

MARCH 2008

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Happening Right Now

- Assignments are first-come first-serve. Contact Michele Staus at mstaus@aafp.org with questions
- ["Live" floor plan and online sales](#)
- [Exhibitor Housing](#) Open
- Confirmation e-mails sent to application contacts with booth assignment, login and password to enter booth descriptions, brand names and select product categories

Note from the Exhibit Manager

Dear Exhibitor,

We are very excited you will be exhibiting at the 2008 AAFP Scientific Assembly in San Diego this September. Your participation enhances our attendees' experience, learning, and networking in a significant way. Assembly preparations are under way, and this year will be better than ever. We anticipate 5,500 physicians to be in attendance.

Throughout the year, refer to [our web site](#) to view upcoming deadlines, housing information, Service Manual forms, and more.

Thank you on behalf of the exhibits team. We look forward to working with you.

Regards,
Kristy Wilson, CEM
Exhibit Services Manager
kwilson@aafp.org

What's New!

- By May, you will be able to go into the exhibit system and enter your own Exhibitor Designated Contractor information. The system will tell you where to send your certificate of insurance. This is one way the AAFP can eliminate paper forms and make our process easier for you.
- Our exhibit system is also more user-friendly for attendees. As attendees plan their Exhibit Hall visit, they can now go into the "live" floor plan and select all booths related to a specific category. They can then print a floor plan with those booths highlighted. (Of course, registered attendees will continue to receive the exhibit guide *On The Floor Preview* mailed in advance.)

Extend your marketing reach!

Assembly Advertising Opportunities

Let attendees know where to find you. Advertise in a variety of Assembly publications, banners, shuttle bus wraps, satellite events, and mailing lists. Visit [here](#) for more information.

Important Dates

- April 11** Full payment due
- May 1** Service manual online
- May 19** Deadline to enter 50-word description, select product categories and add brand names for *On The Floor Preview* and *On The Floor Live* exhibit guides
- July 29** Housing deadline
- July 31** Pre-registrant mailing list request deadline
- August 5** Exhibitor designated contractor notification deadline
Certificates of Insurance are due
- August 13** Booth personnel/badge names are due

[Complete list](#) of deadlines and on-site installation, exhibit and dismantling times



AMERICAN ACADEMY OF
FAMILY PHYSICIANS

American Academy of Family Physicians
11400 Tomahawk Creek Pkwy
Leawood, KS 66211
Toll-free: (800) 274-2237
Local: (913) 906-6222

E-mail: kwilson@aafp.org
www.aafp.org/assembly/exhibits

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