

The logo for POFPS features the letters 'POFPS' in a bold, dark blue sans-serif font. The letter 'O' is replaced by a circular emblem containing a blue medical symbol, specifically a caduceus (a staff with two snakes and wings).

POFPS

43RD ANNUAL CME SYMPOSIUM

SPONSORSHIP & EXHIBITOR PROSPECTUS

RESERVE YOUR SPONSORSHIP & EXHIBIT OPPORTUNITY NOW!

AUGUST 3-5, 2018

Hershey Lodge

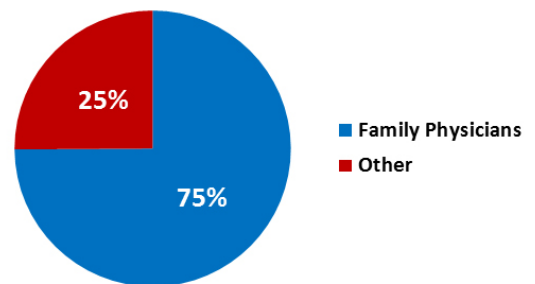
Hershey, Pennsylvania

POFPS MEMBERS AND YOU — A PERFECT FIT!

DO you know...

- Osteopathic physicians represent one of the fastest growing segments of health care professionals in the US. By 2020, there will be more than 100,000 practicing DOs in the country.
- DOs focus on a whole person approach to patient care and strive to help their patients be truly healthy — not just treatment of symptoms.
- DOs specialize predominately in primary care.* Other specialties include emergency medicine, ob/gyn, pediatrics, sports medicine, surgery, dermatology, neurology.

Specialty Breakdown of Attendees

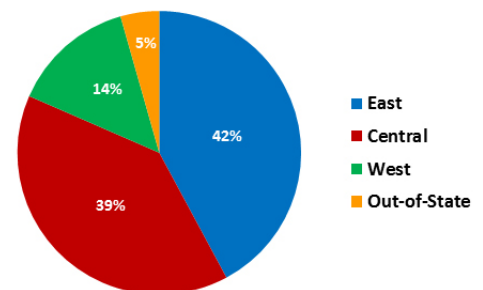


- Top therapeutic interests of a DO physician include:*

 - Diabetes-mellitus
 - Cardiovascular-hypertension
 - Cardiovascular disease dyslipidemia
 - Obesity
 - Respiratory diseases
 - Women's health
 - Adult immunization
 - Anxiety and depression
 - Pain management
 - Headache

- DOs see more than 100 patients per week and write more than 100 prescriptions per week.
- Pennsylvania has the largest DO population in the country!
- The annual POFPS CME Symposium is the largest event for DOs specializing in primary care in the state, averaging over 400 registrants every year!
- ***The POFPS CME Symposium is your opportunity to reach this targeted market of DOs to promote your latest and most relevant products, technologies, therapeutics, services and resources!***

Geographic Distribution of Attendees



* Source: AOA Physician Masterfile, May 31, 2016

SPONSORSHIP AND GRANT OPPORTUNITIES

In order to offer the highest caliber CME, business and social events, POFPS provides additional opportunities for your company to support our efforts. Opportunities include, but are not limited to:

- ☐ Breakfast in the Exhibit Hall
 - ☐ Saturday
 - ☐ Sunday
- ☐ Product Theater Dinner
 - ☐ Friday
- ☐ Product Theater Lunch
 - ☐ Saturday
- ☐ Mobile Conference App (Inaugural Year - Limited to 2 sponsors!)
- ☐ Charging Station in the Exhibit Hall
- ☐ WiFi
- ☐ Unrestricted Grant

Take advantage of these sponsorship opportunities to promote your company and show your support of osteopathic family medicine in Pennsylvania!

In recognition, POFPS will promote your company in our program materials, conference signage, and our quarterly publication, *The Generalist*.

For more information about sponsorship and grant opportunities, please contact Jason Leeper at (717) 939-9310 or e-mail jleeper@poma.org.

EXHIBIT HALL FLOOR PLAN

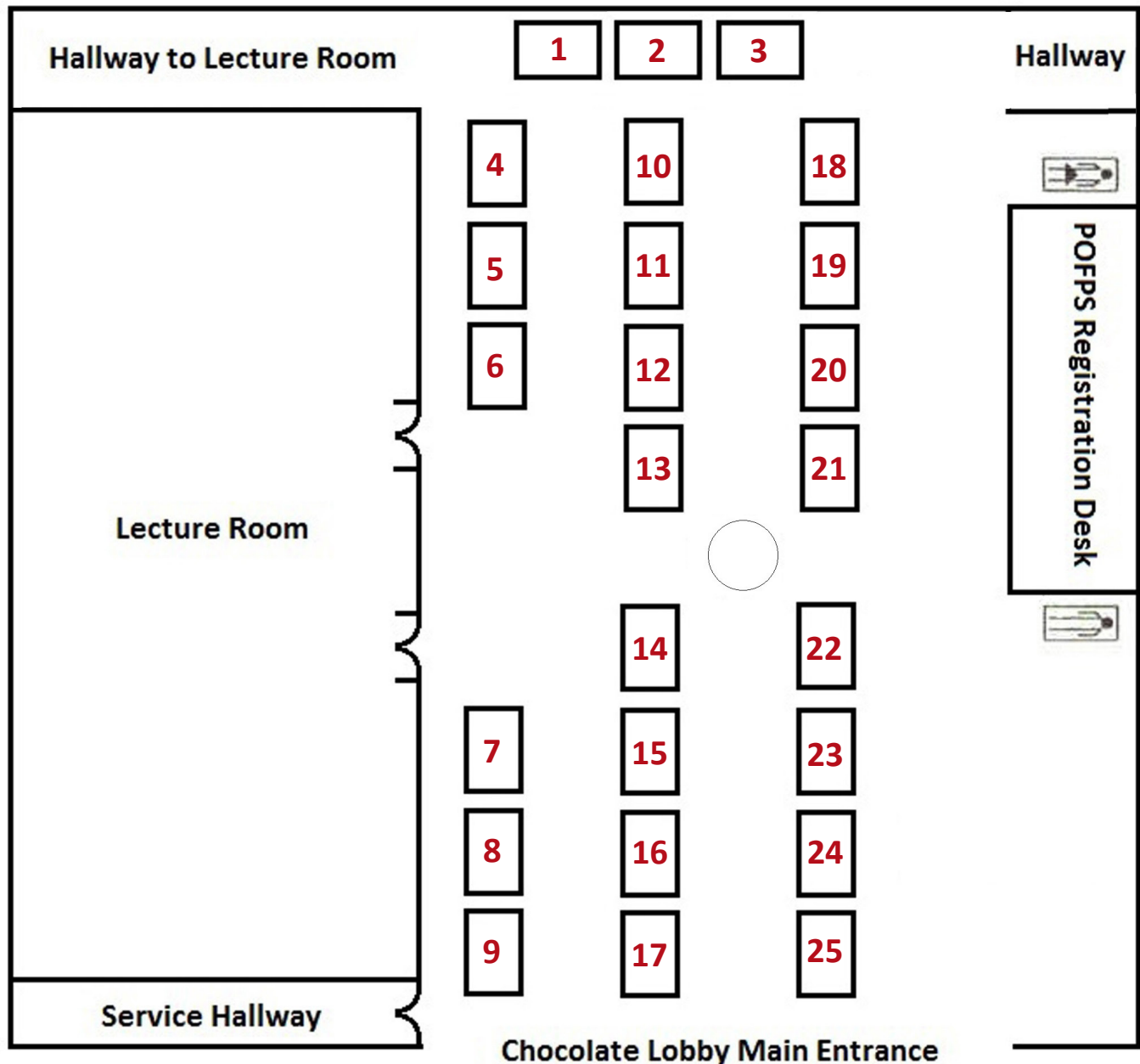


Exhibit booths are \$800.

Location is awarded on a first-come, first-served basis with a completed contract and monies.

HELPFUL INFORMATION...

Exhibit dates & times

The Exhibit Hall will be open:

Friday, August 3.....1:30 pm - 6:00 pm
Saturday, August 4.....8:00 am - 2:00 pm

Exhibitor registration & set up times

Exhibit personnel may register with POFPS exhibit hall staff and set up their exhibit booth during the following hours:

Friday, August 3.....11:00 am - 1:30 pm
Times are subject to change.

Exhibitor tear down times

Exhibit personnel are expected to keep their exhibit booths show ready until 2:00 pm on Saturday, August 4. Tear down time will be during the following hours:

Saturday, August 4.....2:00 pm - 5:00 pm
Times are subject to change.

Exhibit booth specs

Booth location and pricing can be found on the floor plan in this prospectus. Each booth will be decorated with a 6-ft. table, two chairs, and a wastebasket. Exhibits over 8' in height will require approval by POFPS.

For information on the shipments and drayage, labor/installation/dismantling and electrical services, please contact Toni DiRuscio, Convention Services Manager at the Hershey Lodge at (717) 534-8659 or e-mail toldiruscio@HersheyPA.com.

Application for space

Orders for space are to be made on the official exhibit space contract and will be confirmed in the order of receipt.

Companies with similar products or services will be located in different areas.

When selecting space, please indicate those exhibitors whom you do or do not wish to have next to your booth.

Payment for space

Full payment of the exhibit space is to be paid to POFPS no later than July 16, 2018.

Hotel reservations

A room block is available at the Hershey Lodge until July 3, 2018.

Guest room accommodations are available between August 2 - August 5, 2018.

Group rate is \$310 per night. Rooms are subject to PA sales and occupancy taxes.

Reservations can be made by calling (855) 729-3108 — state that you are with POFPS.

Online reservations can be made by visiting <https://aws.passkey.com/go/POFPS2018>

Public relations and marketing

The names of exhibit companies and sponsors will be published in *The Generalist*, in the convention program and in any other promotional literature disseminated to the POFPS general membership.

Exhibit standards

POFPS reserves the right to decline or prohibit any exhibit or to remove or eliminate any objectionable exhibit, person, advertisement, souvenir or any other feature or action that might harm or impair the high standards of the convention. Canvassing or distributing advertisement material beyond the exhibitor's own booth is not permitted.

Persons from non-exhibiting firms are prohibited from any detailing within the convention areas of the exhibit hall.

Mode of exhibiting

POFPS does not permit exhibiting companies to give away products not manufactured by them as a means of soliciting business. Nor will the offering of premiums, such as television sets, radios, etc., to induce physicians to buy directly from a company be permitted. These practices are declared unethical and any exhibiting company attempting such will have its exhibit and representatives removed from the exhibit hall.

No direct selling is permitted

Noisy/obnoxious equipment

If the operation of any equipment or apparatus produces noise or vibration of sufficient volume or odors found to be annoying to neighboring exhibitors or guests, it will be necessary to discontinue such operation. X-ray equipment may be exhibited but not operated. Volatile or flammable oils, gases, unprotected movie film and other explosive or fire hazard materials are not permitted on the premises.

Insurance/liability

Each party involved in the exhibit — exhibit hall owner, leasing association (sponsor) and exhibitor — agrees to be responsible for any claims arising out of its own negligence or that of its employees or agents.

Each party agrees to be responsible for its own property through insurance or self-insurance and shall hold harmless each of the other parties for any and all damage caused by theft and those perils normally covered by a fire and extended coverage policy.

Exhibits of a costly or particularly delicate nature should be called to the attention of the service contractor so that special precautions and care can be given by the maintenance people working in the vicinity of such displays.

Protection of hotel property

It shall be agreed by the individual exhibitors and any contractors engaged for the purpose of moving exhibits and equipment into and out of the hotel, that the hotel shall be compensated for any expense in repairing damages occurring during the handling or movement of such exhibits and equipment off the premises.

Nothing shall be posted on, tacked, nailed, screwed or otherwise attached to the columns, walls, floors or other parts of the building or furniture. Anything in connection therewith necessary or proper for the protection of the building, equipment or furniture therein will be at the exhibitor's expense.

Fire regulations

All materials used in the exhibit hall must be flame-proofed to meet fire regulations. Crepe paper or corrugated paper, flame-proofed or otherwise, will not be permitted.

Rules & regulations

POFPS reserves the right to make such amendments and additions to these rules and regulations as shall be considered necessary for the proper conduct of the convention. All such rules are made in the best interest of all exhibitors. It is unlikely that any modification of the space allowed, or the diagram, will be necessary. But POFPS may make such changes if necessary, making, of course, equitable adjustments with exhibitors. POFPS reserves the right to add exhibit space, if necessary.

Cancellation

Cancellation rules are as follows:

(a) If an exhibitor cancels space 120 or more days prior to the exhibit opening, POFPS will retain or collect 30 percent of the exhibitor's total contract obligation.

(b) If an exhibitor cancels space within the 60- to 119-day period prior to the exhibit opening, POFPS will retain or collect 60 percent of the total contract obligation.

(c) If an exhibitor cancels space less than 60 days prior to the exhibit opening, POFPS will retain or collect up to 100 percent of the exhibitor's contract obligation.

(d) In the event the cancelled spaces are resold and the entire exhibit is sold out, POFPS will refund the exhibitor's payments less a \$100 administrative fee.

QUESTIONS?

Contact Jason Leeper at (717) 939-9310 or e-mail jleeper@poma.org.