



Exhibitor Prospectus

2024 Annual Meeting



Celebration on the Boardwalk

May 3 - 5, 2024

TROPICANA
ATLANTIC CITY

Everything old is new again - join us at the reimagined NJAFP Annual Meeting...



Join us...

Dear Sponsors and Friends of the Primary Healthcare Community -

The New Jersey Academy of Family Physicians is excited to share with you our plans for the reimagined **2024 Annual Meeting**. Our theme, "Everything old is new again..." will harken back to the days of Boardwalk fun with games and activities for the all ages - while providing state of the art continuing medical education, hands-on workshops, a recruiter job fair, an exciting exhibit floor and so much more.

Whether your company provides primary care services, technology or products - or you are joining us to recruit new physicians in your community, be a part of our fun and come share your latest advances in healthcare. Sponsor a boardwalk game, give away prizes, and help us help those less fortunate as we collect essential items for comfort packages for our homeless neighbors.

Who will be there? Why Exhibit?

- Family physicians represent the largest primary care specialty society in New Jersey (and in the US). The NJAFP Annual Meeting is the largest gathering in New Jersey of family physicians, residents, students PLUS allied healthcare professionals dedicated to the discipline of Family Medicine;
- The NJAFP Annual Meeting utilizes dedicated exhibit hours, unopposed by CME programming;
- Celebrates the Exhibit Floor opening with the Exhibitors' Reception / Recruiter Job Fair, a networking event that encourages attendees to visit as many partners as possible;
- The Recruiter Job Fair provides networking and career opportunities to physicians seeking employment. This year we are combining the Recruiter Job Fair and the Exhibitor Reception to provide maximum networking time for all participants;
- Select additional sponsorship opportunities to show your support for primary care practices

Attendee Profile:

This conference will be attended by healthcare leaders, practicing physicians, resident physicians, nurse practitioners, physician assistants, RNs, LPNs, medical students and administrative support staff from New Jersey and the surrounding states who specialize in Family Medicine and work as a team supporting patient care. Though practice profiles vary, this group represents an enormous opportunity for your organization to support the frontline of healthcare delivery in their respective communities.

Sponsorships Opportunities:

Increase your visibility at the conference by supporting any of these great offerings for extra recognition and networking occasions. Special Event Sponsorship provides extra recognition throughout the conference. Events include:

- Welcome Reception - Thursday, May 2
- Family FunRun - Saturday, May 4
- House of Delegates - Friday, May 3
- Resident Knowledge Bowl - Friday, May 3
- Recruiter Job Fair- Friday, May 3
- Research Poster Contest - Saturday, May 4
- Awards Celebration (formerly President's Gala) - Saturday, May 4
- Hands-on Workshops - Saturday, May 4
- Food & Beverage Sponsorships: breakfast, lunch and designated breaks



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Accommodations:

TROPICANA

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2831 Boardwalk, Atlantic City, NJ 08401

caesars.com/tropicana-ac

A limited number of rooms have been set aside at the special conference rate (plus applicable taxes):

- Thursday, May 2 - \$104;
- Friday, May 3 - \$174;
- Saturday, May 4 - \$184

To make your reservations, go to www.njafp.org and click on 2024 Annual Meeting, click on Exhibitor Information and Accommodations. You will be taken to the NJAFP Housing Reservations site where you can reserve your room. Housing opens for Exhibitors on March 15, 2024.



Dates to Remember:

NOW: Contracts are being accepted.

MARCH 1: Early Bird payment is due in full.

APRIL 15: Final payment is due.

APRIL 22: Booth assignments and final information sent to all exhibitors.



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Schedule

* Subject to change

FRIDAY MAY 3, 2024	
7:00am - 8:00am	Breakfast & Registration
8:00am - 10:00am	House of Delegates - Session 1
10:00am - 10:30am	Break
10:30am - 12:30pm	House of Delegates - Session 2
12:30pm - 1:30pm	Installation Lunch - Installation of Officer and New Fellows Address of the Incoming President
Exhibitor Move-in	Exhibitor Move-in
1:30pm - 3:00pm	House of Delegates - Session 3
3:00pm - 5:45pm	CME sessions (45 minutes each)
Dedicated Time	Exhibit Floor Opens...Exhibitors' Reception & Recruiters' Job Fair
SATURDAY MAY 4, 2024	
7:00am - 8:00am	Breakfast on the Exhibit Floor
Dedicated Time	8:00am - 9:30am CME Sessions / Procedure Workshop
Dedicated Time	9:30am - 10:00am Break on the Exhibit Floor
	10:00am - 11:00am Frank Snope Keynote Address
Dedicated Time (Exhibitor Move-out at the conclusion of lunch.)	11:00am - 12:00pm State Mandated CME - End of Life (1 CME)
	12:00pm - 1:00pm Lunch on the Exhibit Floor (Floor closes at the conclusion of lunch)
	1:00pm - 1:30pm Research Poster Viewing
	1:30pm - 3:00pm CME Sessions / Procedure Workshop
	3:00pm - 3:15pm Break
	3:15pm - 4:30pm CME Sessions
	4:30pm - 6:00pm Free Time
	6:00pm - 9:00pm Awards Celebration
SUNDAY MAY 5, 2024	
8:30am - 9:30am	Breakfast CME Session
9:45am - 12:30pm	KSA Session
12:30pm	Conference Concludes



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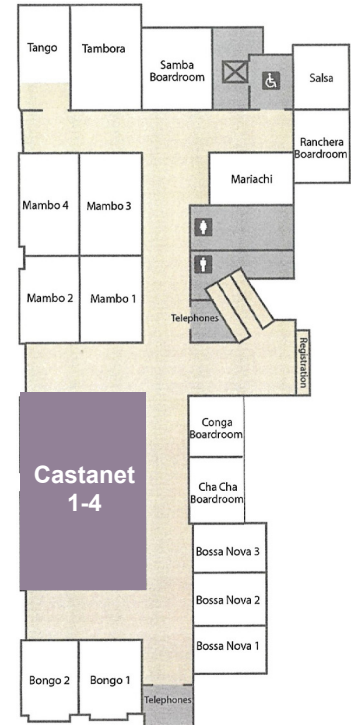
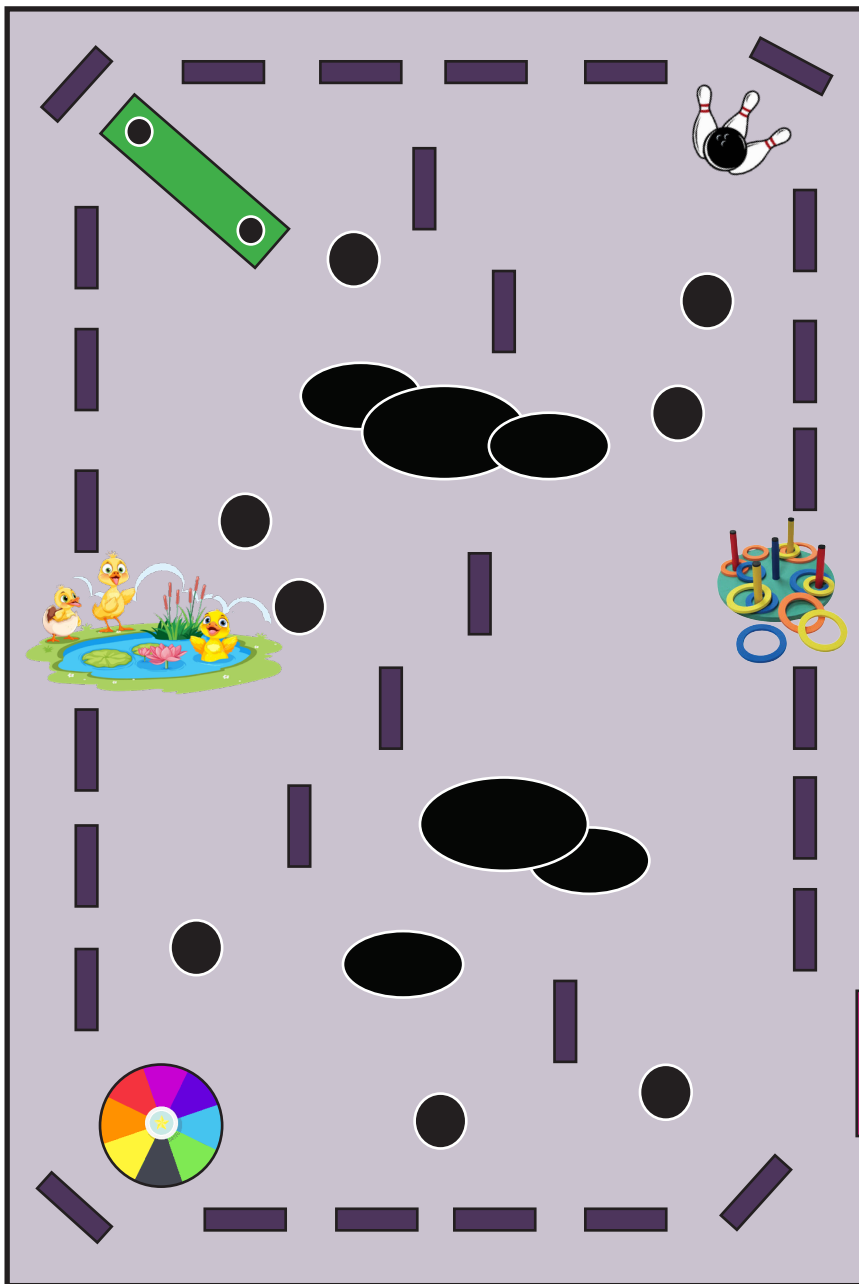



Exhibitor Floor Plan

TROPICANA
ATLANTIC CITY

HAVANA TOWER - Lower Level

CASTANET 1-4



-  - 6 ft. Exhibitor table tops
-  - Buffet set-up
-  - Highboys
-  - Sponsor Games:
Spin the Wheel
Duck Pond
Corn Hole
Bowling
Ring Toss

Main entrance through Castanet 1



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Exhibits & Sponsorships

The most valuable opportunity any live event can offer is just that -- that it is LIVE. The most impactful connections we make are those that begin with a smile, a handshake, a laugh - even a hug. This is one of the reasons why NJAFP will always look for ways to connect in a live forum to encourage our members to interact with each other, share ideas, and learn together. Providing continuing medical education to family physicians is paramount to our mission and we are proud to share these opportunities with you, our healthcare partners. Join us as an

exhibitor and/or sponsor of the NJAFP Annual Meeting and network with primary care leaders in New Jersey and the greater tri-state region.

Your Exhibit Display Package Includes:

- A 6' table top display: Each includes a 6' draped table, waste basket, 2 chairs and company identification sign;
- Registration for 2 representatives per display (additional representatives may be registered for \$100 each);
- Conference Program listing with company description and logo on downloadable event app;
- Friday evening Exhibitors' Reception & Recruiter Job Fair
- Special invitation to attend the Residents Knowledge Bowl, immediately following the Exhibitors' Reception & Recruiter Job Fair

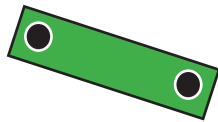


This Exhibitor package is \$1200 for the Friday - Saturday Expo event. All exhibitors are recognized on conference signage commensurate to their support. Want to increase your visibility? Add a sponsorship from below...

Sponsorships:

The NJAFP Annual Meeting has many opportunities throughout the conference to increase your visibility and networking with our members.

- **Education sessions: \$1000** - Consider sponsoring one of our hands-on workshops or the Frank Snope Keynote Address (non-pharmaceutical only, please).
- **Scholarship: \$1,500** - Support scholarly activities for Medical Students, Residents, and Attendings.
- **Networking events: \$1500** - Sponsor any of these events for \$1500 and be recognized at the event from the podium as well as on conference signage. Includes a display table at the event (highboy): **Welcome Reception; House of Delegates; Recruiter Job Fair; or Awards Celebration Reception.**
- **Food and Beverage Breaks: \$1000** - There are several breaks for attendees throughout the weekend. Have your logo and support acknowledged on signage at the break and mingle with attendees as we grab a bite between sessions.
- **Exhibit Floor Fun & Games: \$1000** - Now the fun really starts! Sponsor a traditional Boardwalk Game on the exhibit floor. Choose from Duck Pond, Corn Hole, Bowling, Spin the Wheel or Ring Toss. Games are placed next to the sponsor increases traffic to your display, and encourages fun interaction with attendees.



- **FunRun on the Beach: \$1500** - Provide a t-shirt and enjoy an exhilarating run on a beautiful spring morning on the Atlantic City Boardwalk. Sponsorship includes signage plus a conference bag insert inviting attendees to join you.
- **Breakfast and Lunch: \$2000** - Sponsor the Friday lunch or Saturday breakfast or



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lunch and sit with attendees to discuss your latest products, technology, and services. Includes conference signage and buffet recognition.

- **Resident Knowledge Bowl: \$2500** - The Family Medicine Resident event of the year! Sponsor this highly anticipated and super attended annual event as our NJ residency programs vie for the Coveted NJAFP Cup! Includes a tabletop display, conference signage, and a bag insert inviting all attendees to join in the fun.
- **Awards Celebration: \$2500** - Formerly known as the "President's Gala," this event recognizes members' achievements over the past year and celebrates their commitment to Family Medicine. A Saturday evening reception, followed by great dining options, plus music and more. Sponsorship includes 2 tickets to the event, conference signage, and a conference bag insert acknowledging your support.
- **Banner Ad on the APP: \$350** - Everyone uploads the app at the conference to stay abreast of the conference happenings. In addition to your app listing - include a banner ad and invite attendees to your booth.

Help us Help Others...

This year NJAFP would like to add a charitable aspect to our conference by inviting attendees to collect essential toiletry items for homeless individuals. We will be collecting bath soap, shampoos, lotions, toothbrushes and toothpaste to fill small tote bags. Once completed, these totes will be delivered to TASK - Trenton Area Soup Kitchen to be distributed among the many individuals they serve throughout the year.

Exhibitors may participate in this effort by providing the items to attendees when they stop by your exhibit. With each toiletry bag completed, the attendee will receive a "chit." The chits will be placed in a drum for a prize drawing at the conclusion of the exhibit hall after the Saturday lunch. (The more chits someone places in the drum - the greater their chances are of winning.) This is a great way to engage attendees and promote networking all while benefiting those less fortunate. There is no additional charge for participating in this effort, but we do ask that you let us know what you would like to bring and the quantity. This way NJAFP will round out what we need to complete the bags.



Register your Exhibit

Registration is easy. Click here: [**NJAFP Annual Meeting Exhibits**](#)

Enter your information at the prompts. To prepare for your online registration, provide a 35-45 word description of your company's products and services, upload a low resolution image for the app and also send us (email below) a high resolution image for the conference signage. Payment may be made by credit card or check. Displays are confirmed when payment is received.

Please direct all inquiries to Candida Taylor at [**ctaylor@njafp.org**](mailto:ctaylor@njafp.org) or Mery Berhane at [**mberhane@njafp.org**](mailto:mberhane@njafp.org)
We look forward to seeing you at the **2024 NJAFP Annual Meeting!**



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THANK YOU to our 2023 SPONSORS & EXHIBITORS



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NEW JERSEY DEPARTMENT OF HUMAN SERVICES



We look forward to seeing you in 2024!