



POFPS
44TH ANNUAL CME SYMPOSIUM

EDUCATION: August 9-11, 2019

EXHIBITS: August 9-10, 2019

Hershey Lodge, Hershey, PA

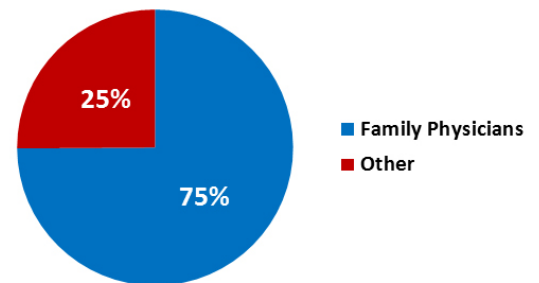
2019 EXHIBITOR PROSPECTUS

POFPS MEMBERS AND YOU — A PERFECT FIT!

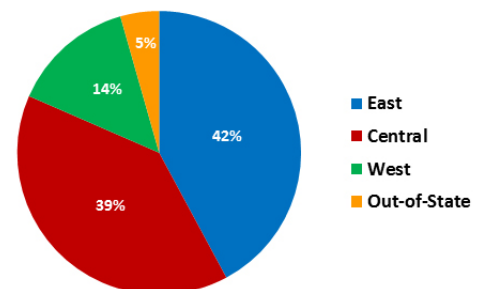
DO you know...

- Osteopathic physicians represent one of the fastest growing segments of health care professionals in the US. Over the past 30 years, the number of DOs in the US has more than tripled. This year, there were over 6,500 osteopathic medical graduates the most in history.
- 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 are predominately primary care physicians (family medicine, internal medicine and pediatrics).* Other specialties include emergency medicine, ob/gyn, sports medicine, surgery, dermatology, neurology and psychiatry.
- Top therapeutic interests of a DO physician include:*
 - Diabetes-mellitus
 - Cardiovascular Disease - hypertension
 - Cardiovascular Disease - dyslipidemia
 - Obesity/Weight Management
 - Respiratory Diseases
 - Women's Health
 - Adult Immunization
 - Anxiety and Depression
 - Pain Management
 - Headache and Back Pain
- DOs see more than 100 patients 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!***

Specialty Breakdown of Attendees



Geographic Distribution of Attendees



* Source: AOA Physician Masterfile, January 2019

EXHIBIT HALL FLOOR PLAN

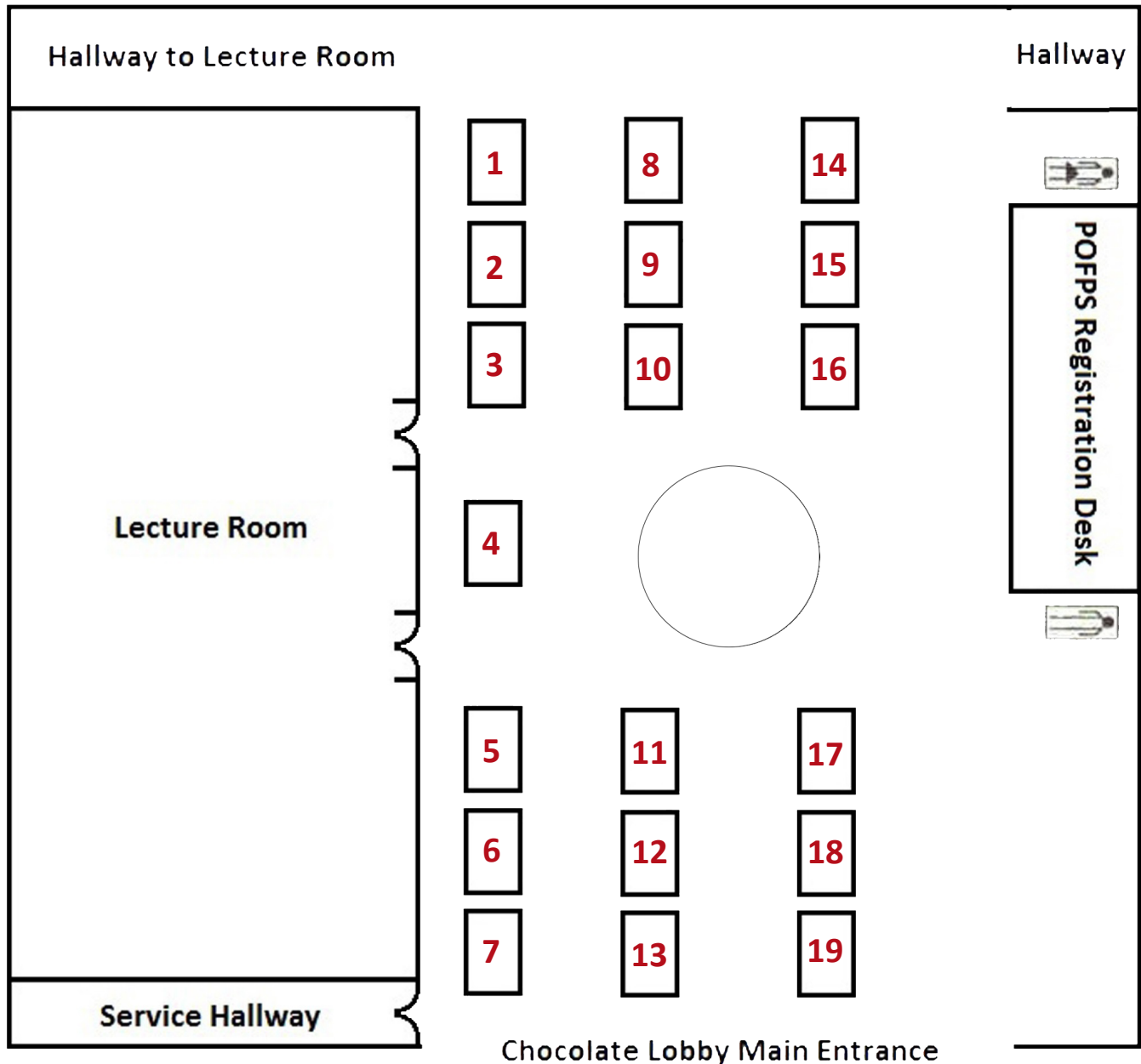


Exhibit booths are \$1,200.

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 9.....1:00 pm - 6:00 pm
Saturday, August 10.....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 9.....10:00 am - 1:00 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 10. Tear down time will be during the following hours:

Saturday, August 10.....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 19, 2019.

Hotel reservations

A room block is available at the Hershey Lodge until July 8, 2019.

Guest room accommodations are available between August 8 - August 11, 2019.

Group rate is \$320 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/POFPS2019>

Public relations and marketing

The names of exhibit companies and sponsors will be published 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 **Susan DePue** (sdepue@poma.org / 717.939.9318 ext. 160) or **Jason Leeper** (jleeper@poma.org / 717.939.9318 ext 180).