

Get Refreshed!

- A HEALTHY BLEND OF CME FOR SPECIALISTS IN FAMILY MEDICINE -

2012 SPRING REFRESHER

Exhibitor Prospectus



APRIL 26TH - 27TH

MINNEAPOLIS CONVENTION CENTER

General Information

Name of Association

Minnesota Academy of Family Physicians
600 S. Highway 169, Suite 1680
St. Louis Park, Minnesota 55426
952-542-0130 phone
952-542-0135 fax
lregehr@mafpa.org

Personnel

Exhibits Manager - Lisa Regehr (lregehr@mafpa.org)
Executive Vice President - Virginia Barzan, C.A.E.

Convention Center

Minneapolis Convention Center
1301 2nd Avenue South
Minneapolis, MN 55403
612-335-6028 phone/612-35-6600 fax
www.minneapolisconventioncenter.com

Conference Schedule

Wednesday, April 25, 2012

2:00 - 6:00 p.m. Exhibitor Move-in

Thursday, April 26, 2012

6:45 a.m. - 3:30 p.m.	Exhibit Hall Open
6:15 - 8:15 a.m.	Exhibitor Move-in/Registration
6:45 - 9:00 a.m.	Continental Breakfast*
7:15 - 8:15 a.m.	Education
8:15 - 8:50 a.m.	Visit the Exhibits
8:50 - 10:00 a.m.	Education
10:00 - 10:30 a.m.	Visit the Exhibits
10:30 a.m. - 12:00 p.m.	Education Tracks
12:00 - 12:25 p.m.	Lunch
12:25 - 1:05 p.m.	Visit the Exhibits/Dessert*
1:05 - 2:45 p.m.	Education
2:45 - 3:30 p.m.	Visit the Exhibits
3:30 - 5:00 p.m.	Education Tracks

Friday, April 27, 2012

6:45 a.m. - 1:15 p.m.	Exhibit Hall Open
6:45 - 9:00 a.m.	Continental Breakfast*
7:15 - 8:15 a.m.	Education
8:15 - 8:45 a.m.	Visit the Exhibits
8:45 - 10:00 a.m.	Education
10:00 - 10:30 a.m.	Visit the Exhibits
10:30 - 12:00 p.m.	Education Tracks
12:00 - 12:30 p.m.	Lunch
12:30 - 1:00 p.m.	Visit the Exhibits/Dessert*
1:15 p.m.	Exhibit Hall Closes/Tear Down
1:00 - 2:30 p.m.	Education Tracks
2:30 - 2:45 p.m.	Break
2:45 - 4:15 p.m.	Education

*Breakfast, dessert and breaks will be served in the Exhibit Hall.

Official Program

Exhibitors confirmed by March 14, 2012, will be listed in the official program.

Official Service Contractor

Hubbell/Tyner (HT) is the official service contractor for the Spring Refresher. HT will store and transfer all exhibits directed to them in/out of the exhibit area.

All shipments should be prepaid and marked as follows:

Hubbell/Tyner
c/o Yellow Freight System, Inc./STP
(Exhibitor's Company Name)
MAFP Spring Refresher (Booth Number)
12400 Dupont Avenue South
Burnsville, Minnesota 55337

***Bills of lading, notices of shipment and correspondence should be mailed to:**

Hubbell/Tyner
2110 Old Highway 8
New Brighton, MN 55112
651-917-2632

*This information should be mailed promptly to avoid delay and enable tracking of shipment.

Customer Service: Services provided by HT include receipt of inbound shipments at warehouse, storage for up to 30 days, delivery to exhibitor's booth and removal of empty containers, removal of materials and release to carrier. Local pickup and delivery service will be available. All services will be provided at prevailing rates.

Labor for unpacking, repacking and assisting will be available at prevailing rates.

Special Services: Any special services such as rental of additional furniture, signs or carpentry work may be secured from HT. A requisition form for special services will be included in each exhibitor packet from HT. Packets will be sent to exhibitors 45 days before the conference. All details should be arranged early to minimize confusion and charges for overtime labor.

Insurance: Exhibitor equipment is not covered by HT insurance. Exhibitors may wish to purchase insurance.

Rules, Regulations and Restrictions

Booth Description & Rental Rates

Standard Booth.....\$950

All booths will be customary in-line booths measuring 8 feet by 10 feet. Booth rental covers pipe, drape, furniture package and a sign. The entire Exhibit Hall floor is carpeted.

The furniture package includes 2 side chairs and an 8-foot by 30-inch table (draped and skirted in show colors). No substitutions will be made to the package. A complete list of additional equipment and services available will be sent in the official service contractor's service packet. No obstruction to the sides above 48 inches is permitted, except in the rear one-half of the booth.

Full payment, or requests for payment arrangements, must be received by February 13, 2012. Space will not be assigned without full payment. Requests for payment arrangements must be made in writing by February 13, 2012. No space may be reserved except through the MAFP exhibits manager and in accordance with instructions noted in this prospectus. No booth thus secured may be subleased except with the consent of the exhibits manager.

Checks should be made payable to Minnesota Academy of Family Physicians and mailed to MAFP, 600 S. Highway 169 Suite 1680, St. Louis Park, Minnesota 55426. The MAFP's federal tax identification number is 41-0804400. Visit www.mafp.org and follow the link to use our **online exhibitor registration** service. The MAFP can only accept credit cards from organizations who register online.

Assignment of Booths

Booth assignments will be made on **February 17, 2012**, from a point system based on the number of years a company has exhibited at the MAFP Spring Refresher (one point per year) and the date of receipt of the application (five points per week prior to February 17). Organizations requesting placement next to or away from other organizations will be accommodated as much as possible. Please note that the more organizations you list, the more limited we will be in finding you space with optimum visibility. After initial booth assignments have been made, applications will be considered on a first-come, first-served basis. **No requests for exhibit space will be accepted by telephone or e-mail.**

Space Cancellation

Cancellations received by **March 14, 2012**, will receive a full refund minus a \$50 per booth administrative fee. Cancellations received after March 14, 2012, will receive a refund minus \$50 per booth if the booth can be resold. If the booth cannot be resold, the MAFP will retain 100% of the exhibitor's contract obligation.

Exhibit Regulations

The MAFP will not guarantee the security of your booth if unattended while the Exhibit Hall is open.

No interference with normal traffic flow, infringement on neighboring exhibits or sound leakage will be permitted.

All exhibits must be installed and ready by 8:15 a.m. on April 26. No exhibit may be removed prior to the close of the Exhibit Hall at 1:00 p.m. on April 27. Exhibits must be removed by 3:00 p.m. on April 27.

Offensive promotions by exhibit personnel will not be tolerated. Please be aware that children may be present in the exhibit hall with their parents (no objectionable displays.)

Smoking and alcoholic beverages are not allowed in exhibits.

Exhibiting organizations are not permitted to hold hospitality functions in conjunction with the MAFP Spring Refresher.

Orders may be taken, but no sales (money exchange) are allowed during the MAFP Spring Refresher.

The MAFP reserves the right to deny booth space to any organization whose products do not contribute directly to the meeting registrants' medical practices.

Exhibitors who fail to observe conditions of this contract or who, in the opinion of the exhibits manager, conduct themselves unethically will be dismissed from the conference without refund.

Distributing Food & Beverages at Booths

Only bite-sized trick-or-treat sized candy can be given out at the exhibit booths. To apply to distribute bottled water or food and beverage samples, please visit <http://www.minneapolisconventioncenter.com/foodsampling/> for an application and guidelines.

Restrictions for Children in the Exhibit Hall

Children under the age of 16 years are not allowed on the show floor **during the move in or tear down** of the event.

Relocation

The MAFP exhibits manager retains the right to change exhibit locations for causes beyond the control of the MAFP or if it becomes advisable in the best judgment of the exhibits manager. All such changes will be discussed with the exhibiting firm in advance, if possible.

Rules, Regulations and Restrictions (cont.)

Promotional Gifts

Gifts distributed from the exhibits must be of minimal value, practice-related and entail a benefit to patients. Patient education materials for use in physicians' offices are encouraged. Textbooks and other gifts are appropriate if they serve a genuine educational function. **Prizes, awards, drawings, raffles, lotteries or games of chance of any kind are expressly prohibited.** Physicians may not register during the Spring Refresher for drawings that might be conducted after the conference.

It is expected that this information will be forwarded to all individuals who will be representing your organization in the Exhibit Hall.

Transporting Exhibit Materials

Do not ship exhibit materials directly to the Minneapolis Convention Center. The MCC does not have facilities to handle or store exhibit materials prior to the conference.

Please use our official service contractor Hubbell/Tyner or exhibit materials may be delivered to the exhibit hall on move-in days, April 25th, 2:00 p.m. – 6:00 p.m. and April 26th, 6:15 a.m. – 8:15 a.m., by a courier of the exhibitor's choice. Couriers must make delivery through the drive up loading area on the northeast corner of the convention center off of Twelfth Avenue (heading east - before Third Avenue) and deliver materials directly to the organization's booth. If the courier leaves materials at the Hubbell/Tyner booth, or with a Hubbell/Tyner employee, additional charges will apply to deliver those items to the booth. Exhibitors may use the drive up loading area or enter through the front lobby with hand carried items only (no wheeled carts are allowed through the lobby).

General Information

Security

The MAFP will take all reasonable precautions against damage or loss by fire, theft, strikes or other accidents. A security guard will be employed when the Exhibit Hall is closed. The MAFP cannot, however, guarantee exhibitors against loss or damage. Small and valuable materials should be removed or packed away each night.

Liability

Exhibitors shall be fully responsible to pay for any and all damages to property owned by the MAFP, HT or MMC, their owners or managers, which result from any act or omission of the exhibitor. Exhibitors agree to defend, indemnify and hold harmless the MAFP, HT and MMC, their owners, managers, officers or directors, agents, employees, subsidiaries and affiliates from any damages or charges resulting from the exhibitor's use of the property. The exhibitor's liability shall include all losses, costs, damages or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees and business invitees that arise from or out of the exhibitor's occupancy and use of the exhibition premises, MCC, or any part thereof.



Internet and Electrical Hookup

Internet and electricity are available through the Minneapolis Convention Center. Information, costs, and order forms will be included in the HT service packet. If you have questions or concerns, please call the Minneapolis Convention Center at 612-335-6550 or visit www.minneapolisconventioncenter.com and click on Exhibitors. There are advance and standard rates.

Hotel Reservations

To make sleeping room reservations, call the Hyatt Regency Minneapolis 888-421-1442. Ask for the MN Academy of Family Physicians Group Rate of \$129 (single or double occupancy) per night + taxes and applicable charges. Make your reservations by April 3, 2012, to receive the group rate.

2011 Spring Refresher Exhibitors

Abbott
Abbott Northwestern Hospital
Acute Care, Inc.
Affiliated Community Medical Centers
Alcoholics Anonymous - So. MN
Allina Bariatric and Weight Loss Surgery Services
Allina Hospitals & Clinics
Alzheimer's Association
Amgen
Amylin Pharmaceuticals
Astellas Pharma US, Inc.
AstraZeneca
Audiology Concepts / Tinnitus and Hyperacusis
Clinic
Bayer HealthCare Pharmaceuticals
Boehringer Ingelheim Pharmaceuticals, Inc.
Children's Hospitals and Clinics of Minnesota
Daiichi-Sankyo
Emergency Practice Associates
The Emily Program
Epilepsy Foundation of Minnesota
Essentia Health
Evercare
Fairview - Institute for Athletic Medicine
Fairview Health Services
Gillette Children's Specialty Healthcare
GlaxoSmithKline
HealthEast Medical Laboratory
HealthPartners
Immanuel St. Joseph's - Mayo Health System
Impact Physical Medicine & Aquatic Center
Lilly USA
Mankato Clinic
MAPS Medical Pain Clinics
Mayo Health System
MedImmune
Medi-Sota/Rural Health Alliance
Medtox Laboratories
Merck
Merck Vaccines
Minneapolis Radiology/Minneapolis Vascular
Physicians
Minnesota Department of Health - Child and Teen
Checkups
Minnesota Department of Health - Health Care
Homes
Minnesota Department of Health - Minnesota
Children & Youth With Special Needs
Minnesota Head and Neck Pain Clinic
Minnesota Lyme Association
Minnesota Medical Association
Minnesota Ovarian Cancer Alliance (MOCA)
Minnesota Prematurity Coalition
MMIC Group & MMIC Health IT
National Dizzy and Balance Center
National Medical Resources
National Rural Health Resource Center
New Ulm Medical Center
Novartis
Novo Nordisk
Park Nicollet Health Services
Park Nicollet Melrose Institute
Physicians' Diagnostics & Rehabilitation
Prairie Lakes Healthcare System
PriCara, Division of Ortho-McNeil-Janssen
Pharmaceuticals, Inc.
Purdue Pharma, LP
Reckitt Benckiser
Sanofi-Aventis
St. Cloud Hospital
St. Paul Radiology, P.A.
Stillwater Medical Group
Summit Orthopedics
Sunovion
Sunovion
Takeda Pharmaceuticals
Teva Respiratory
UCare
UM Family Medicine & Community Health/ RPAP
United Hospital
Virginia Regional Medical Center
Wapiti Medical Group
Winona Health

Exhibitor Application

MAFP Spring Refresher, April 26-27, 2012
Minneapolis Convention Center

Completed form can be mailed or faxed (952-542-0135) without payment to request a booth.

Organization

Organization name (as it will appear in our program)

Parent organization (if applicable)

Contact name (receives all correspondence)

Phone

Street address

Fax

City, state, zip

E-mail

Booth Preference

See the current floor plan on the back cover. Assignments are made according to the point system detailed in the prospectus, with consideration to your preferences listed below.

1. _____ 2. _____ 3. _____ 4. _____

If applicable, list organizations that you wish to be located near or not near.

Near: _____ Not near: _____

Booth Fee

(Booth fee includes pipe, drape, carpet, standard booth sign, two chairs and table)

\$950 — Standard Booth # of Booths requested _____ Total \$ _____

Payment

Full payment, or requests for payment arrangements, must be received by February 13, 2012, for booths to be assigned. Booths will be assigned on February 17, 2012. The MAFP federal tax identification number is 41-0804400.

By Check

Mail this form with payment to: MAFP, 600 S. Highway 169, Suite 1680, St. Louis Park, Minnesota 55426.

Online Registration

Visit www.mafp.org and follow the link to use our online exhibitor registration service. The MAFP can only accept credit cards from organizations who register online.

Rules

The exhibitor agrees to abide by all rules, regulations and restrictions outlined in this prospectus.

This section to be completed by the Minnesota Academy of Family Physicians

Application pts. _____ History pts. _____ Total pts. _____ Booth assigned _____

2012 Spring Refresher Exhibit Space Map

