

2025 Winter Family Physicians Weekend Vendor Prospectus

Exhibit Hall and Resident Recruiting Fair

December 4-7, 2025 | Omni Grove Park Inn | Asheville, NC



Why Exhibit?

Join us at the North Carolina Academy of Family Physicians' (NCAFP) Winter Family Physicians Weekend, where 600-650 family physicians and healthcare professionals from across the Southeast gather for premier education, networking, and industry engagement. Our exhibit hall is strategically located outside the main lecture hall, providing a high-energy, interactive environment separate from CME sessions, allowing for meaningful engagement with attendees.

As a valued supporter, your participation helps us fulfill our mission to improve the lives and professional environment of family physicians so they can provide exceptional care to their patients and communities. These annual meetings deliver cutting-edge medical education, addressing emerging trends and clinical advancements essential to patient care.

We offer flexible and diverse exhibit opportunities, welcoming both new and returning commercial supporters to showcase their products and services. Your support is a keystone to the success of our meetings, ensuring that our members receive the highest-quality educational programming. Together, we create an invaluable space for knowledge-sharing, expertise, and professional growth.

Thank you for your support of the Academy—I look forward to working with you this year!

Sincerely,

Kathryn Atkinson, CMP

Director of NCAFP CME & Events

Katkinson@ncafp.com | 919-214-9058

Exhibit Hall Packages and Pricing

Standard 6-Foot Tabletop Displays = \$2,850

- Includes three (3) vendor representative name badges
- Display materials must fit on top of the table (no banners or floor displays allowed)

Premium 8-Foot Displays = \$3,550

- Includes three (3) vendor representative name badges
- Floor displays permitted (must not obstruct attendee traffic)

All display packages also include your company profile on the NCAFP's dedicated conference app:

- Company logo
- Company description
- Company tagline
- Primary company contact email address
- Primary contact phone number

- Links to company's X, LinkedIn, Instagram, and Facebook accounts
- Company videos (optional)
- Company brochures / documents (optional)
- other helpful company hyperlinks (optional)

If you do not add your company logo, it will not appear in the app. Only your company name will be listed.
The NCAFP is not responsible for entering your company details.

All uploaded content **MUST** reflect the professionalism of your company and be suitable for our diverse audience. Thank you for helping us maintain a welcoming and respectful environment.

Add-Ons:

- Electricity for Display | \$175
- Additional Vendor Representative Badges | \$150 each (limit of two additional badges per vendor)

What to Expect

- High-quality interactions with engaged family physicians and healthcare decision-makers.
- Prime networking opportunities in a professional yet welcoming atmosphere.
- Company listing with logo and description in the mobile conference app.
- Dedicated exhibit hall separate from CME sessions to maximize visibility.
- Post-conference attendee list (name, designation, city, and state; no emails or phone numbers).

Important Registration Process Update

- Due to high demand, all exhibitor registrations are subject to review and approval.
- Upon submitting your online registration, you will receive a pending approval email.
- If accepted, you will receive a confirmation email, and your payment will be processed.
- Vendors may not share booth space. Each organization must register separately.

Key Deadlines

- Registration Closes: Friday, November 7, 2025 (no walk-in registrations)
- Space is not guaranteed until full payment is received.
- Full Payment Due: Friday, November 7, 2025
- Cancellation Policy: 50% refund available until Monday, October 27, 2025 (no refunds after this date)

2025 Exhibit Hall Schedule

Set-Up, Breakfasts, Breaks, and Tear Down Schedule

Expect significant attendee traffic during breakfast and break periods.

Wednesday, Dec. 3, 2025

- Check-In & Set-Up: 4:00 PM – 7:30 PM
Doors close and hall locks at 7:30 PM. Please plan accordingly!

Thursday, Dec. 4, 2025

- Breakfast in the Exhibit Hall: 7:00 AM – 7:45 AM
- Mid-Morning Break in the Exhibit Hall: 10:00 AM – 10:30 AM
- Afternoon Break in the Exhibit Hall: 3:00 PM – 3:30 PM *(extra 30-min afternoon break added this year!)*

Friday, Dec. 5, 2025

- Breakfast in the Exhibit Hall: 7:30 AM – 8:00 AM
- Mid-Morning Break in the Exhibit Hall: 10:00 AM – 10:30 AM
- Dessert Social in the Exhibit Hall: 1:30 PM – 2:00 PM

Saturday, Dec. 6, 2025

- Breakfast in the Exhibit Hall: 7:30 AM – 8:00 AM
- Prize Winner Notifications: 8:30 AM – Text your prize winners, if applicable
- Mid-Morning Break in the Exhibit Hall: 10:00 AM – 10:30 AM
- Tear Down: Begins at 10:30 AM

Complete your overall experience survey via the app!

Dedicated Exhibit Hall Time = 4 Hours & 15 Minutes

The Exhibit Hall remains open each day until General Sessions Adjourn at approximately 5:00 pm. Count on attendees visiting the Exhibit Hall throughout the day for beverage refills and to connect with vendors. Coffee & Tea, Breakfast, and Light Refreshment Breaks will be available in the Main Exhibit Hall. Coffee & Tea will also be available in the Exhibit Hall Foyer. Vendors breakdown their displays on Saturday after the 10:00 am break.

Door Prize Drawings & Booth Giveaways

Your Initiative:

- Offer your own drawings or giveaways at your booth.
- Consider using a fishbowl with pre-printed slips to collect attendee contact information.
- Announce winners after breakfast on Saturday—either by texting them to meet during the last mid-morning break or by submitting names to the NCAFP Welcome Desk for announcement.
- *Note:* NCAFP is not responsible for prizes left behind.

NCAFP's Yellow Door Prize Cards:

- Attendees must collect 25 vendor initials to enter the NCAFP's drawing for two \$50 Amazon Gift Cards.
- Expect attendees to request your initials after visiting your display.

On-Site Logistics & Additional Guidelines

- Conference name badges provided by the NCAFP must be worn at all times in the exhibit hall.
- All company representatives must be registered in advance. We will not accommodate walk-in registrations for any reason.
- Booth Assignments: Placement is determined based on registration date and payment status.
- No food, beverages, or animals (individually wrapped candy is permitted).
- One company per exhibit space – joint exhibits are not allowed.
- The NCAFP does not use pipe and drape in the exhibit hall. The Exhibit Hall is carpeted.
- The floor plans for the Exhibit Hall and Foyer are subject to change without notice.
- Booth assignments are subject to change without notice.

Vendor Check-In & Set-Up

- Date & Time: Wednesday, December 3, 2025 | 4:00 PM – 7:30 PM
- Location: The Exhibit Hall is located in Grand Ballroom A on the 8th floor of the Omni Grove Park Inn's Vanderbilt Wing.

- Check-In: Visit the Conference Check-In Kiosk and Welcome Desk in the foyer to pick up your badge and receive your booth location.
 - Important: The Exhibit Hall doors will lock at 7:30 PM. *Late arrivals will not be accommodated.*
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Parking at the Grove Park Inn

- Hotel Guests: Complimentary self-parking or \$40 for valet.
 - Non-Guests: Self-parking is \$30/day or \$40 for valet.
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Vendor Arrival and Unloading at the GPI

If You Do Not Need Assistance unloading your display materials:

- Entry: Use the Vanderbilt Side entrance; unload at the large double sliding doors between 4:00 PM and 6:00 PM (access closes at 6:00 PM).
- Instructions: Inform the parking attendant that you are an NCAFP vendor unloading independently; they will direct you to the appropriate parking area.
- Assistance: Complimentary bell carts will be available near the double doors.

If You Need Assistance unloading your display materials:

- Entry: Use the hotel's Main Entrance between 4:00 PM and 7:30 PM.
 - Service: Bellmen are available to help at \$20 per trip.
 - Note: According to Grove Park Inn policy, a GPI bell cart may only be used when accompanied by a bellman.
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Shipping & Deliveries

- Shipments should be sent directly to the Omni Grove Park Inn following venue guidelines.
 - Details will be provided upon registration.
 - Additional handling fees may apply per venue policies.
 - Important: Items shipped will be placed at your display upon arrival.
 - No booth numbers are listed on these shipments as booth numbers are subject to change without notice.
 - **BRING YOUR TRACKING NUMBERS WITH YOU!**
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Return Shipping

- Bring your return shipping labels with you!
- You are responsible for packing and sealing all outgoing packages.
- Each package must have a new barcoded shipping label attached.
- Pallets require a bill of lading and a scheduled pickup.

Pickup:

- GPI staff will collect packages from your display.
- Carriers (FedEx/UPS) pick up packages between 9:00 AM and 7:00 PM, Monday through Friday.

UPS Notice:

- The Omni Grove Park Inn does not currently partner with UPS. All UPS shipments must have a scheduled pickup.
 - To schedule UPS shipments, contact UPS Customer Service at (800) 742-5877 and use the following address:
Shipping and Receiving, Omni Grove Park Inn, 290 Macon Ave, Asheville, NC 28804.
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Vendor-Sponsored Receptions & Satellite Events

- Exhibitors may not host competing events in the Asheville area during conference dates.
 - For pre-approved non-CME satellite events, contact the NCAFP for details.
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Additional Sponsorship Opportunities

Show your support for Family Medicine while furthering your brand with a powerful & innovative sponsorship opportunity during the NCAFP's Annual Winter Family Physicians Weekend. Several sponsorship opportunities include complimentary or discounted displays! Contact Kathryn Atkinson to learn more and to reserve your sponsorship today! Sponsorships are reserved on a first-come, first-served basis.

Resident Career Fair | Saturday, Dec.6, 2025 – 3:15 pm to 5:00 pm

Please join us to meet North Carolina's future family physician workforce during the **2025 Resident Career Fair!** Whether you are a large healthcare system or an independent family practice, this is your chance to capture the undivided attention of a group of enthusiastic family medicine residents. We anticipate 85+ residents will attend the Winter Family Physicians Weekend, and they will be eager to learn more about their options as they enter the next phase of their medical careers. Contact Perry Price at Perry@ncafp.com for more information.

Resident Career Fair Display Only - \$500

- Includes a draped round highboy cocktail table
- Listing on mobile app

What to expect:

- Potentially 85+ family medicine residents
- Terrific opportunity for networking.
- Relaxed atmosphere & fun setting.
- Enthusiastic & appreciative residents eager to learn about you.
- Free company listing on mobile conference app (with logo & contact information).
- Post-conference attendee registration list (name, city, state only).

Event Timing:

- Workshop: Saturday, December 6, 2025, from 2:30 PM to 3:15 PM (residents only!)
- Career Fair: Begins promptly at 3:15 PM and concludes at 5:00 PM.

Recruiting Fair Participation Requirements:

- Only pre-registered physician recruiters with employment opportunities in NC may participate.
- The Career Fair is designed to encourage meaningful conversations rather than a speed-dating format.
- Incentives will be provided for those engaging with the most recruiters.

Recruiting Fair Setup:

- Exhibitors can move their Career Fair supplies to the Wilson Mtg Room on Saturday at 10:30 AM.
- Upon arrival, you will find your designated Round Highboy Cocktail Table (approximately 30 inches in diameter) with your company name.
- Due to high recruiter participation, tables will be located both in the meeting room and its foyer.
- For any questions regarding what to bring, please contact Perry Price via Perry@ncafp.com.

Vendor Payment Information

If paying by check, make checks payable to:
North Carolina Academy of Family Physicians (NCAFP)
2501 Blue Ridge Road, Suite 120
Raleigh, NC 27607

Exhibit Hall and Career Fair Cancellation Policy

Cancellations and refunds of 50% of the registration fee will be allowed until Monday, October 27, 2025. Refunds and cancellations will not be granted after Monday, October 27, 2025.

Questions?

Kathryn Atkinson, CMP
Director of CME & Events
Katkinson@ncafp.com
919-214-9058

Your support helps us provide top-tier educational programs and enhances the professional environment for family physicians across the region. We appreciate your participation and look forward to seeing you in Asheville!

Exhibit Display Fees for the 2025 Winter Family Physicians Weekend cover only the cost of exhibit space. These fees are required for all companies participating in the exhibit hall or foyer. Please note that the cost covered by this fee is incremental and directly related to the exhibit space itself—it does not include or offset standard institutional or organizational overhead.



**NORTH CAROLINA ACADEMY
of FAMILY PHYSICIANS**