

These booths are reserved for non-profit education or research organizations. No solicitation of any kind (employment recruitment, membership or program participation) is permitted in this category. Allied Health Booth space is limited to 11 booths this year and is sold on a first-come, first-served basis. All Allied Health Booths will be located in the 100 aisle and include the letter A in the booth number.

WHAT'S INCLUDED WITH YOUR BOOTH RESERVATION?

Your standard booth fee includes:

- A 10-by-10-foot booth with drapes on three sides
- Carpet - NEW THIS YEAR!
- 7-by-44-inch sign furnished with your company name and booth number
- Copy of the 2008 Annual Session and Scientific Assembly Official Program
- Advance registrant contact list
- Attendee list after the conference
- Breakfast with attendees on Friday, July 18, 2008
- Beverage and snack breaks throughout the conference
- Company logo, link and brief description on www.tafp.org
- Listing in the 2009 Exhibitor Prospectus
- Free wireless Internet inside your booth - NEW THIS YEAR!

TAFP BUILDS TRAFFIC IN THE EXHIBIT HALL WITH THESE ACTIVITIES:

- Opening Breakfast Friday morning with attendees
- All snack and beverage breaks in the Exhibit Hall
- Exhibit Hall Treasure Hunt

HOTEL INFORMATION

The Westin Galleria — (713) 960-8100

TAFP has negotiated a special group rate at the Westin Galleria for attendees and exhibitors. The room block is available until July 1, 2008, or until all rooms are reserved. The single or double rate is \$138. For reservations, contact a Westin Galleria reservations agent at (713) 960-8100. Be sure to mention that you are with the Texas Academy of Family Physicians to receive this special group rate.

EXHIBIT EXTRAS

Upgrade to a Deluxe Booth — \$200

A deluxe booth includes the standard booth features plus one skirted 6-foot table, two chairs, and one wastebasket. The deluxe pricing is in addition to the standard booth rate.

Enhanced Exhibitor Listing — \$150

Stand out in the crowd! Highlight your company name and logo, booth number and booth location in the Official Program Exhibitor Listing and Exhibitor Map.

Exhibit Hall Treasure Hunt — \$100

Watch the theme of the 59th Annual Session come to life inside your booth by participating in the Treasure Hunt. Sought-after items will be placed inside your booth for attendees to find. It is a sure way to increase traffic and conversation in your booth. All money collected from the treasure hunt will be given as prizes to the winners.

TAFP Awards Luncheon — \$45

Be a part of TAFP's Business and Awards Luncheon and network with many of TAFP's leaders. A three-course plated lunch will be provided on Saturday, July 19, 2008.

EXHIBIT SERVICE KIT

A complete service kit will be mailed to you in the spring. It will include pricing information on additional items needed for your booth including tables, chairs and electricity.

Find more information about the
59th Annual Session and Scientific
Assembly on www.tafp.org!

ADDITIONAL OPPORTUNITIES TO SUPPORT

The Academy appreciates you and wants to offer you a variety of opportunities to provide your support at Annual Session and throughout the year. Contact Lisa Gallo at lisa.gallo@horizonmeetings.com or (512) 336-1238 to pledge your support to Texas' family physicians.

Annual Session Sponsor — \$2,500 - \$20,000

A variety of sponsorship opportunities are still available for the 2008 Annual Session and Scientific Assembly. From supporting a CME meal function to printing your name on lanyards and tote bags, we have an opportunity for your company to stand out at Annual Session.

CME Supporter — \$6,000

We invite you to support the continuing medical education of family physicians through an educational grant. To see if your clinical interest matches our educational needs, contact Jessica Miley at jmiley@tafp.org or (512) 329-8666 ext. 34.

Pre-Conference Advertisements — Rates begin at \$450

Sell your company's goods or services before Annual Session even begins by advertising in TEXAS FAMILY PHYSICIAN, the official magazine of TAFP. Advertising space is still available for the second-quarter issue. Space is limited, call today.

Exhibit at the C. Frank Webber Lectureship — \$500

Annual Session is not the only opportunity TAFP provides you to network with our attendees. Reserve a tabletop exhibit and join us March 14, 2008 at the Austin Hilton Airport. You will be in front of more than 250 attendees at this one-day CME program. Space is limited to less than 20 exhibitors, so we encourage you to reserve your booth early.

Exhibit at the Primary Care Summit — \$500

This annual Houston-based event draws almost 200 attendees and is always a winner for exhibitors! This one-day opportunity includes a tabletop exhibit, and breakfast and lunch on Friday, Oct. 17, 2008. Space is limited to less than 20 exhibitors at the Westin Oaks.

Advertise in the Member Directory — Rates begin at \$365

This annual publication is sent to 5,500 primary care physicians in Texas and features a limited number of advertisers. Become one of the select few on the pages of this valued member resource and see how your contribution to the Member Directory can benefit you.

CANCELLATION POLICY

A signed application becomes a binding contract when information is received and accepted by TAFP. Cancellation of Contract to Exhibit must be made in writing to TAFP. If written notice of cancellation is received prior to April 18, 2008, a full refund minus a \$100 administration fee will be made for each exhibit booth that is cancelled. A 50-percent refund will be made for cancellations made between April 19, 2008, and July 1, 2008. No refunds will be given for cancellations made after July 1, 2008, or for no-show exhibitors. All balances due must be paid in full by July 3, 2008.

Note: The exhibitor understands that this is an application for exhibit space and not a guarantee. All exhibit applications will be reviewed and approved within seven days. Upon approval of application, TAFP will notify the exhibitor contact and send a copy of the rules and regulations. Assignments to booth numbers will occur after a signed copy of the rules and regulations has been received. To receive a copy of the rules and regulations prior to applying for a booth, please e-mail your request to lisa.gallo@horizonmeetings.com. TAFP does not accept on-site exhibitors.

TAFP salutes the 2007 Exhibitors! We hope you'll join this list by exhibiting with us in 2008!

AAFP-Laboratory Proficiency Testing
AAFP Ask & Act Program
Adams Respiratory Therapeutics
AdvancedAestheticConcepts
Advocate MD, Insurance
Aesthera
Alkermes, Inc.
Allscripts
Altex Business Solutions
American Physicians Insurance Company
Amerisciences
Astellas Pharma U.S., Inc.
AstraZeneca
Bayer Healthcare Pharmaceuticals
Boehringer Ingelheim
Bristol-Myers Squibb
Brymill Cryogenic Systems
Calmoseptine, Inc.
CareNow
Catalis, Inc.
CentroMed
Challenger Corporation
Concord Medical Group
Cordium Links, LLC
CryoPen
Daichi Sankyo, Inc.
DayLong Business Solutions
Digirad
Digital Healthcare, Inc.
DSHS Immunization Branch
EDCare Management, Inc.
Eli Lilly and Company
Elsevier
e-MDs
E-Paperless Practice
Final Support, Inc.
Forest Pharmaceuticals
Genesis Biosystems
Girling Home Health, Inc.
GlaxoSmithKline
HemoCue, Inc.
HERAE, Inc.
iMedica Corporation
Immulab, Inc.
M.D.Anderson Cancer Center
McCue Corporation, Inc.
MedComSoft
Medical Protective
Medicus Insurance Company
MedSurge Advances
Megaeasy Computer Solutions
Merck Human Health Division
Merck Vaccine
Meretek Diagnostics
Neely, Craig & Walton, LLP
NeuroMetrix, Inc.
Novartis
NovoNordisk Pharmaceuticals
Nurses on Wheels
On Call Medical Coats
Ortho-McNeil Neurologics
Procter & Gamble Scientific
Procter & Gamble Pharmaceuticals
Pamlab, LLC
PDS Cortex
Pfizer Cardiovascular
Pharmanex
Physician Oncology Education
PracticeIT
PriCara, Unit of Ortho-McNeil
Prime Staff Advanced Medical Division
Pri-Med
Pulse Systems, Inc.
Q-MED Scandinavia, Inc.
Reckitt Benckiser Pharmaceuticals
Roche Laboratories
Sage Software
Sanofi Pasteur
Sanofi-Aventis Pharmaceuticals
SAS Shoemakers
Sepracor
Strategic Financial Concepts
Takeda Pharmaceuticals
Texas Association of Nurse Anesthetists
Texas Diabetes Council
Texas Health Steps
Texas Medical Association
Texas Medical Liability Trust
Texas Medical Science Foundation
The Doctors Company
The Hand Center
The Liver Institute at Methodist Dallas
The Medical Assurance Company
The Schumacher Group
The Scooter Store
TMA Insurance Trust
TMF Health Quality Institute
TMHP
Trinity Towers & the Holmgreen Center
U.S. Air Force
UCB, Inc.
U.S. Army Healthcare
UTMB Correctional Managed Care

The ART of FAMILY MEDICINE

APPLICATION FOR EXHIBIT SPACE

TAFP's 59th Annual Session and Scientific Assembly
July 16-20, 2008 | Show Dates: July 18-19, 2008 | Houston, Texas

1 REGISTRATION INFORMATION

Organization (This is the title as it should appear on your booth sign)	Exhibit coordinator	Title
Address	City/state/ZIP	
Phone	Fax	E-mail
Other office contact	Product or service to be exhibited	
Direct all mail in reference to our exhibit to:	Name	
Address	City/state/ZIP	
Authorizing agent	Signature	

By signing this form, you are indicating that "I have read and agree to the conditions stated on the Exhibit Prospectus."

2 FEES

	Price per item	Quantity	Total Amount
BOOTH			
Commercial booth	\$1,175		
Allied Health Booth	\$395		
EXHIBIT EXTRAS			
Upgrade to a Deluxe Booth*	\$200		
Enhanced Booth listing	\$150		
Participate in the Treasure Hunt	\$100		
TAFP Awards Luncheon	\$45		
TOTAL FEES:			\$

*Deluxe booths include: skirted 6' table, 2 chairs, wastebasket.

Please contact me to discuss these additional opportunities:

- | | |
|---|--|
| <input type="radio"/> Annual Session Sponsorship | <input type="radio"/> Exhibit at C Frank Webber - March 13, 2009 |
| <input type="radio"/> CME Supporter | <input type="radio"/> Exhibit at Primary Care Summit - Oct. 17, 2008 |
| <input type="radio"/> Pre-Conference Advertisements | <input type="radio"/> Member Directory Advertisement |

5 MAIL OR FAX APPLICATION TO: Texas Academy of Family Physicians, Attn: Lisa Gallo, Exhibits Coordinator, 12012 Technology Blvd., Austin, Texas 78727, Fax: (512) 329-8237

Be sure to e-mail a .gif or .jpg of your company logo along with brief company description to lisa.gallo@horizonmeetings.com. For more information call Lisa Gallo at (512) 336-9029 ext. 101 or e-mail lisa.gallo@horizonmeetings.com.

3 BOOTH PREFERENCE

1st choice _____

2nd choice _____

3rd choice _____

4th choice _____

Do not place us beside _____

TAFP cannot guarantee that you will not be placed next to these firms. Booth assignments are made on a first-come, first-served basis.

4 PAYMENT OPTIONS

- Check enclosed
- Visa
- MasterCard
- American Express

Card number _____

Expiration date _____

Name on card _____

Signature _____

- Bill me. All invoices are net 30 days.