



**MOACFP**  
**MISSOURI SOCIETY OF  
THE AMERICAN COLLEGE OF  
OSTEOPATHIC FAMILY PHYSICIANS**

**2025 WINTER FAMILY MEDICINE UPDATE**  
**JANUARY 23-26, 2025**  
**SPONSOR AND EXHIBITOR**  
**PROSPECTUS**





# WHY CHOOSE THE WINTER FAMILY MEDICINE UPDATE?



The 2025 Winter Family Medicine Update will be held January 23 – 26, 2025 at the Holiday Inn Executive Center in Columbia, Missouri.

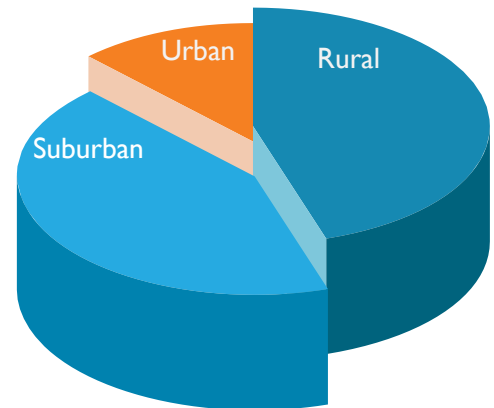
The exhibit hall will be open from lunch on Thursday through lunch on Friday, and it will be situated next to the general session room. This will assure our exhibitors of being in close proximity to all of our in-person attendees.

The Winter Family Medicine Update is Missouri's premiere educational event dedicated to family physicians.

As a sponsor this is your opportunity to network with family physicians to build awareness for your brand, and it is the ideal environment for you to showcase your organization's products, services, or marketing message to Missouri's family medicine community.

## Who attends our conference?

- 66% Employed practicing physicians.
- 12% Retired
- 9% Physician in solo private practice
- 8% Physician in small private practice
- Students and residents
- Physician assistants and nurse practitioners



- 30-35% Female
- 64-70% Male

Scan the QR code to check out the exhibit hall layout and sponsorship offerings on our site!





# SPONSORSHIP OPPORTUNITIES



Are you a healthcare stakeholder looking to expand awareness about your organization?

Or maybe your organization provides products or services in any of the areas below.

- Pharmaceuticals and new medicines for family medicine
- In-office medical diagnostic and procedural equipment and new technologies
- Health and fitness products
- Aesthetic medicine and dermatology
- Patient education resources
- Health care related services

We offer a variety of opportunities designed to maximize your experience and exposure including sponsorships, advertising, and exhibiting.

By being a sponsor at our Winter Family Medicine Update, your brand will have high visibility and reach.

Event/Item	Fee	Features
Sponsor lunch on Thursday or Friday in the exhibit hall	\$1,000	<ul style="list-style-type: none"> <li>• Exclusive advertising on buffet tables and rounds</li> <li>• Company logo displayed on posters on-site</li> <li>• Recognition on the MSACOFF website and event app</li> </ul>
Sponsor breakfast in exhibit hall/meal room Thursday, Friday, or Saturday	\$1,000	<ul style="list-style-type: none"> <li>• Exclusive advertising on buffet tables and rounds</li> <li>• Company logo displayed on posters onsite</li> <li>• Recognition on the MSACOFF website and event app</li> </ul>
Conference tote bag	\$1,500	<ul style="list-style-type: none"> <li>• Exclusive advertising on buffet tables and rounds</li> <li>• Company logo displayed on posters onsite</li> <li>• Recognition on the MSACOFF website and event app</li> </ul>
Sponsor Thursday afternoon break in exhibit hall 3:00 – 3:30 pm	\$1,000	<ul style="list-style-type: none"> <li>• Exclusive advertising on buffet tables and rounds</li> <li>• Company logo displayed on posters onsite</li> <li>• Recognition on the MSACOFF website and event app</li> </ul>
Sponsor Thursday happy hour exhibit hall	\$1,000	<ul style="list-style-type: none"> <li>• Company logo (one color) on every attendee bag</li> <li>• Company logo displayed on posters onsite</li> <li>• Recognition on the MSACOFF website and event app</li> </ul>
Sponsor the Student/Resident Program - including the poster contest	\$3,000	<ul style="list-style-type: none"> <li>• Exclusive advertising on buffet tables and rounds</li> <li>• Company logo displayed on posters onsite</li> <li>• Recognition on the MSACOFF website and event app</li> </ul>
Advertising in the program guide	\$1,500	<ul style="list-style-type: none"> <li>• Full back page ad in the on-site program guide</li> <li>• Company logo displayed on posters onsite</li> </ul>



## Winter Family Medicine Update January 23-26, 2025 Holiday Inn Convention Center 2200 I-70 Drive SW Columbia, MO

Our annual Winter Family Medicine Update is the best way to participate in person. The exhibit hall is extremely popular among attendees. It gives you an opportunity to connect face to face with physicians whom you have known for many years and build new relationships with physicians, students, and residents.

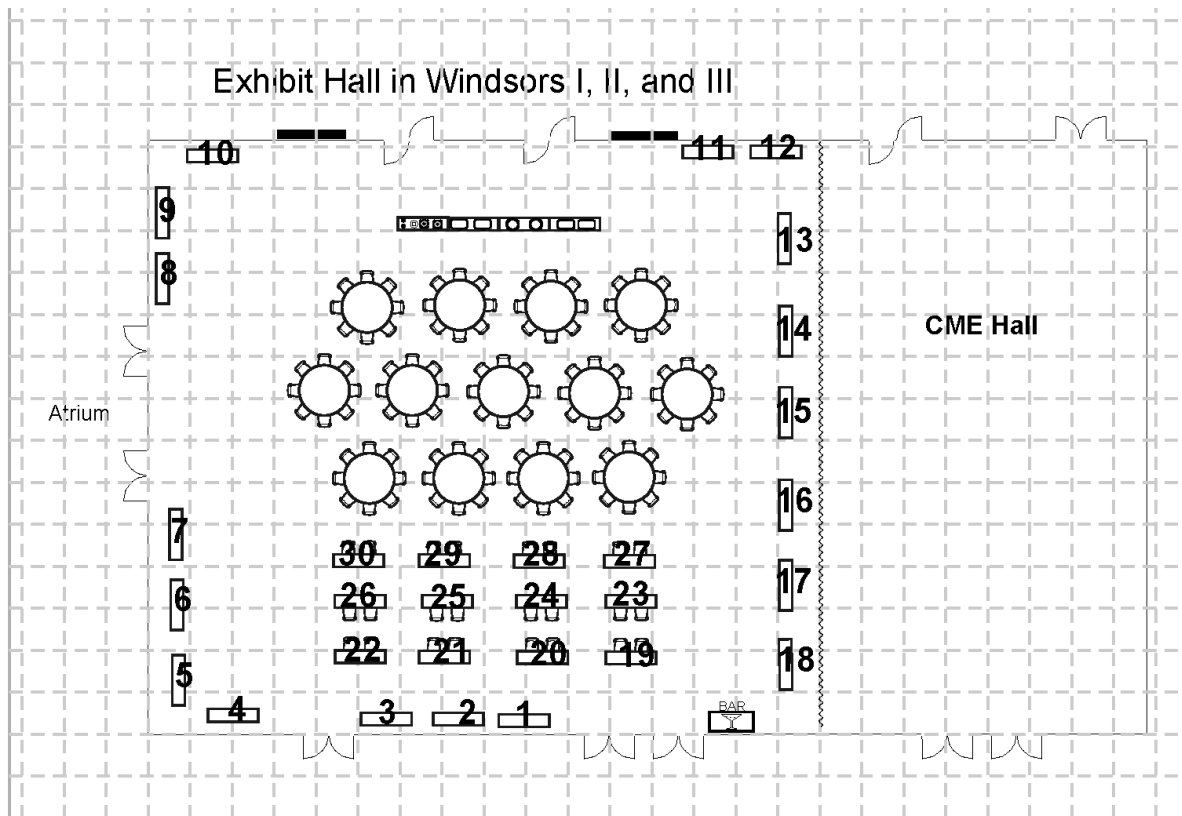
Exhibitor set up is scheduled for Thursday January 23, from 8 am to 11:30 am.

Open hours for the 2025 exhibit hall:

- Thursday January 23 – 11:45 am – 1 pm – Lunch with Exhibitors
- Thursday January 23 – 5:30 – 7 pm - Happy Hour with Exhibitors
- Friday January 24 9:30 – 10 am Break with Exhibitors
- Friday January 24 Noon – 1 pm Lunch with Exhibitors

Booths are available at a cost of \$1,000 and include:

- One clothed and skirted 4 x 8 table, two chairs and trash can.
- Two representatives from your organization promoting one product during the times listed above.
- Meals during open times are included in the price for no more than two booth representatives.



Attendees will enter from this side or from the atrium side.



# EXHIBIT/SPONSOR AGREEMENT



Intent: It is the intent of this agreement to ensure that the CME activity will be independent, objective, balanced and scientifically rigorous, so that it will not be viewed as promotional, and the listed company will not be viewed as responsible for its content. MSACOFPP will take all necessary steps to ensure this objective is reached. MSACOFPP and the listed company agree to abide by the requirements of MSACOFPP, ACOFP, AAFP, AOA and ACCME Standards of Commercial Support of Continuing Medical Education.

By signing below, the individual represents that he/she is duly authorized to execute this binding contract on behalf of the named sponsor and agrees to be bound by the Terms & Conditions and Rules & Regulations, detailed on the following two pages.

## SPONSOR/EXHIBITOR

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

Name (Please print.): \_\_\_\_\_

Email address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

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

## CONTACT INFORMATION FOR EVENT APP

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

## METHOD OF PAYMENT *Payment is due in full when the contract is signed.*

Two ways to pay: click on the register now button, sign in or make yourself a vendor record and choose your products, proceed to checkout, and pay via credit card or check.

If paying by check, please make checks payable to MSACOFPP and submit to:

Ramona Mundwiller  
MSACOFPP  
2334 Highway F  
Hermann, MO 65041

Sleeping rooms ARE NOT included. A block of rooms has been reserved for this program at a group rate of \$121 plus tax, per room, per night. The block will be held until December 27, 2024.

To make hotel reservations scan the QR code or call the hotel directly at 573-445-8531. See the hotel website for cancellation details and hotel amenities.



# 2025 TERMS AND CONDITIONS

## 1. Health and Safety

MSACOFFP reserves the right to require vaccines, negative Covid tests and/or mandatory mask wearing during the event.

## 2. Payment Information

Checks must be made out to MSACOFFP and payable through a U.S. bank. Payment is due upon receipt of invoice.

## 3. Cancellations

The purchase of an MSACOFFP sponsorship package or exhibit booth is nonrefundable after 4 pm on December 20, 2024. Cancellations received before that date incur a \$100 administration fee. All cancellations must be sent in writing either via email or regular mail. If the Company should be prevented or materially affected from conducting the MSACOFFP Winter Family Medicine Update or from providing any sponsorship benefits due to circumstances beyond its control, including but not limited to, acts of God; war; curtailment or interruption of transportation facilities; strikes or imminent threat thereof; threats of acts of terrorism or similar acts; disease; any restrictions; resolutions and regulations (including, but not limited to, those regarding travel, self-quarantine and gathering size) imposed by any state within the United States of America; state department or other governmental or international agency travel advisory; full or partial government closure; prohibition or limitation of travel by any government employees; corporate and educational institution travel restrictions; civil disturbance; or any other cause beyond the parties' control, or if MSACOFFP determines not to offer the event at its sole discretion, MSACOFFP will move your exhibit or sponsorship investment to the 2024 Winter Family Medicine Update. Please note: The Company shall not be entitled to a refund of its payment as a result of its termination of this Agreement unless there are certain sponsorship benefits which have not been provided yet or for which no costs have yet been incurred by MSACOFFP.

## 4. Liability and Indemnification

The sponsor/exhibitor shall be fully responsible for and hereby releases MSACOFFP from any claims, Liabilities, losses, damages, or expense relating to or arising from an injury to any person, any loss or damage to property, where such injury, loss, or damage is incident to, arises out of, or is in any way connected with sponsor/exhibitor's participation in the Exhibit Hall or Sponsorship Program. The sponsor/ exhibitor shall protect, indemnify, hold harmless and defend MSACOFFP, its officers, directors, agents and employees against all claims, liabilities, losses, damages and expenses, including reasonable attorney's fees and costs of litigation arising in any manner, directly or indirectly, from sponsor/exhibitor's participation in the Exhibit Hall or Sponsorship Program; provided that the foregoing indemnification shall not apply to injury, loss or damage caused by or resulting from the sole negligence of MSACOFFP, its officers, directors, agents, or employees.

5. 2025 Sponsor/Exhibitor Rules and Regulations The sponsor/exhibitor understands and accepts that the terms and conditions, display guidelines, and the MSACOFFP Winter Family Medicine Update Rules and Regulations are integral and binding parts of this contract.

## 6. Authority of Show Management

MSACOFFP shall have full power in the matter of interpretation, amendment, and enforcement of all said rules and regulations. MSACOFFP and its interpretation and decision shall be final. Any amendments to the Contract with the conference supporter must be done so in writing and signed by both parties to be binding. MSACOFFP is entitled to attorney's fees and costs it incurs in enforcing this contract.

## 2025 RULES & REGULATIONS

### 1. Operation of In-Person Exhibit Hall

- In-person Exhibit Hall booths must be open to all registrants and manned during all exhibit hours. Sponsor/exhibitor may not limit access to any special group or class.
- In-person Exhibit Hall booths should include descriptive and educational brochures. Demonstrations are to be straightforward, professional, and non-combative in nature.
- Demonstrations, lectures, or presentations must be conducted by full-time employees of the sponsoring/exhibiting company.
- It is the responsibility of the exhibitor/sponsor to receive prior approval from show management for any product demonstration or presentation that is not within standard industry procedures and/or may be questionable in nature.
- MSACOFPP reserves the right to discontinue objectionable presentations that violate laws or rights of other sponsors/exhibitors and that may disrupt the showcase until such time as a mutually agreeable presentation may be developed. The sponsor/exhibitor waives any rights or claims of damages arising out of enforcement of this rule.

### 2. Sponsorships

A sponsorship program has been developed to help companies gain additional exposure during the MSACOFPP Winter Family Medicine Update. These diverse and high-profile sponsorship opportunities are limited. Whenever possible, multiple sponsorships will be available for a given item. Exhibitor/sponsor companies will be allowed to purchase multiple sponsorships.

### 3. Endorsements

MSACOFPP does not approve, endorse, or recommend the use of any specific commercial products or services. The sponsor/exhibitor may not, therefore, state or imply either verbally or in printed literature, that his or her product or service is approved, endorsed, or recommended by MSACOFPP.

### 4. Enforcement of Rules and Regulations

Violations of these Terms & Conditions and/or Rules & Regulations by the sponsor/exhibitor, its employees or agents shall, at the sole option of MSACOFPP, entitle MSACOFPP to terminate the sponsor/exhibitor's right to occupy an in-person booth at the MSACOFPP Winter Family Medicine Update. In the case of such termination, MSACOFPP may retain all monies paid or due by the sponsor/ exhibitor. Upon evidence of violation, MSACOFPP may terminate the contract.

### 5. General Information

All matters not covered by these Rules & Regulations are subject to the decision of MSACOFPP. These Rules & Regulations may be amended at any time by MSACOFPP and all amendments that may be made shall be equally binding on all parties affected by them as are the original Rules & Regulations. All portions of this contract are self-sustaining and capable of separate enforcement. In the event of any amendment or additions to these Rules & Regulations, written notice will be given by MSACOFPP to such sponsors/exhibitors as may be affected by them. The abbreviation "MSACOFPP" used in the Rules & Regulations shall mean Missouri Society of the American College of Osteopathic Family Physicians, a state chartered, nonprofit corporation, and, as the context may require, its directors, managers, officers, agents, or employees duly acting for the MSACOFPP in the management of the MSACOFPP Winter Family Medicine Update.