



ILLINOIS ACADEMY OF
FAMILY PHYSICIANS

Exhibitor / Supporter Prospectus

Essential Evidence Update Conferences Spring and Fall 2024

**April 12, 2024 (in-person) ~ September TBD, 2024 (virtual)
Northern Illinois University Conference Center, Naperville, IL**

Join the IAFP for an essential evidence educational conference that will provide an engaging, rapid-fire review of the most important research publications of the past two years. The panel of expert family physicians will present and critically appraise new research evidence and meta-analyses that will either change your practice or confirm that your current approaches are supported by solid evidence from randomized trials and other high-quality studies. This CME activity is designed to address primary care clinicians' knowledge and educational needs through short presentations that review and analyze recent findings from pertinent clinical research, with a specific focus on research studies that have immediate implications for practice.

Benefits of Exhibiting

The IAFP Essential Evidence Update offers the opportunity for our partners to network, showcase products and resources at a CME event at the Northern Illinois University Conference Center in Naperville, IL. This conference offers networking with Chicagoland area physician leaders, primary care physicians, nurses, and other health care professionals.

Attendee Profile

Approximately 100- 150 primary care physicians and healthcare professionals are expected to participate in the conference (outreach/support acknowledgement to more than 5000 family medicine physicians regionally)

Exhibit Day - April 12, 2024

Both scheduled and open exhibit times; exhibitors are welcome to set up in the morning before attendees arrive and stay throughout the conference day.

Location Information:

Northern Illinois University Conference Center
1120 E. Diehl Rd. Naperville, IL 60563

2024 Essential Evidence Update Conference

Levels of Support

\$1000 Exhibitor / Supporter

- Exhibit opportunity at the Essential Evidence Update Conference
- Company Logo and click-through link on conference webpage
- Designated exhibit breaks for networking scheduled in attendee program agenda
- Company representative may attend educational sessions (NO marketing in/near CME room)
- Acknowledgement on the continuous-looping conference slideshow
- Recognition in conference program book and/or on-site event signage
- Placement of brochure/flier in Attendee Packet (*please provide 100 copies*)
- Pre-registration attendee list for networking; Final attendee list emailed post event

\$500 Supporter

- Acknowledgement on the continuous-looping conference slideshow
- Recognition in conference program book and/or on-site event signage
- Placement of brochure/flier in Attendee Packet (*must provide 100 copies*)
- A copy of the final conference attendee list emailed post-conference

2024 Schedule – COMING SOON!

Last's years agenda:

8:00 - 8:15 am | Welcome & Course Introduction
8:15 – 8:45 am | Screening and prevention
8:45 - 9:15 am | Pediatrics
9:15 - 9:45 am | Guidelines you can trust
9:45 -10:00 am | BREAK
10:00 - 10:30 am | Depression and anxiety
10:30 - 11:00 am | Blood Pressure
11:00 - 11:30 am | Pneumonia and flu
11:30 am - 12:00 pm | Sleep medicine

12:00 - 12:45 pm
12:45-1:15 pm | UTI/vaginitis
1:15 - 1:45 pm | Hospital medicine
1:45 - 2:15 pm | Diabetes
2:15 - 2:45 pm | Wilderness Medicine
2:45 - 3:00 pm | BREAK
3:00 - 3:30 pm | Headache
3:30 - 4:00 pm | Diet Nutrition and Obesity
4:00 - 4:30 pm | Musculoskeletal
4:30 – 5:00 pm | Editor's Choice

Exhibit Support fee includes:

- Tabletop display to exhibit company information and resource materials
- Company name listed in the conference program materials and/or conference webpage
- Company representative may attend the educational sessions, but NOT promote any materials (ACCME rules prohibit commercial presence in or immediately outside education rooms)
- All day networking opportunity for supporting company representatives.
- List of attendees provided to supporting company for lead retrieval and outreach

Exhibit Rules and Regulations

Contract: The Rules and Regulations become binding upon acceptance of this contract between the applicant and the Illinois Academy of Family Physicians (IAFP).

Use of Exhibit Space: No exhibitor may assign or sublet any portion of their exhibit space to another exhibitor without the permission of IAFP. The rights and privileges of any exhibitor shall not be infringed upon by another. Demonstrations, distribution of literature or discussions, etc. must be made inside the exhibitor's exhibit area. Canvassing outside the tabletop exhibit area is forbidden.

Rules for Exhibits: Space assignments will be made by IAFP and IAFP reserves the right to make changes in assignments at any time. The IAFP may deny exhibiting privileges or require the removal of any exhibit or promotion (wholly or in part) that the IAFP finds objectionable. No exhibit will be accepted if the IAFP determines the exhibit is in poor taste, offensive to persons in attendance promotes an activity that is unethical or illegal, or in general, is not in keeping with the mission of the IAFP. The IAFP reserves the right to reject, at any time, any exhibitor agreement to exhibit for any reason.

Exhibitors may not, for example, distribute marketing materials in other areas of the meeting facility (e.g., flyers or door drops or non-IAFP approved signage). The IAFP will review hand-out materials offered by each exhibitor at the meeting. If an exhibitor's materials are not acceptable (i.e. not evidence-based) the exhibitor would be informed that they need to withdraw the materials from their exhibit. If an exhibitor refuses to withdraw the unacceptable materials, they will be told to leave the meeting. The funds paid to the IAFP for the exhibitor booth will not be refunded.

Exhibitors receive badges for two (2) company representatives, which allow two individuals to attend the conference including the educational sessions and meal events. All badges are personal and cannot be shared. If an exhibitor uses participation in an educational session to promote their company or products, they will be told to leave the meeting. The funds paid to the IAFP for the exhibitor booth will not be refunded.

The IAFP will not be responsible for any expenses incurred by the exhibitor related to attending the conference (i.e. travel expenses, meals, etc.).

Code of Conduct: The IAFP is committed to providing a safe and productive environment for everyone present at our meetings. IAFP expects all participants, including attendees, vendors, IAFP staff, and volunteers at IAFP meetings, will conduct themselves in a professional manner that is welcoming to all participants and free from any form of discrimination, harassment, or retaliation.

Participants shall treat each other with respect and consideration to create a collegial, inclusive, and professional environment at IAFP Meetings. Creating a supportive environment to enable scientific discourse at IAFP meetings is the responsibility of all participants.

Participants will avoid any inappropriate actions or statements based on individual characteristics such as age, race, ethnicity, sexual orientation, gender identity, gender expression, marital status, nationality, political affiliation, ability status, educational background, or any other characteristic protected by law. Disruptive or harassing behavior of any kind will not be tolerated.

If you experience or witness a violation of this policy or otherwise have any other concerns, please contact IAFP staff who will work with the appropriate IAFP leadership to resolve the situation. We value your attendance and want to make your experience as productive and stimulating as possible. Participants violating this policy may be asked to leave the meeting and could negatively impact their attendance at future meetings.

Cancellation of Meeting: Should any situation arise that is beyond the control of the IAFP that prevents the opening of a meeting, the holding of a meeting and/or the exhibit portion, the IAFP will not be liable for any expenses or losses incurred by the exhibitor.

Cancellation Policy of Exhibit Sponsorship:

Exhibit space that has been assigned and confirmed by IAFP may be canceled by written notice to Desma Rozovics at drozovics@iafp.com.

If notice of cancellation is received:

- with at least 30 days prior to start of meeting- Exhibitor forfeits 50% of total cost
- with less than 30 days prior to meeting start - Exhibitor forfeits 100% of total cost

Company will still receive written and online promotion as stated in benefits.

Contact Desma at drozovics@iafp.com or 312-301-6232 for more information