



# EXHIBITOR & MEDIA KIT

PRINT | DIGITAL MEDIA | VIRTUAL & LIVE EVENTS

[mo-afp.org](http://mo-afp.org)

# WHAT IS?

## MISSOURI ACADEMY OF FAMILY PHYSICIANS?

### ABOUT MAFP

The Missouri Academy of Family Physicians (MAFP) is a non-profit professional medical society of more than 2,400 physicians, residents and medical students across the state. Headquartered in Jefferson City, MAFP is dedicated to optimizing the health of patients, families, and communities of Missouri through patient care, advocacy, education, and research.

Founded in 1947, MAFP was the first chapter of the American Academy of Family Physicians (AAFP). AAFP represents 134,600 physicians and medical students nationwide. It is the only medical society devoted solely to primary care.

Family physicians conduct approximately one in five of the total medical office visits in the United States per year. Today, family physicians provide more care for America's underserved and rural populations than any other medical specialty.

### OUR MISSION

The Missouri Academy of Family Physicians is dedicated to optimizing the health of the patients, families and communities of Missouri by supporting family physicians in providing patient care, advocacy, education and research.

# WHAT CAN?

## MAFP DO FOR MY BUSINESS?

### PRINT

Put your name in front of more than 2,400 of our powerful and affluent readers through the Missouri Academy's quarterly magazine, *Missouri Family Physician*.

### DIGITAL MEDIA

Digital advertising is fast, flexible and trackable. Extend your reach far beyond print publications, or compliment your print ad on the Missouri Academy's website, [mo-afp.org](http://mo-afp.org). Offering high visibility at the top of the page, your ad will be linked directly to your web page of choice.

Or, expand your digital marketing via our *Show Me State Update (SMSU)*, and reach your online demographic. The *SMSU* is the Missouri Academy's electronic newsletter sent on the first of the month to all members.

### VIRTUAL & LIVE EVENTS

The Missouri Academy offers several opportunities for you to connect with our members. Connect with your audience in person or virtually by exhibiting at or sponsoring an event. The Missouri Academy strives to keep members abreast of changes in healthcare. These programs provide physicians the opportunity to earn required Continuing Medical Education (CME) while also becoming engaged in their state-wide professional association.



## MISSOURI FAMILY PHYSICIAN MAGAZINE

*Missouri Family Physician* reaches over 2,400 family physicians, residents, and medical students across the state. With our extensive distribution network, your ad will reach a highly targeted audience of healthcare professionals interested in the latest trends, insights, and resources in family medicine. Our digital magazine format allows for clickable ads, providing readers with direct access to your website. In addition to digital sharing, each issue is physically mailed to our members.

## WANT TO ADVERTISE IN MFP?

If you would like to run an ad(s), fill out the advertising contract located in the back of this media kit.

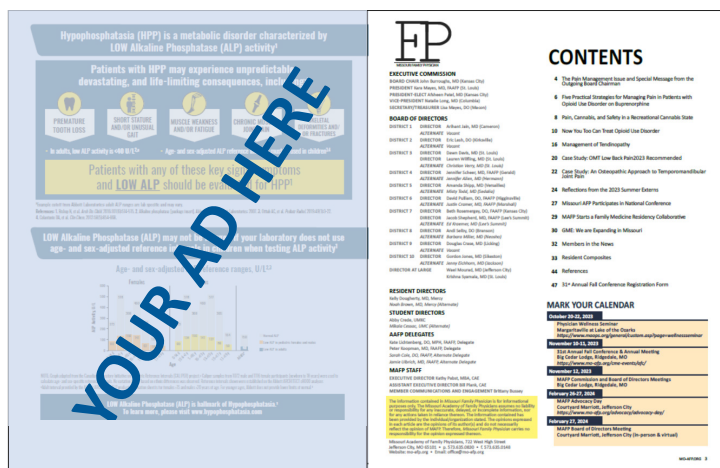
## PRINT ADVERTISING RATES

Size/Location	Annual	Single
Back Cover	\$4,300	\$1,200
Inside Front Cover	\$3,800	\$1,075
Inside Back Cover	\$3,800	\$1,075
Full Page	\$3,400	\$950
1/2 Page	\$2,150	\$600
1/4 Page	\$1,750	\$485

**FULL PAGE (8.625"x11.125")**

1/4  
(3.687"X2.406")

1/2  
(7.375"X4.817")



## AD SPECIFICATIONS

Full page: (8.625"x11.125")

1/2 page: (7.375"x4.817")

1/4 page: (3.687"x2.406")

Files must be CMYK and at least 600 dpi resolution. Files must be created to meet correct dimensions. MAFP does not design ads. Prepayment is required. Ad placement and orientation is based on space available and your preference. Please submit your ads to [marketing@mo-afp.org](mailto:marketing@mo-afp.org).

## DEADLINES

Winter Issue (January-March) **Due December 1**

Spring Issue (April-June) **Due March 1**

Summer Issue (July-September) **Due June 1**

Fall Issue (October-December) **Due September 1**



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# DIGITAL BUNDLE

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Reach your audience where they are most engaged with one of our Digital Bundles. Seamlessly integrate your advertising efforts across all of MAFP's digital channels including our website, newsletter, magazine and Partner page.

## **Maintain a Constant Presence on our Website with Eye-Catching Ads**

Our website attracts a diverse audience of healthcare professionals, medical students, and community members actively seeking information and resources related to family medicine in Missouri. With prime ad placement in the upper right-hand corner of every page, your ad will receive maximum exposure. Ads will be linked directly to the webpage of your choice.

## **Connect with Missouri Family Physician's in Their Inbox with our Show-Me State Update E-Newsletter**

With a distribution list averaging around 2,000 recipients, our digital newsletter provides a powerful platform to reach a large audience of healthcare professionals. In addition to email distribution, our newsletter is promoted on social media. This multi-channel approach ensures that your ad receives maximum visibility across multiple platforms. Ads will be linked directly to the webpage of your choice.

## **Gain Visibility and Recognition as a Trusted Partner in Family Medicine Through MAFP Partners in Health**

Being listed as a Partner in Health demonstrates your commitment to supporting family physicians. Featured partners can include a logo, descriptive paragraph, contact information and links to videos or promotional materials on our website [www.mo-afp.org/resources/partners](http://www.mo-afp.org/resources/partners). Partners are promoted on our social media platforms and recognized in other MAFP communications.

## **BUNDLES THAT MEET YOUR NEEDS AND YOUR BUDGET**

### **PLATINUM BUNDLE (ANNUAL) - \$9,000 (28% SAVINGS)**

- 12-month website advertising on [www.mo-afp.org](http://www.mo-afp.org)
- 12 issue e-newsletter placement in the Show-Me State Update
- 12-month partnership in MAFP Partner's in Health program
- Bonus: Full page ad placement in Missouri Family Physician magazine (4 issues)

### **GOLD BUNDLE (ANNUAL) - \$7,000 (23% SAVINGS)**

- 12-month website advertising on [www.mo-afp.org](http://www.mo-afp.org)
- 12 issue e-newsletter placement in the Show-Me State Update
- 12-month partnership in MAFP Partner's in Health program

### **SILVER BUNDLE (ANNUAL) - \$3,500 (15% SAVINGS)**

- 12-month website advertising on [www.mo-afp.org](http://www.mo-afp.org)
- 12 issue e-newsletter placement in the Show-Me State Update

### **SILVER BUNDLE (SEMI-ANNUAL) - \$2,000 (17% SAVINGS)**

- 6-month website advertising on [www.mo-afp.org](http://www.mo-afp.org)
- 6 issue e-newsletter placement in the Show-Me State Update

# DIGITAL BUNDLE

## DIGITAL BUNDLE ADVERTISING CONTRACT



MISSOURI ACADEMY OF  
FAMILY PHYSICIANS  
STRONG MEDICINE FOR MISSOURI

- ☐ **PLATINUM BUNDLE** \$9,000    ☐ **SILVER BUNDLE (ANNUAL)** \$3,500  
☐ **GOLD BUNDLE** \$7,000    ☐ **SILVER BUNDLE (SEMI-ANNUAL)** \$2,000

722 West High Street  
Jefferson City, MO 65101  
Email: [marketing@mo-afp.org](mailto:marketing@mo-afp.org)  
Phone: (573) 635-0830  
Fax: (573) 635-0148

### COMPANY INFORMATION

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Company Website: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### PAYMENT INFORMATION

Amount Due: \$ \_\_\_\_\_

☐ Enclosed is My Check Made Payable to: **MAFP** (Fed. Tax ID 43-0895284)

Please Charge Credit Card (*We do not accept American Express*): ☐ Mastercard ☐ Visa ☐ Discover

Name on Card: \_\_\_\_\_

Card #: \_\_\_\_\_

CVV: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_



MISSOURI ACADEMY OF  
FAMILY PHYSICIANS  
STRONG MEDICINE FOR MISSOURI

**SUBMIT YOUR CONTRACT ONLINE BY VISITING**

[MOAFP.FORMSTACK.COM/FORMS/ADVERTISING\\_CONTRACT](http://MOAFP.FORMSTACK.COM/FORMS/ADVERTISING_CONTRACT) OR SCANNING THE QR CODE.



# DIGITAL MEDIA

## mo-afp.org

### MISSOURI FAMILY PHYSICIAN WEBSITE

Our website attracts a diverse audience of healthcare professionals, medical students, and community members actively seeking information and resources related to family medicine in Missouri. With prime ad placement in the upper right-hand corner of every page, your ad will receive maximum exposure. Ads will be linked directly to the webpage of your choice.

### WEBSITE ADVERTISING RATES

Duration	Rate
One Month (30 days)	\$200
Three Months (90 days)	\$500
Six Months (180 days)	\$900
Twelve Months (365 days)	\$1,700



### SHOW ME STATE UPDATE - E-NEWSLETTER

With a distribution list averaging around 2,000 recipients, our digital newsletter provides a powerful platform to reach a large audience of healthcare professionals. In addition to email distribution, our newsletter is promoted on social media. This multi-channel approach ensures that your ad receives maximum visibility across multiple platforms. Ads will be linked directly to the webpage of your choice.

### E-NEWSLETTER ADVERTISING RATES

Duration	Rate
One Issue (30 days)	\$350
Three Issues (90 days)	\$900
Six Issues (180 days)	\$1,500
Twelve Issues (365 days)	\$2,400



QUESTIONS? [MARKETING@MO-AFP.ORG](mailto:MARKETING@MO-AFP.ORG)

### WANT TO ADVERTISE DIGITALLY?

Fill out the advertising contract located in the back of this media kit.



1.5"x2.5"

### AD SPECIFICATIONS

Files must be CMYK and at least 600 dpi resolution. Files must be created to meet correct dimensions. MAFP does not design ads. Prepayment is required.

Please submit ads to [marketing@mo-afp.org](mailto:marketing@mo-afp.org).

**DEADLINE:** Please send ads two weeks in advance of placement on the website or in the e-newsletter.

# PARTNERS IN HEALTH

## ABOUT MAFP PARTNERS IN HEALTH

The MAFP Partners in Health program recognizes community and corporate supporters as not only partners in family medicine but also recognizes their commitment to providing quality healthcare to Missourians.



Your physician-focused, multi-media content will be promoted in MAFP's communication vehicles and maintained on the Partners in Health resource page for an entire year. All MAFP members and public will have access to the Partners in Health information shared.

## PARTNERSHIP BENEFITS

Being listed as a Partner in Health demonstrates your commitment to supporting family physicians. Featured partners can include a logo, descriptive paragraph, contact information and links to videos or promotional materials on our website [www.mo-afp.org/resources/partners](http://www.mo-afp.org/resources/partners). Partners are promoted on our social media platforms and recognized in other MAFP communications. MAFP reserves the right to approve, decline, or limit the information shared on this page.

Added benefits to participating in this program include recognition in MAFP's communication vehicles highlighting our partnership and driving physician attention to your online resources:

- Recognition in MAFP's quarterly magazine, the *Missouri Family Physician*
- Recognition on MAFP's social media accounts
- Annual subscription to MAFP's quarterly print and digital publications upon request

## WHAT IS THE COST OF A PARTNERSHIP?

**Partnerships are \$5,000 annually and must be paid in advance.**

Once payment is made, the information will be posted on the first of the month following payment.



## HOW DO I BECOME A PARTNER IN HEALTH?

If you're interested in partnership or have any questions about Partners in Health, contact MAFP Assistant Director, Bill Plank by email [bplank@mo-afp.org](mailto:bplank@mo-afp.org) or give the MAFP office a call at 573-635-0830.

**VISIT OUR PARTNER'S PAGE: <https://www.mo-afp.org/resources/partners/>**



# MISSOURI VIRTUAL CME SPONSORSHIP

## VIRTUAL CME SERIES

Sessions will be held on the third Thursday of every month through 2024. Topics will be updated online as speakers are secured. Visit <https://www.mo-afp.org/cme-events/virtual-cme/> for more information.

### \$250 SERIES SPONSORSHIP - 4 AVAILABLE

- Name recognition for your organization on event emails, social media and conference web page
- List of attendees names and email addresses

## MISSOURI VIRTUAL CME SERIES SPONSORSHIP CONTRACT



MISSOURI ACADEMY OF  
FAMILY PHYSICIANS  
STRONG MEDICINE FOR MISSOURI

722 West High Street  
Jefferson City, MO 65101  
Email: [marketing@mo-afp.org](mailto:marketing@mo-afp.org)  
Phone: (573) 635-0830  
Fax: (573) 635-0148

### COMPANY INFORMATION

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Company Website: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### PAYMENT INFORMATION

Amount Due: \$ \_\_\_\_\_

☐ Enclosed is My Check Made Payable to: **MAFP** (Fed. Tax ID 43-0895284)

Please Charge Credit Card (*We do not accept American Express*): ☐ Mastercard ☐ Visa ☐ Discover

Name on Card: \_\_\_\_\_

Card #: \_\_\_\_\_

CVV: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_



MISSOURI ACADEMY OF  
FAMILY PHYSICIANS  
STRONG MEDICINE FOR MISSOURI

**SUBMIT YOUR CONTRACT ONLINE BY VISITING**

[MOAFP.FORMSTACK.COM/FORMS/SPONSOR\\_EXHIBIT](https://MOAFP.FORMSTACK.COM/FORMS/SPONSOR_EXHIBIT) OR SCANNING THE QR CODE.





# || AFC SPONSORSHIP ||

**32<sup>ND</sup> ANNUAL FALL CONFERENCE | NOVEMBER 8-9, 2024**

**INTERCONTINENTAL KANSAS CITY AT THE PLAZA (401 Ward Pkwy, Kansas City, MO 64112)**

This event offers a relaxed and informal environment for family physicians and exhibitors to discover the latest healthcare developments while connecting with other professionals in the field. Attendees will have the chance to network with other healthcare professionals and explore the exhibit hall featuring companies offering pharmaceutical and non-pharmaceutical products and services for the medical community.

## **SPONSORSHIP LEVELS**

### **\$7,500 DIAMOND LEVEL SPONSORSHIP (1 AVAILABLE)**

- Dedicated Diamond Level signage displayed at event
- Opportunity to welcome attendees at event registration table
- Exhibit space and preferential booth placement for in person event (first choice)
- Exhibit space amenities (listed under "Exhibit Space Only" below)
- Promotional insert in attendee packet (provided by sponsor)
- Sponsor recognition and logo on event web page
- Sponsor logo linked on event web page
- Custom password from sponsor to use for event web page access (subject to approval)
- Sponsor recognition and logo on all conference emails
- Full page ad in *Missouri Family Physician* magazine
- Dedicated social media post with Diamond Level Sponsor recognition

### **\$5,000 PLATINUM LEVEL SPONSORSHIP (3 AVAILABLE)**

- Logo displayed on event signage
- Exhibit space and preferential booth placement for in person event
- Exhibit space amenities (listed under "Exhibit Space Only" below)
- Promotional insert in attendee packet (provided by sponsor)
- Sponsor recognition and logo on event web page
- Sponsor logo linked on event web page
- ½ page ad in *Missouri Family Physician* magazine
- Dedicated social media post with sponsor recognition

#### **WANT TO EXHIBIT AT OR SPONSOR AT AFC?**

Fill out the sponsorship and exhibitor contract located in the back of this media kit.

### **\$2,500 GOLD LEVEL SPONSORSHIP (10 AVAILABLE)**

- Logo displayed on event signage
- Exhibit space and preferential booth placement for in person event
- Exhibit space amenities (listed under "Exhibit Space Only" below)
- Sponsor recognition and logo on event web page
- Sponsor logo linked on event web page
- ¼ page ad in *Missouri Family Physician* magazine
- Shared social media acknowledgement

### **\$1,200 EXHIBIT SPACE AND VIRTUAL EXHIBIT SPACE**

- Company listed in conference handout
- Virtual exhibit space on event web page
- Table-top exhibit space
- Draped table with two chairs and exhibitor personnel badges
- Electric (please specify in contract)
- Breaks and refreshment breaks

Meal, break, fundraiser, and other sponsorships are also available. Contact [marketing@mo-afp.org](mailto:marketing@mo-afp.org) or call (573) 635-0830 if interested.

AFC Attendance History			
Attendees	2023	2022	2021
Physicians	144	189	150
Residents	7	23	20
Students	15	9	15
Other (NP, PA, etc.)	7	8	6
Exhibitors	34	42	26
<b>Total</b>	<b>207</b>	<b>271</b>	<b>217</b>

### ATTENDEE PROFILE

Attendees of the Annual Fall Conference are physicians, residents, medical students, and allied health professionals.

### BOOTH PLACEMENT AND VENUE INFO

The hotel will not accept shipments more than 3 business days prior to the start date of the event. All outgoing packages must be properly packed, labeled with shipping address, return address and method of payment; i.e., UPS Account # within 3 business days after the event or risk being discarded. Appropriate handling and storage fees may be applied. Please ship packages to the following address:

InterContinental Kansas City Hotel  
401 Ward Parkway  
Kansas City, MO 64112  
Attn. (Vendor/Contractor Name)  
Missouri Academy of Family Physicians  
November 7-9, 2024  
Deliver at: (Time of Delivery)

Refer to the diagram for booth placement. Please indicate your booth space preferences on the sponsorship and exhibitor contract. Requests are filled based on vendor level and then on a first come, first served basis.



QUESTIONS? [MARKETING@MO-AFP.ORG](mailto:MARKETING@MO-AFP.ORG)

### EXHIBIT SCHEDULE

(Schedule times subject to change)

#### Thursday, November 7, 2024

4:00 - 6:00 pm: Exhibitor Move-in

#### Friday, November 8, 2024

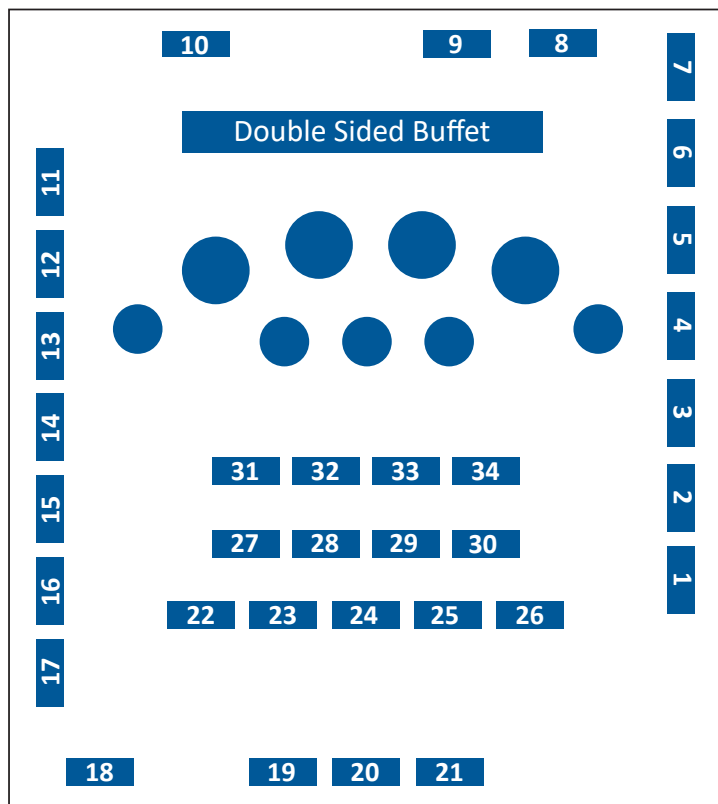
7:00 am - 3:30 pm: Exhibit Hall Open  
7:00 - 8:00 am: Breakfast Buffet in Exhibit Hall  
10:00 - 10:30 am: Break in Exhibit Hall  
12:00 - 1:00 pm: Lunch (if paid)  
3:00 - 3:30 pm: Break in Exhibit Hall

#### Saturday, November 9, 2024

7:00 - 10:30 am: Exhibit Hall Open  
7:00 - 8:00 am: Breakfast Buffet in Exhibit Hall  
10:00 - 10:30 am: Refreshment Break in Exhibit Hall  
\*(Prize drawing held)  
10:30 - 12:00 pm: Exhibitor Tear-down

Breakfast is provided on Friday and Saturday (complimentary), and lunch on Friday only at additional charge.

\*We welcome exhibitors to bring door prizes for attendees. Please indicate if you plan to bring prizes on the sponsorship and exhibitor contract.



Placement is subject to change.

# MISSOURI ACADEMY OF FAMILY PHYSICIANS AFC SPONSORSHIP & EXHIBITOR CONTRACT



722 West High Street  
Jefferson City, MO 65101  
Email: [marketing@mo-afp.org](mailto:marketing@mo-afp.org)  
Phone: (573) 635-0830  
Fax: (573) 635-0148

## WE WOULD LIKE TO PARTICIPATE AT THE FOLLOWING LEVEL:

- ☐ **DIAMOND SPONSOR** \$7,500    ☐ **PLATINUM SPONSOR** \$5,000  
☐ **GOLD SPONSOR** \$2,500    ☐ **EXHIBIT ONLY** \$1,200  
☐ *Virtual Only Participation in the Conference*

## COMPANY INFORMATION

Company Name: \_\_\_\_\_  
Contact Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Company Website: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## COMPANY REPRESENTATIVES

*Two reps per table. Please print name exactly as you wish to be identified on name badges.*

## BOOTH PREFERENCES

*Choose a booth location (1st, 2nd & 3rd choice). Specify if there is/are any business(es) you wish NOT to be placed near.*

- ☐ I will need electricity at my booth.    ☐ My company will provide a door prize.  
☐ Friday Lunch (\$60) for Rep 1    ☐ Friday Lunch (\$60) for Rep 2

*We, the undersigned, hereby apply for a table-top exhibit space at the below meeting(s) subject to the regulations as stated in the MAFP Exhibit Regulations, which we accept as part of this agreement. We will pay a rental fee for one table-top exhibit space as described on the following page. A check or credit card information for full payment is due with this contract in order to secure exhibit space at the meeting(s). Tables are assigned in order of received contracts and payments. **Please read carefully, the Exhibit Regulations on the back side of this contract.***

## PAYMENT INFORMATION

Amount Due: \$ \_\_\_\_\_

☐ Enclosed is My Check Made Payable to: **MAFP** (Fed. Tax ID 43-0895284)

Please Charge Credit Card (*We do not accept American Express*): ☐ Mastercard ☐ Visa ☐ Discover

Name on Card: \_\_\_\_\_

Card #: \_\_\_\_\_

CVV: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_



**SUBMIT YOUR CONTRACT ONLINE BY VISITING  
[MOAF.FORMSTACK.COM/FORMS/SPONSOR\\_EXHIBIT](http://MOAF.FORMSTACK.COM/FORMS/SPONSOR_EXHIBIT) OR SCANNING THE QR CODE.**



# MISSOURI ACADEMY OF FAMILY PHYSICIANS (MAFP) CONFERENCE EXHIBIT REGULATIONS

## **Exhibit Space**

Tabletop exhibit space consists of a 30" x 8' (AFC) draped table, two chairs, and wastebasket. If electrical is needed, please specify in exhibit contract.

## **Exhibit Hours**

It is mutually agreed that it is the duty and responsibility of each exhibitor to install exhibits on Thursday prior to the conference between 4:00 and 6:00 p.m. On Friday and Saturday, the exhibit hall will be open 7:00 a.m. to 11:00 a.m. (Times may vary slightly). The exhibit hall must be cleared by 12:00 p.m. on Saturday. Exhibitors who begin to disassemble their display before closing time may be prohibited from exhibiting at future MAFP events.

## **Contract for Space**

This application constitutes a contract for the right to use the space allotted. If exhibitor representative is not present by 10:00 a.m. on Friday, table space will be relinquished. In the event of fire, strike or other unavoidable occurrence rendering the exhibit space unfit for use, MAFP will seek to make provisions for the exhibit space elsewhere.

## **Signage and Displays**

Signage and displays should be appropriate for a 30" x 8' draped table. Vertical banners may be used on or behind the table.

## **Use of Space**

All demonstrations, interviews or other sales activities must be confined to the limits of the exhibit booth. No exhibitor shall assign, sublet or share in whole or any part of the space allotted without the knowledge or consent of MAFP. Aisles must be kept clear.

## **Displays**

All displays will be restricted to table-top, except for displays of medical or office equipment or those given special approval by MAFP. No floor displays due to space constraints.

## **Decorations**

All decorations must be in compliance with fire regulations.

## **Liability**

It is mutually agreed that the Missouri Academy of Family Physicians and the hotel shall not be liable to exhibitors for damage to or from the loss or destruction of exhibits or the property of exhibitors or injuries to their persons resulting from any cause, all claims for any such loss, damage or injury being expressly waived by exhibitors, except where Missouri Academy of Family Physicians and the hotel have acted willfully or negligently. Exhibitors shall indemnify and hold harmless the Missouri Academy of Family Physicians and its officers, directors, employees, agents and contractors from any judgment, loss or other expense (including reasonable attorney's fees) arising from allegations, claims or lawsuits relating to (1) products or services offered by exhibitors or (2) actions of exhibitors, their employees or agents, except where Missouri Academy of Family Physicians and its officers, directors, employees, agents and/or contractors have acted willfully or negligently. The exhibitor assumes responsibility and liability for losses, damages and claims arising from exhibitor's activities on the hotel premises and will indemnify, defend and hold harmless the hotel, its owner, and its management company, as well as their respective agents, servants and employees from any and all such losses, damages and claims, except where the hotel, its owner, and/or its management company have acted willfully or negligently.

## **Cancellations**

Cancellation of this contract must be made in writing. Cancellation notices received earlier than 90 calendar days prior to the event will give the exhibitor a 50% credit toward exhibiting at the next regularly scheduled conference. Cancellations received within 90 calendar days of the conference will not be refunded or transferred.

## **Restrictions**

MAFP reserves the right to restrict exhibits which, for any reason, become objectionable and may also prohibit or evict any exhibit or exhibitor which, in the opinion of MAFP, may detract from the general character of the exhibition. This restriction includes persons, things, conduct, printed matter, or anything of a character not in keeping with MAFP, its members, and its meeting attendees. MAFP is not liable for any refunds or other exhibitor expense.

## **Products**

Products which require the approval of the Food and Drug Administration (FDA) for marketing must receive approval before being exhibited. Exhibitors may be required to show evidence of FDA approval. This requirement applies to medical devices, drugs, cosmetics, and other FDA regulated products. In accordance with this policy, if non-FDA approved products or services are exhibited, MAFP will require removal or discontinuance of any promotion, wholly or in part.

## **Security**

The exhibit hall will be secured during the evenings. No responsibility will be assumed by MAFP or the venue for fire, theft, or other losses.

## **General Information**

The rules and regulations for the MAFP exhibiting opportunities follow those used by the American Academy of Family Physicians. The purpose is to assure integrity of our meetings while creating a quality marketing opportunity for exhibitors and serving the needs of our members. Exhibitors agree to abide by the conditions published in the brochure from MAFP and those of the venue in which the meeting is held. Exhibitors also accept responsibility for informing their employees and agents of these conditions and agree they will abide by them also. Your signature on your exhibit contract indicates you have accepted these terms and conditions. MAFP assumes no liability for any act or omission in connection with any loss or damages suffered by an exhibitor as a result of any act or omission of any vendor, service provider, or other exhibitor or party. Exhibitors and their representatives release MAFP from all liabilities for loss or damage ensuing from any cause whatsoever, except for actual damages resulting from MAFP's failure to fulfill its obligations as described in the conference brochure. MAFP disclaims any and all liability for injury or other damages to an individual based on products or services displayed at the meeting and for all claims that may arise out of the use of the displayed products or services.

## **Exposition Cancellation**

It is mutually agreed that in the event the meeting does not occur or cannot be continued due to causes beyond the reasonable control of MAFP, such as fire, strikes, natural disasters (threatened or actual), governmental regulations, terrorism (threatened or actual), or other causes, MAFP and exhibitors have no further contractual obligations to each other. At such time, MAFP management will determine an equitable basis for refunding a portion of the exhibit fees after due consideration of expenditures and commitments already made. MAFP is not responsible under any circumstances for any exhibitor expense such as airfare, lodging or exhibit shipping.

# MISSOURI ACADEMY OF FAMILY PHYSICIANS ADVERTISING CONTRACT



MISSOURI ACADEMY OF  
FAMILY PHYSICIANS  
STRONG MEDICINE FOR MISSOURI

722 West High Street  
Jefferson City, MO 65101  
Email: [marketing@mo-afp.org](mailto:marketing@mo-afp.org)  
Phone: (573) 635-0830  
Fax: (573) 635-0148

## COMPANY INFORMATION

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

Company Website: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*MAFP reserves the right to restrict advertisers which, for any reason, become objectionable and may also prohibit any advertiser which, in the opinion of MAFP, may detract from the general publication, website, or newsletter. This restriction includes persons, things, conduct, printed matter, or anything of a character not in keeping with MAFP, its members, and its attendees. MAFP is not liable for any refunds or other advertiser expense.*

## PRINT ADVERTISING RATES

Size/Location	Annual	Single	Issue
Back Cover	<input type="checkbox"/> \$4,300	<input type="checkbox"/> \$1,200	<input type="checkbox"/> Jan-March
Inside Front Cover	<input type="checkbox"/> \$3,800	<input type="checkbox"/> \$1,075	<input type="checkbox"/> April-June
Inside Back Cover	<input type="checkbox"/> \$3,800	<input type="checkbox"/> \$1,075	<input type="checkbox"/> July-Sept
Full Page	<input type="checkbox"/> \$3,400	<input type="checkbox"/> \$950	<input type="checkbox"/> Oct-Dec
1/2 Page	<input type="checkbox"/> \$2,150	<input type="checkbox"/> \$600	
1/4 Page	<input type="checkbox"/> \$1,750	<input type="checkbox"/> \$485	
Business Card Size	<input type="checkbox"/> \$950	<input type="checkbox"/> \$260	

## WEBSITE ADVERTISING RATES

- ☐ One Month (30 days) \$200  
☐ Three Months (90 days) \$500  
☐ Six Months (180 days) \$900  
☐ Twelve Months (365 days) \$1,700

MONTHS: \_\_\_\_\_

## E-NEWSLETTER ADVERTISING RATES

- ☐ One Issue (30 days) \$350  
☐ Three Issues (90 days) \$900  
☐ Six Issues (180 days) \$1,500  
☐ Twelve Issues (365 days) \$2,400

MONTHS: \_\_\_\_\_

**PARTNERS IN HEALTH - 12-MONTH PARTNERSHIP** ☐ \$5,000 MONTHS: \_\_\_\_\_

## PAYMENT INFORMATION

Amount Due: \$ \_\_\_\_\_

☐ Enclosed is My Check Made Payable to: **MAFP** (Fed. Tax ID 43-0895284)

Please Charge Credit Card (We do not accept American Express): ☐ Mastercard ☐ Visa ☐ Discover

Name on Card: \_\_\_\_\_

Card #: \_\_\_\_\_

CVV: \_\_\_\_\_ Expiration Date: \_\_\_\_\_ Billing Zip Code: \_\_\_\_\_



MISSOURI ACADEMY OF  
FAMILY PHYSICIANS  
STRONG MEDICINE FOR MISSOURI

**SUBMIT YOUR CONTRACT ONLINE BY VISITING  
[MOAFP.FORMSTACK.COM/FORMS/ADVERTISING\\_CONTRACT](http://MOAFP.FORMSTACK.COM/FORMS/ADVERTISING_CONTRACT) OR SCANNING THE QR CODE.**





MISSOURI ACADEMY OF  
FAMILY PHYSICIANS  

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STRONG MEDICINE FOR MISSOURI

*The Missouri Academy of Family Physicians is dedicated to optimizing the health of the patients, families and communities of Missouri by supporting family physicians in providing patient care, advocacy, education and research.*



722 West High Street  
Jefferson City, Missouri 65101  
Phone: 573.635.0830  
Fax: 573.635.0148  
[mo-afp.org](http://mo-afp.org)

**QUESTIONS? [MARKETING@MO-AFP.ORG](mailto:MARKETING@MO-AFP.ORG)**

# Request for Taxpayer Identification Number and Certification

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

► Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Print or type.  
See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

Missouri Academy of Family Physicians

2 Business name/disregarded entity name, if different from above

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.

☐ Individual/sole proprietor or single-member LLC ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate

☐ 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.

☒ Other (see instructions) ►

501 (c) (6)

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) \_\_\_\_\_

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.

722 West High Street

Requester's name and address (optional)

6 City, state, and ZIP code

Jefferson City, MO 65101

7 List account number(s) here (optional)

## 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	3	-	0	8	9	5	2	8	4
---	---	---	---	---	---	---	---	---	---

## Part II Certification

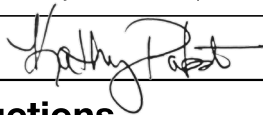
Under penalties of perjury, I certify that:

- 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 ► January 1, 2024

## 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](http://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.