



October 2011

Dear Exhibitor:

On behalf of the Board of Directors of the San Diego Academy of Family Physicians (SDAFP), it is with great pleasure that we cordially invite you and your firm to join us for the 55TH ANNUAL POSTGRADUATE SYMPOSIUM: FAMILY MEDICINE UPDATE 2012. The event will take place at the beautiful Paradise Point Hotel in Mission Bay, just north of downtown San Diego, June 22-24th, 2012.

The SDAFP has established a tradition over the past 54 years for hosting one of the most outstanding and highly attended Family Medicine postgraduate symposia in California. For the last several years we have averaged a 300 plus attendance. We again anticipate an overwhelming response for our 55th Annual Symposium. We are excited to offer your firm a chance to participate in our Annual Symposium being held in 2012 as one of the featured exhibitors. Exhibits will be available for viewing during registration, as well as morning and afternoon breaks and lunchtime on Friday, June 22nd and Saturday, June 23rd, 2012.

The exhibit fee for 2012 will again be \$1200 for Exhibitor Space which includes an 8' x 10' booth space as well as a 6' table and 2 chairs. This year we are again offering a 'Premier Package' for \$1500.00 which, in addition to a table and 2 chairs, also allows you to determine your location within the Exhibit Hall. There are also 6' table tops located within the exhibit hall and foyer area if you would prefer this set-up. We will continue to require registrants to obtain initials from at least 75% of the booths they visit, and will also be serving breakfast as well as refreshments during all of the break periods each day in the exhibit area to encourage a good turn out.

In order to assure your early reservation, we are asking that you complete the enclosed Exhibitor Registration Form and return it immediately with the exhibit fee for processing. This past year we actually SOLD OUT of booths and tables and had several vendors on a waiting list due to space limitations, so please send in your registration form as soon as possible. In addition, any exhibitor returning their completed form and check for the full balance prior to January 31st, 2012 will receive a \$100 discount off the total cost. Please adjust the payment to reflect the correct total.

We are again looking forward to a very successful program this coming year and we hope you will choose to be part of it. With this in mind, we look forward to your early and positive response so proper confirmations can be made.

Sincerely,

Sabrina L. Bazzo, MPH
Executive Administrator