

TEXAS ACADEMY OF FAMILY PHYSICIANS

Exhibit at TAFP conferences

PUT YOUR COMPANY IN THE ROOM WITH THE FAMILY PHYSICIANS OF TEXAS

TAFP conferences are a great way to get your company or organization in front of the TAFP membership and other health care providers. With three major events each year, you'll have the opportunity to cultivate meaningful interactions with our attendees.

C. Frank Webber Lectureship
April 9, 2027 | Round Rock

Texas Family Medicine Symposium
June 11 – 12, 2027 | San Antonio

Annual Session and Primary Care Summit
November 5 – 6, 2027 | The Woodlands

Attendees to TAFP conferences are typically:

- Family physicians in both private and group practice
- Other primary care physicians
- Other primary care providers like physician assistants and nurse practitioners
- Family medicine resident physicians
- Academic leaders
- Policymakers from the state and local communities
- Medical students

Questions? Contact Paige Newman at pnewman@tafp.org or (512) 329-8666 ext. 136.

Apply to exhibit with TAFP today!

Learn more!
tafp.org/marketing

Exhibit at the C. Frank Webber Lectureship

April 9, 2027
Kalahari Resorts & Conventions
Round Rock, Texas

The C. Frank Webber Lectureship offers engaging, high-quality continuing medical education, drawing more than 250 primary care physicians and other health care providers from across Texas.

To apply to exhibit at TAFP conferences, complete the **TAFP Marketing and Exhibits Application.**

Specifics

- $1,200 exhibit fee
- Exhibit hours: 9 a.m. – 4 p.m. on Friday
- Tabletop exhibits only
- More than 250 attendees

Exhibitor information

Your standard $1,200 exhibition fee includes:

- A skirted table (6 feet long by 30 inches wide),
- Two chairs,
- Internet access,
- Lunch, and
- Refreshment breaks during the day.

Shipping information

Kalahari Resorts & Conventions
3001 Kalahari Dr.
Round Rock TX 78665
(512) 501-3493

Exhibitors are typically:

- CME providers
- Employment recruiters including armed forces
- Heath resources
- Health care and practice management consultants
- Medical supplies and equipment companies
- Pharmaceutical companies
- State agencies

Exhibit schedule

Move in for exhibitors: Friday, 7:30 – 9 a.m.

We have breaks scheduled throughout the day to allow attendees time with you.

Friday breaks:

- 9:15 – 9:45 a.m.
- 12:45 – 1:15 p.m.
- 3:15 – 3:45 p.m.

Want to reach attendees before our conferences?
Check out our **EXHIBITOR SPOTLIGHT** on page 6.

Exhibit at the Texas Family Medicine Symposium

June 11 – 12, 2027
La Cantera Hill Country Resort and Spa
San Antonio, Texas

The Texas Family Medicine Symposium offers engaging, high-quality continuing education, drawing more than 300 primary care physicians and other health care providers from across Texas.

To apply to exhibit at TAFP conferences, complete the **TAFP Marketing and Exhibits Application.**

Specifics

- $1,500 exhibit fee
- Exhibit space is available from 10 a.m. to 1:30 p.m. on Friday and Saturday, with a reception on Friday night for attendees and exhibitors.
- Tabletop exhibits only
- More than 300 attendees

Exhibitor information

Your standard $1,500 exhibition fee includes:

- A skirted table (6 feet long by 30 inches wide),
- Two chairs,
- Internet access,
- Lunch, and
- Refreshment breaks during the day.

Shipping information

La Cantera Resort & Spa
Attention: Guest name
16641 La Cantera Parkway
San Antonio, TX 78256

Exhibitors are typically:

- CME providers
- Employment recruiters including armed forces
- Heath resources
- Health care and practice management consultants
- Medical supplies and equipment companies
- Pharmaceutical companies
- State agencies

Exhibit schedule

Move in for exhibitors takes place
Thursday, 5 – 6:30 p.m., or Friday, 8 – 9:30 a.m.

We have breaks scheduled throughout the day to allow attendees time with you.

Friday breaks:

- 10 – 10:30 a.m.
- 11:45 a.m. – 12 p.m.
- 1 – 1:30 p.m.
- 7:30 – 9 p.m. (Family Fun Fest)

Saturday breaks:

- 10 – 10:30 a.m.
- 11:45 – 12 p.m.
- 1 – 1:30 p.m.

Exhibit at the Annual Session and Primary Care Summit

November 5 – 6, 2027
The Woodlands Waterway Marriott Hotel & Convention Center
The Woodlands, Texas

Our most anticipated conference of the year, the TAFP Annual Session and Primary Care Summit offers a full weekend of excellent CME, numerous networking and social events, and a bustling exhibit hall.

To apply to exhibit at TAFP conferences, complete the **TAFP Marketing and Exhibits Application.**

Specifics

- $2,000 commercial tabletop exhibit fee
- $1,400 allied health and nonprofit exhibit fee
- Exhibit hall is open all day on Friday and half the day on Saturday.
- More than 500 attendees

Exhibitor information

Your standard exhibition fee includes:

- A skirted table (6 feet long by 30 inches wide),
- Two chairs and a wastebasket,
- Pre-registrant, on-site, and final attendee lists,
- Access to Friday night's opening reception with conference attendees,
- Internet access, and
- Lunch, coffee, and breaks during exhibit hours.

Hotel information

The Woodlands Waterway Marriott Hotel
& Convention Center
1601 Lake Robbins Drive
The Woodlands, TX 77380

Exhibitors are typically:

- CME providers
- Employment recruiters including armed forces
- Heath resources
- Health care and practice management consultants
- Medical supplies and equipment companies
- Pharmaceutical companies
- State agencies

Exhibit schedule

Move in for exhibitors takes place:
Thursday, November 4, 3 – 5 p.m.

Move out for exhibitors takes place:
Saturday, November 6, 12:15 – 5 p.m.

Exhibit hours

- Friday, November 5, 9 a.m. – 6 p.m.
- Saturday, November 6, 9 a.m. – 12:15 p.m.

Full exhibitor information packet will be available summer 2027, including information on shipping, ordering services for your booth, exhibit hall map, and more.

Save money with TAFP's Exhibit Value Package

Want to reach the family doctors of Texas? Consider a year-long exhibit package that includes opportunities at all TAFP conferences and sponsorship of conference events. You can sign up for our Exhibit Value Package at any time throughout the year.



Exhibit Value Package — $5,200 for a FULL year

Annual Session Commercial Tabletop Exhibit	$2,000
C. Frank Webber Lectureship Tabletop Exhibit	$1,200
Texas Family Medicine Symposium Tabletop Exhibit	$1,500
Beverage Break Sponsorship at one conference of your choice	$2,000
Total value of TAFP's Exhibit Value Package	$6,700
Total price of TAFP's Exhibit Value Package	**$5,200**

To select the Exhibit Value Package opportunity, complete the TAFP Marketing and Exhibits Application.

Sponsorship opportunities

Be an integral part of the event festivities by staking your claim on one of the sponsorship opportunities available for our annual conferences. You can support a beverage or snack break, have your name on lanyards and tote bags, and more. Your brand, logo, and representatives will get in front of family physicians who provide health care for individuals and families across the state. With all these options, you can make sure your company stands out.

To take advantage of our sponsorship opportunities, complete the TAFP Marketing and Exhibits Application.

Wi-Fi — $2,500 (3 available per event) or $6,000 to be exclusive Wi-Fi sponsor

Fast and free Wi-Fi is a highly valued and critical service, appreciated by attendees and exhibitors alike. Sponsoring Wi-Fi promotes your company brand as forward-thinking, innovative, and sensitive to customers' needs. With an exclusive sponsorship, TAFP will customize the Wi-Fi password to maximize brand recognition for your company. Attendees will know who to thank for the secure Wi-Fi at TAFP events.

Wi-Fi sponsor benefits:

- Signage at registration listing your organization as the Wi-Fi sponsor, including Wi-Fi login information
- Verbal recognition during CME session announcements
- Acknowledgment in the slideshow during CME session breaks
- Recognition in the TAFP conference mobile app
- "Thank you" messaging for your organization in a follow-up email to attendees after the event
- Ability to choose the Wi-Fi password (For exclusive sponsor only)

Exhibitor Spotlight — $1,000
(Limited availability)

Get your company's name in front of approximately 20,000 potential attendees via a conference marketing email sent by TAFP. You can provide your own art or logo to be inserted into the email, with the option to link the image to your website.

Family Fun Fest — $2,500

At the Family Fun Fest at the Texas Family Medicine Symposium, old acquaintances are renewed, new friends are made, and you get an invaluable opportunity to sponsor a fun and meaningful social event. After a long day of CME, attendees appreciate the opportunity to unwind and chat with colleagues and vendors at this reception.

Family Fun Fest sponsor benefits:

- Verbal recognition during CME session announcements
- Acknowledgment in the slideshow during CME session breaks
- Option to name a signature beverage and/or signature appetizer

Connections Reception at the Annual Session & Primary Care Summit — $2,500

The Connections Reception in the Exhibit Hall allows attendees more time with exhibitors outside of CME breaks, as well as social time to catch up with colleagues and friends. After a day full of education, attendees are grateful for the chance to relax in a more laid-back environment, making this a great time to get your brand name in front of them.

Connections Reception sponsor benefits:

- Verbal recognition during CME session announcements
- Acknowledgment in the slideshow during CME session breaks
- Option to name a signature beverage and/or signature appetizer

Sponsorship opportunities

(Continued)

Want to reach attendees before our conferences? Check out our **EXHIBITOR SPOTLIGHT** on page 6.

To take advantage of our sponsorship opportunities, complete the TAFP Marketing and Exhibits Application.

Beverage Break — $2,000 per break (2 available per event)

Physicians will visit the Exhibit Hall looking for coffee and conversation. Your sponsorship provides refreshing beverages as they explore new concepts and the latest developments in the medical field. Your opportunity is now — drink it up. This one is for you!

Beverage Break sponsor benefits:

- Verbal recognition during CME session announcements
- Acknowledgment in the slideshow during CME session breaks
- Signage strategically placed at the beverage station
- Location near beverage station for your representatives to speak with attendees

Conference Tote Bags — $5,000 (Exclusive per year)

Companies who select this opportunity will have their company or product logo printed on each tote bag we distribute to every attendee at our three annual conferences. This bag gives you a presence with attendees long after the event, as they appreciate sustainability and use the bags frequently in their everyday activities.

Conference Lanyards

Currently unavailable. Thank you Texas Medical Liability Trust

Sponsor the lanyards TAFP hands out at all three annual symposia to each conference attendee.

Treasure Hunt — $300 (Limited to 10, at Annual Session only)

Guarantee steady booth traffic by participating in our Treasure Hunt. Attendees love searching for the hidden item, provided by TAFP for you to place in your booth. Attendees will be sure to engage with your representatives as you sign off on their card. Only 10 exhibitors will participate so sign up early to be a part of the fun!



Thank you for supporting family medicine in Texas!

Let the Texas Academy of Family Physicians help you make the most of your time with the primary care providers of the Lone Star State. To exhibit at our conferences and to take advantage of our numerous sponsorship opportunities and our Exhibit Value Package, complete the **TAFP Marketing and Exhibits Application.**

Questions? Contact Paige Newman at pnewman@tafp.org or (512) 329-8666 ext. 136.

Learn more about TAFP marketing opportunities at tafp.org/marketing.

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