

OPPORTUNITIES FOR EXHIBITORS & SUPPORTERS



KAFP 2020 *Fam Med Forward*

(formerly known as Annual Meeting)

Exhibit dates: June 4-5, 2020

Hilton Garden Inn| Manhattan, Kan.

Learn more: kafponline.org/supportersexhibitorhub



KANSAS ACADEMY OF
FAMILY PHYSICIANS
CARING FOR KANSANS

Dear KAFP Supporters,

On behalf of the Kansas Academy of Family Physicians, I would like to invite you to join us for *2020 Fam Med Forward*, formerly known as KAFP Annual Meeting, June 4-6, 2020 at the Hilton Garden Inn in Manhattan, Kan.

The Little Apple (a.k.a. Manhattan) is nestled in the heart of the scenic Flint Hills of Kansas and has been recognized nationally for its quality of life, which is just one of the reasons it was selected as the host city for our 2020 meeting.

- [One of the Top 50 College Towns in America \(Best College Reviews\)](#)
- [Top 10 Best Places to Retire Young \(CNN Money, Money Magazine\)](#)
- [Top 100 Places to Live in America \(Livability\)](#)

Great news for our exhibitors! The new venue allows all of our exhibitors to be in one room at one rate of \$1,050. A non-profit exhibitor rate also will be available on a first-come, first-serve basis.

NEW! Early bird standard exhibitors receive free ad space in the “Meeting at a Glance” brochure! Valued at \$250, every attendee receives the Meeting at a Glance. That’s over 600 impressions! Must complete the exhibitor registration by Feb. 1, 2020 to take advantage of this offer!

Your presence is important in supporting quality CME for our members and in building relationships and connections as a partner in family medicine. We are pleased to again offer a Networking Lunch and Exhibitor Showcase on Thursday and offer two meals per exhibiting organization.

Please review the opportunities packet and plan to join us in Manhattan in June. Call KAFP 316.721.9005 or email our Director of Communications, [Marina Spexarth](#) if you have questions regarding exhibit reservations or supporter opportunities.

Sincerely,

Sheryl Beard, MD, FAAFP
President



Exhibit Opportunities

KAFP invites your organization to exhibit and support the 2020 annual CME event, *Fam Med Forward*, in Manhattan, Kan. We anticipate more than 200 family physicians and medical professionals from across the state will attend. The exhibits will be open Thursday, June 4 and Friday, June 5, with multiple scheduled exhibit breaks each day. Thursday's lunch will be a Networking & Exhibitor Showcase event. Per ACCME guidelines, the exhibit hall will be in a designated area, separate from the education session rooms.

STANDARD

\$1,050

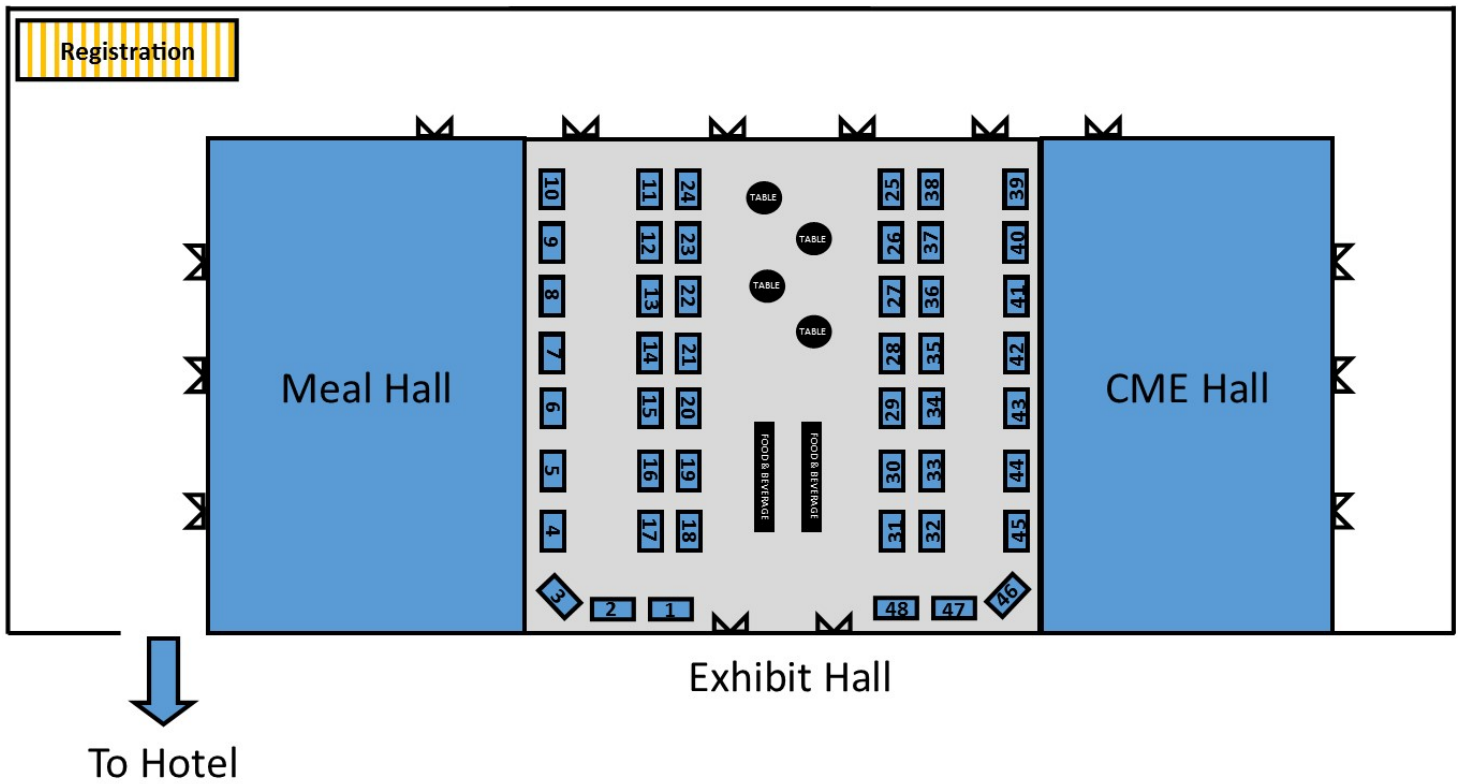
The exhibit hall is located next to our CME ballroom and meal function space. Thursday's lunch will be served in the exhibit hall. List your top three exhibit space preferences; KAFP will do its best to accommodate your request.

NON-PROFIT

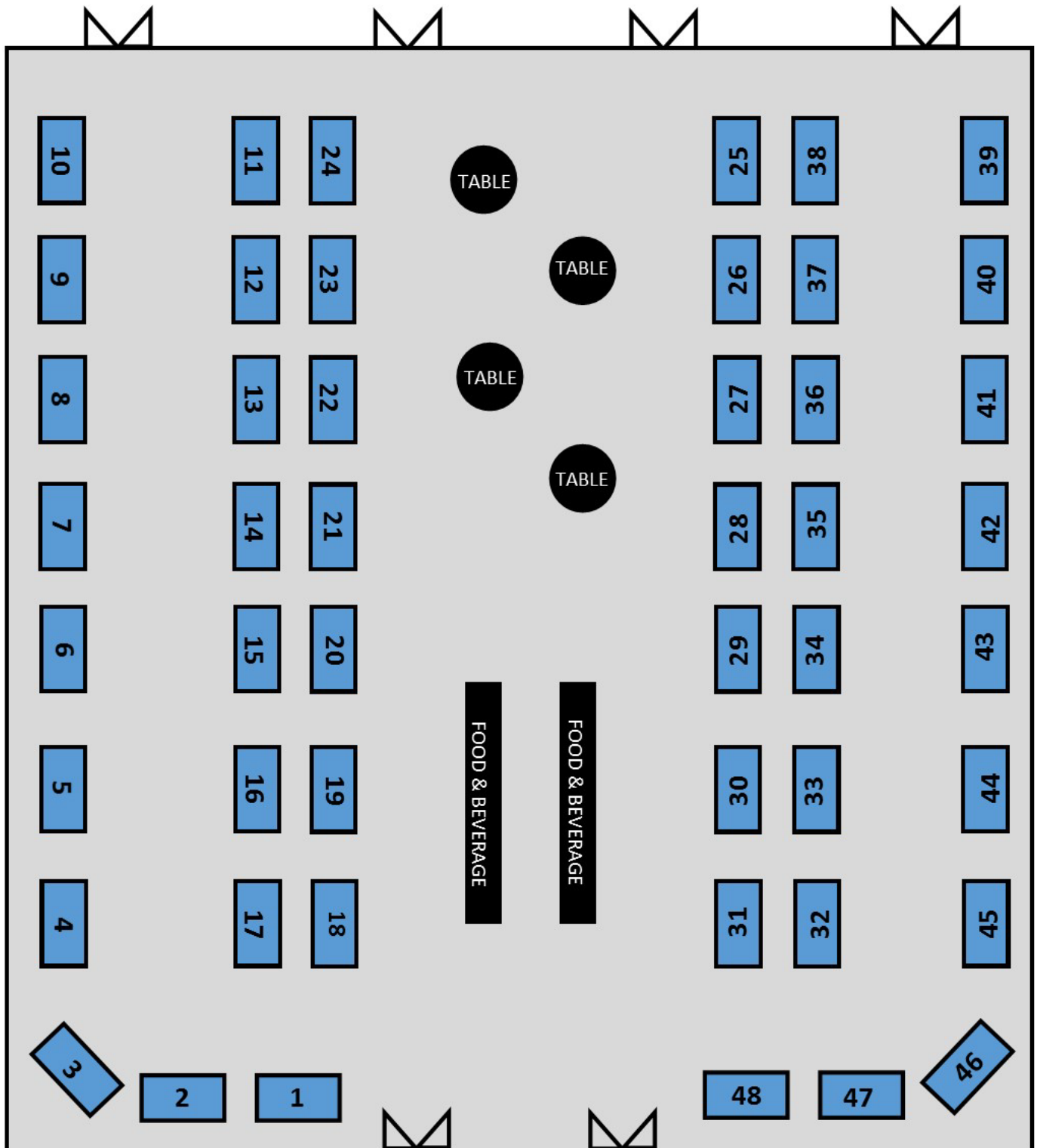
\$650

Non-profit organizations submitting their 501(c)(3) designation in writing are offered this reduced rate. Limited availability. KAFP will assign exhibit space.

2020 Hotel Map Overview | Hilton Garden Inn, Manhattan, Kan.



2020 Exhibit Hall Floor Map | Hilton Garden Inn, Manhattan, Kan.





Exclusive Exhibitor Opportunities

Registration Packet Insert, All Exhibitors

\$99

Description: Let the attendees know you're here by having your marketing piece included in the registration packets given to every attendee.

>>Exhibitor only price! Regularly \$150.

Benefits: Reach all attends. One single piece up to 8.5" x 11", provided by supporter. Commitment and 200 printed pieces due **May 1**.

Donate Prize Giveaway, All Exhibitors

Free

Description: **NEW THIS YEAR!** KAFP is offering exhibitors the opportunity to have their own prize drawing at their exhibit in lieu of the prize drawing passport cards. Participating exhibitors will leave their prize and prize card listing winner at the KAFP registration desk following the last exhibitor break on Friday. KAFP will announce the company donating the prize and winner of the prize after the Friday Awards Lunch.

>>Free Promotions!

Benefits: KAFP will include your exhibit name, number and prize information in the "Meeting at a Glance" print brochure that is inserted into attendee packets. Deadline to submit your information for brochure is **April 1**. All exhibit prize giveaways will be promoted on social media to drive traffic to your exhibit. Submit your prize information before the meeting and KAFP will promote it for you on social media.

Ad in "Meeting at a Glance," Standard Exhibitors Only

Free*

Description: Register as a standard exhibitor by Feb. 1, 2020 and be rewarded with a complimentary ¼ page ad in the KAFP "Meeting at a Glance" brochure. After Feb. 1, 2020, the cost for an ad increases to its \$250 value.

>> \$250 value!

Benefits: The "Meeting at a Glance" brochure includes the meeting schedule, location of CME sessions, events and more. This is a valuable source for attendees and equals more than 600 impressions for your company. Register early and your ad is complimentary! Registration due **Feb. 1**. Artwork (size 3.625w x 4.55h) due **May 1**.





Exhibit Information

Your standard booth fee includes:

- 6-foot skirted-table and two chairs
- Table top sign
- Complimentary WiFi
- Two networking lunch meal tickets, access to break snacks

Your standard booth fee DOES NOT include:

- Meals (with the exception of networking lunch)
- Admittance to education sessions
- Electrical access. This is available for an additional charge and must be arranged with hotel.

To help market your booth, KAFP gives you:

- Pre-registrant attendee list ~New~
- Listing in the Meeting at a Glance
- Exhibits offering a prize drawing will be listed in "Meeting at a Glance" brochure
- Public mentions by moderators in between CME sessions to encourage visiting exhibits
- Attendee list after conference

To help network at your booth, KAFP gives you:

- Opportunity to exhibit
- Opportunity to have a prize drawing
- Name badges for two representatives
- Two networking lunch meal tickets
- Beverage and snack breaks in exhibit hall

Exhibitor Terms & Conditions

By participating as an exhibitor at the 2020 Kansas Academy of Family Physicians (KAFP) *Fam Med Forward*, you, your organization, and your representative(s) agree to the following terms and conditions:

EXHIBITOR FEES (NEW RATE!): Exhibit fees are \$1,050 and \$650 (non-profit). All exhibitors are in one location. **Space is available on a first-come, first-served basis, determined by application and payment date.**

EXHIBIT DISMANTLING: Exhibits may only be dismantled after the last break with exhibitors on Friday. Tear-down before that time is strictly prohibited without permission from the exhibitor coordinator. Exhibits must be completely dismantled by 2:00 p.m. on Friday of the meeting.

SPACE CANCELLATION: All cancellations must be received in writing and are subject to a \$50 administrative fee. If notice of cancellation is received before **April 1, 2020**, exhibitor will receive a full refund. If notice of cancellation is received between **April 1** and **April 30**, exhibitor will receive a 50% refund. If notice of cancellation is received after April 30 there will be no refund.

SUBLETTING SPACE: Two or more organizations may not exhibit in the same single space.

LIABILITY: Exhibitor assumes responsibility and hereby agrees to protect, indemnify, defend and hold the Kansas Academy of Family Physicians and agents harmless against all claims, losses, and damages to persons or property, governmental charges or fines, and attorney fees arising out of or cause of exhibitors' installation, removal, maintenance, occupancy or use of the exhibitor premises or a part thereof. Exhibitor agrees that KAFP shall not be responsible for any exhibit items that are lost, stolen, damaged, or destroyed during the Conference, including setup or teardown. Under government order of emergency or other fair reasons beyond its control, KAFP reserves the right to cancel the exhibit with no further liability to the exhibitor than a refund of exhibit space payments made.

SECURITY: KAFP cannot guarantee exhibit security. Exhibitors assume all risk of loss or damage. Special arrangements for the security of valuables may be made directly with the conference hotel.

PROMOTION: KAFP shall promote exhibitors in appropriate meeting-related communications.

ENDORSEMENTS: Having an exhibitor relationship with KAFP does not imply the association's endorsement. The exhibitor shall not state, imply or represent in any manner that it is endorsed by KAFP.

MAILING: Exhibitors are responsible for making arrangements with the conference hotel regarding items shipped directly to the hotel. KAFP is not responsible for receiving or transporting of any such items.



Supporter Information

Fam Med Forward holds many opportunities for your organization to share your services and products with Kansas Family Physicians. Consider being a supporter in a variety of capacities. There is an option to fit every budget. Supporters who select opportunities totaling \$3,500 or more will receive a complimentary exhibit (\$1,050 value). Supporters totaling \$500 and above will have their logo on a supporter banner displayed at *Fam Med Forward* registration.

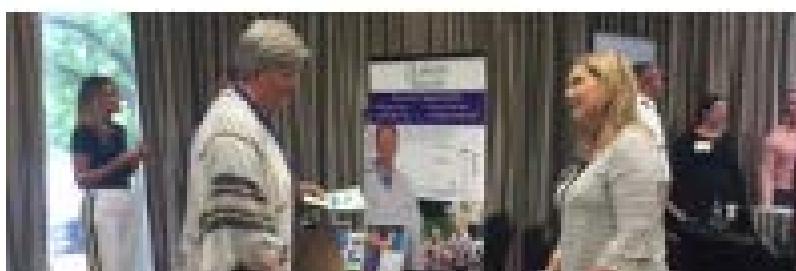
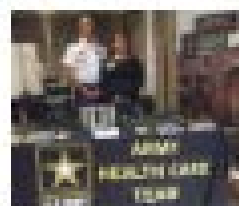
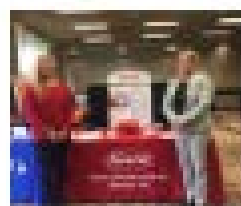
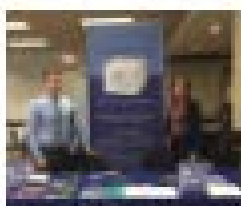
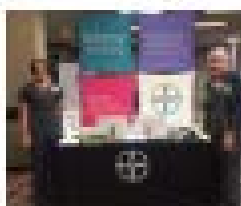
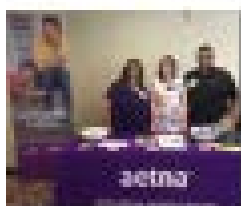
Sponsorship opportunities marked with an * are tax deductible through the KAFP-Foundation.

Promotion	Nametag Lanyard	Available: Exclusive	\$900
	Description: Your name and message printed on lanyards given to attendees for nametags.		
	Benefits: Name printed on lanyards given to attendees. Commitment and artwork due March 1 .		
	Tote Bag	Available: 4	\$750
	Description: Your name and message printed on conference tote bag and given to each attendee.		
Education	Benefits: Your logo/name goes with attendees for entire conference. Commitment and artwork due March 1 .		
	Registration Packet Insert, Non-Exhibitors	Unlimited	\$150
	Description: Your flyer will be included in each registration packet.		
	>>Special reduced rate of \$99 only for Exhibitors.		
	Benefits: Reach all attendees. One single piece up to 8.5" x 11", provided by supporter. Commitment and 200 printed pieces due May 1 .		
	Meeting At-A-Glance Ad	Available: 10	\$250
	Description: One-quarter page ad in "Meeting At-A-Glance" brochure, which includes the CME schedule and location of education and events provided to all attendees.		
	>> FREE for Standard Exhibitors who register by Feb. 1, 2020.		
	Benefits: The "Meeting at a Glance" brochure is a valuable source for attendees and equals more than 600 impressions for your company. Commitment and artwork (3.625w x 4.55h) due May 1 .		
	Educational Grant	Unlimited	\$500+
	Description: A grant of any amount is welcome to support continuing medical education (CME) expenses.		
	Benefits: Recognition in conference slide deck, printed recognition if commitment received by March 1 .		
	Resident Presentations*	Available: 10	\$100
	Description: Support CME presentations given by family medicine residents. Resident presentations are scheduled during Saturday's CME sessions.		
	Benefits: Tax deductible gift; recognition in conference slide deck, 2019 KAFP Foundation donor.		
	Poster Presentations*	Available: 10	\$100
	Description: Sponsor awards given to medical students and residents who present research posters.		
	Benefits: Tax deductible gift, recognition in conference slide deck, 2020 KAFP-Foundation donor.		

Activities	Wine Tasting Fundraiser*	Available: Unlimited	\$3,500
	Description: Support KAFP-Foundation's annual Wine Tasting fundraiser. This event is attended by Academy and Foundation leaders, spouses, and guests. Benefits: Tax deductible gift, complimentary exhibitor booth (\$1,050 value), two complimentary tickets to event (\$150 value), verbal acknowledgement at event, 2020 KAFP-Foundation donor.		
	Fun Run	Available: Unlimited	\$750
	Description: Many attendees and their families join us Friday morning for the Fun Run! Participants receive a t-shirt and may run or walk the 5K course near the conference hotel. Benefits: Organization logo on Fun Run t-shirts, verbal acknowledgement during event. Commitment and artwork due March 1 .		
Meals & Breaks	Tailgate Reception, Wednesday	Available: 2	\$1,500
	Description: What better way to kick off a conference in Manhattan than with some tailgate fun?! This is a welcome reception inviting attendees and their guests to take part in tailgate food and games early Wednesday evening at the beautiful Blue Earth Plaza. Benefits: Verbal acknowledgement during the reception, supporter may choose to address the audience for two minutes, recognition in conference slide deck and all marketing collateral, two complimentary tailgate tickets.		
	Breakfast	Available: 2	\$1,500
	Description: Start the day off right! Support breakfast on Thursday, Friday or Saturday morning. Benefits: Table top signage, recognition in conference slide deck, two complimentary meals.		
	Awards Lunch, Friday	Available: Exclusive	\$3,000
	Description: This lunch, KAFP Awards and Business Meeting, is highly anticipated and well attended event during Fam Med Forward. We will be recognizing the Kansas Family Physician of the Year and Exemplary Teaching Award winners at this high profile event. Benefits: Verbal acknowledgement during lunch presentation, supporter may choose to emcee the event, recognition in conference slide deck and all marketing collateral, two complimentary lunch meals.		
	Break Refreshments	Available: 6	\$700
	Description: Help attendees recharge over their break by supporting snacks and beverages. Benefits: Table top signage, organization name included in print materials.		
	President's Dinner, Friday	Available: Exclusive	\$5,000
	Description: Guests enjoy a semi-formal dinner to install and honor incoming KAFP president and officers. This is an exclusive supporter opportunity. Benefits: Complimentary standard exhibitor booth (\$1,050 value), verbal acknowledgement and introduction of representatives during presentation, representative will have two minutes to speak to audience, recognition in conference slide deck and all marketing collateral, up to 10 complimentary tickets to the event.		

- Don't see a supporter opportunity that meets your marketing goals? Contact [Marina Spexarth](#) to customize an experience that will have your company's name remembered all year long!

Important Dates & Deadlines	
February 1	Deadline: Early Bird Exhibitor Registration (free “Meeting at a Glance” ad)
March 1	Deadline: Artwork for Nametag Lanyard & Tote Bag
April 1	Deadline: Exhibitor Prize Giveaway to be listed in “Meeting at a Glance”
May 1	Deadline: Ad Commitment & Artwork
May 1	Deadline: Registration Packet insert
June 4-6	<i>Fam Med Forward</i> , Manhattan (Exhibit days are June 4-5 only)
June 4	9:00 – 11:00 a.m. Exhibitors Set Up
June 4	12:30 – 1:15 p.m. Networking Lunch & Exhibitor Showcase
June 5	12:00 – 2:00 p.m. Exhibitors Break Down



2020 Exhibitor & Supporter Application



Company Name: _____ Contact Name: _____
 Contact Email: _____ Contact Phone: _____
 Address/City/Zip: _____

PLEASE PROVIDE YOUR COMPANY W-9 TO KAFP by email mspexarth@kafponline.org, fax 316.721.9044 or mail.

Fam Med Forward Exhibitor Opportunities		
Item		Total
<input type="checkbox"/> \$1,050 Standard Exhibit	Exhibit Space Preference: # _____ # _____ # _____ (see floor map)	
<input type="checkbox"/> \$650 Non-Profit Exhibit	Must submit IRS Designation letter. Limited space availability. KAFP will assign booth space.	
<input type="checkbox"/> \$99 Registration Packet Insert for registered exhibitors		
<input type="checkbox"/> Prize Giveaway at Exhibit	List Prize:	KAFP will promote it!
<input type="checkbox"/> Free "Meeting at a Glance" ad	For early bird Standard Exhibitors ONLY. Register early and receive a free ad!	Must register by Feb. 1. 2020.
TOTAL AMOUNT		\$

Name(s), title, city, state and email(s) of Exhibit Attendant(s)* _____

*KAFP will need to be in email contact with your company's exhibit attendees with communications in the days before the event. Please provide their names and contact information so we can communicate effectively with them with onsite details.

If your company prefers not to exhibit next to a specific company, please list.**

**KAFP will do its best to accommodate your request but we cannot guarantee.

Fam Med Forward Supporter Opportunities			
Item	Available	Price	Total
Nametag Lanyard	Exclusive	\$900	
Tote Bag	4	\$750	
Registration Packet Insert, Non-Exhibitors	Unlimited	\$150	
Meeting At-A-Glance Brochure Ad	10	\$250	
Educational Grant	Unlimited	\$500+	
Resident Presentations*	10	\$100	
Poster Presentations*	10	\$100	
Wine Tasting Fundraiser*	Unlimited	\$3,500	
Fun Run	Unlimited	\$750	
Tailgate Reception	2	\$1,500	
Breakfast	2	\$1,500	
Break Refreshments	6	\$700	
Awards Lunch, Friday	Exclusive	\$3,000	
President's Dinner (Exclusive Opportunity)	Exclusive	\$5,000	
TOTAL AMOUNT			

*Tax-Deductible

Payment – DUE MAY 1

Payment must be received by May 1 to be recognized and have space held. Exhibitors and supporters who do not pay before May 1 may have their booth space or supporter opportunity revoked.

☐ **Check**, payable to Kansas Academy of Family Physicians. To be mailed with completed registration form.

☐ **Credit Card**, please use online form at www.kafponline.org/supporterexhibitorhub or call 316.721.9005

☐ **Please Invoice**, charge the total amount above. Invoice due in 30 days.

Name: _____

Billing Address: _____

City/State/Zip: _____

Email to send invoice: _____

How to Submit: ❶ Secure [online form](http://www.kafponline.org). ❷ Email: mspexarth@kafponline.org ❸ Fax: 316.721.9044

❹ Mail: 7570 W 21st St. N, 1026 C, 104; Wichita, KS 67205

Request for Taxpayer Identification Number and Certification

Give Form to the requester. Do not send to the IRS.

▶ Go to www.irs.gov/FormW9 for instructions and the latest information.

Print or type. See Specific Instructions on page 3.	<div style="border-bottom: 1px solid black; margin-bottom: 5px;"> 1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. Kansas Academy of Family Physicians </div> <div style="border-bottom: 1px solid black; margin-bottom: 5px;"> 2 Business name/disregarded entity name, if different from above </div> <div style="display: flex; justify-content: space-between;"> <div style="width: 65%;"> 3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only one of the following seven boxes. <div style="display: flex; justify-content: space-between; margin-top: 5px;"> <div> <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____ Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is not disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner. </div> <div> <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input checked="" type="checkbox"/> Other (see instructions) ▶ 501(c)(6) </div> </div> </div> <div style="width: 30%;"> 4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from FATCA reporting code (if any) _____ <small>(Applies to accounts maintained outside the U.S.)</small> </div> </div> <div style="border-bottom: 1px solid black; margin-bottom: 5px;"> 5 Address (number, street, and apt. or suite no.) See instructions. 7570 W. 21st. St., N., 1026C, 104 </div> <div style="border-bottom: 1px solid black; margin-bottom: 5px;"> 6 City, state, and ZIP code Wichita, KS 67205 </div> <div style="border-bottom: 1px solid black;"> 7 List account number(s) here (optional) </div>
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Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number									
or									
Employer identification number									
4	8		1	0	7	8	4	0	0

Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person ▶	Date ▶ 11/7/2019
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General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)

- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.