

# Acadiana Potpourri

## *Exhibitor Packet*

August 18-20, 2017

Le Pavillon

Lafayette, LA



*Woman's*

*jointly partnered with:*



American Academy of Pediatrics

DEDICATED TO THE HEALTH OF ALL CHILDREN™



Louisiana Chapter



**2017 Acadiana Potpourri  
Le Pavillon | Lafayette, LA  
August 18-20, 2017**

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We cordially invite you to support and exhibit at the 2017 Annual Conference of the Louisiana Chapter of the American Academy of Pediatrics (LAAAP) on August 18-20, 2017 at Le Pavillon in Lafayette, LA. Exhibiting at the Acadiana Potpourri will give your company an opportunity to showcase your organization's technologies, products, and services. At Acadiana Potpourri you have the opportunity to connect with many professionals.

Physicians are continually seeking continuing medical education (CME) activities which can help improve both their medical practice and patients' health. One way for CME professionals to better address physicians' need for such practical, focused, and efficient educational activities is through linkages within and beyond their organization.

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### **Contact us**

Acadiana Potpourri Headquarters



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Lafayette, LA 70508

Phone: 337.988.1816 | Fax: 337.988.5613

WomansFoundation.com

Taryn Daigle, CME Director, [Taryn@womansfoundation.com](mailto:Taryn@womansfoundation.com)

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## CONFERENCE DESCRIPTION

The annual conference of the Louisiana Chapter of the American Academy of Pediatrics (LA AAP) is in its 26th year. Potpourri is held every August in a different Louisiana city. Potpourri is jointly sponsored by Woman's Hospital and Woman's Foundation. This conference is comprised of didactic talks, panel discussions, and question and answer sessions.

## TARGET AUDIENCE

Pediatricians | Pediatric Subspecialties | Registered Nurses | Nurse Practitioners | General Family Practice Physicians | Other healthcare professionals that are involved in the field of pediatrics

## EXHIBITOR SCHEDULE

Exhibitor Set Up	--	Friday, August 18, 2017	10:00 am
Exhibitor Hours	--	Friday, August 18, 2017	11:00 am - 5:00 pm
	--	Saturday, August 19, 2017	7:15 am - 5:00 pm
Exhibitor Move-Out	--	Saturday, August 19, 2017	4:00-5:00 pm

## DATES TO REMEMBER

August 1, 2017	--	Deadline to receive commitment to exhibit
August 28, 2017	--	Last day to receive the conference hotel rate
August 11, 2017	--	Exhibit fees due to Woman's Foundation
August 18-20, 2017	--	Conference at Le Pavillon in Lafayette, LA



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## HOTEL INFORMATION

Home 2 Suites by Hilton  
1909 Kaliste Saloom | Lafayette, LA 70508

Conference rate -- \$129 for King  
\$129 for Double Queen  
\$149 for King Suite

These rates are available until **Friday, July 28, 2017**. Please make your reservation early!

Reservations can be made by calling 1-337-706-8610 and using group name "La. Chapter American Academy of Pediatrics 2017" or by using the link:  
[http://home2suites.hilton.com/en/ht/groups/personalized/L/LFTHHT-LAA-20170817/index.jhtml?WT.mc\\_id=POG](http://home2suites.hilton.com/en/ht/groups/personalized/L/LFTHHT-LAA-20170817/index.jhtml?WT.mc_id=POG)

## VENUE & SHIPPING INFORMATION

Acadiana Potpourri will be held at Le Pavillon in Lafayette, LA. This venue is walking distance from Home 2 Suites. Exhibitors can ship packages to the Home 2 Suites by Hilton up to a week prior to Acadiana Potpourri. Please ship the package to the attention of Renee Bergner and notify Renee Bergner via email ([Renee.Bergner@dimdev.com](mailto:Renee.Bergner@dimdev.com)) about the package(s) being sent. Packages will be stored at Home 2 Suites at no cost. Please label your packages as follows:

Acadiana Potpourri  
Attn: Renee Gergner  
Your Company Name & Booth Number  
1909 Kaliste Saloom Rd.  
Lafayette, LA 70508

## PAYMENT

Exhibitor payment for Acadiana Potpourri must be received by Friday, August 11, 2017.

Please make checks payable to Woman's Foundation (Tax ID #72-0884051) and mailed with Exhibitor Agreement to:

Woman's Foundation | 4630 Ambassador Caffery Pkwy. | Suite 100 | Lafayette, LA 70508

## CANCELLATION POLICY

Cancellation requests must be made in writing to [ashley@womansfoundation.com](mailto:ashley@womansfoundation.com) before Friday, August 11, 2017 to avoid any cancellation fees. If a cancellation request is made after August 12, 2016, there will be a cancellation fee of \$250 assessed and subtracted from any reimbursement owed.



# EXHIBIT LEVELS

## RESIDENT POSTER AND ATTENDEE SOCIAL - \$15,000

- **LIMITED TO ONE COMPANY ON A FIRST COME, FIRST SERVED BASIS UPON RECEIPT OF SIGNED CONTRACT**
- 2 Exhibit Table Tops (two 6 foot skirted tables, four chairs, name badges for four representatives)
- Opportunity to address conference attendees prior to the start of the Friday Evening Social for up to 10 minutes. If a slideshow will be presented, it must be received by Woman's Foundation staff no later than one week prior to the conference.
- Advertised as the Exclusive Host of Friday Evening Social
- Opportunity to distribute marketing materials at Friday Evening Social
- Seating at luncheon for two (2) company representatives
- Recognition at Annual Business Meeting Luncheon on Saturday
- Full page ad in the LAAAP newsletter
- Recognition with logo on LAAAP website for one year
- Pre and Post conference attendee list
- Recognition in all printed and electronic materials promoting the conference (if logo received by 4-8-17)

## DIAMOND - \$10,000

Choice of one sponsorship:

- Saturday Business Luncheon (limited to one, available on a first come, first served basis upon receipt of signed contract)
- Technology/ WiFi (limited to one, available on a first come, first served basis upon receipt of signed contract)
- Take Home Item
- Other (to be agreed upon by the LA AAP and sponsor)
- 2 Exhibit Table Tops (two 6 foot skirted tables, four chairs, name badges for four Representatives)
- Recognition at Annual Business Meeting Luncheon on Saturday
- Full page ad in the LAAAP newsletter
- Recognition with logo on LAAAP website for one year
- Pre and Post conference attendee list
- Recognition in all printed and electronic materials promoting the conference (if logo received by 4-8-17)
- Luncheon sponsor is available Saturday, August 19, 2017
  - Seating at luncheon for two (2) company representatives
  - Opportunity to address attendees for up to 10 minutes at the start of the luncheon. If a slideshow will be presented, it must be received by Woman's Foundation staff no later than 1 week prior to the conference.
- Technology/ WiFi sponsorship will also include signage on attendee tables with company logo and WiFi information
- Take Home Item sponsorship will also include logo on a significant conference item (i.e. tote bag or portfolio) to be distributed to attendees and the opportunity to place up to two marketing items in the give away. Marketing material must be received no later than one week prior to the conference.



## EXHIBIT LEVELS

### PLATINUM - \$5,000

- Exhibit Table Top (one 6 foot skirted tables, two chairs, name badges for two representatives)
- Recognition at Annual Business Meeting Luncheon on Saturday
- Full page ad in the LAAAP newsletter
- Recognition with logo on LAAAP website for one year
- Pre and Post conference attendee list
- Recognition in all printed and electronic materials promoting the conference (if logo received by 4-8-17)

### SILVER - \$2,000

- Exhibit Table Top (one 6 foot skirted table, two chairs, name badges for two representatives)
- 1/4 page ad in the LAAAP newsletter
- Recognition with logo on LAAAP website for one year
- Recognition in all printed and electronic materials promoting the conference (if logo received by 4-8-17)

### GOLD - \$3,000

- Exhibit Table Top (one 6 foot skirted table, two chairs, name badges for two representatives)
- Recognition at Annual Business Meeting Luncheon on Saturday
- 1/2 page ad in the LAAAP newsletter
- Recognition with logo on LAAAP website for one year
- Pre and Post conference attendee list
- Recognition in all printed and electronic materials promoting the conference (if logo received by 4-8-17)

### BRONZE - \$1,500

- Exhibit Table Top (one 6 foot skirted table, two chairs, name badges for two representatives)
- Recognition in all printed and electronic materials promoting the conference (if logo received by 4-8-17)

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

Please note: An exhibit table does not come with sponsorships below but can be purchased as an add on.

### MORNING BREAK - \$2,000

- Two availabilities – Saturday, August 19, 2017 and Sunday, August 20, 2017.
- Signage on tables with break items
- Recognition in all printed and electronic materials promoting the conference (if logo received by 4-8-17)

### AFTERNOON BREAK - \$2,000

- Two availabilities – Friday, August 18, 2017 and Saturday, August 19, 2017
- Signage on tables with break items
- Recognition in all printed and electronic materials promoting the conference (if logo received by 4-8-17)

### GUIDEBOOK APP SPONSOR - \$1,500

- Your company logo and recognition on the Guidebook App designed specifically for this conference. Attendees will see your company logo every time they view the app throughout the conference.

### BOOTH ADD ON - \$750

- With the purchase of one of the above sponsorship levels you will receive an Exhibit Table Top (two 6 foot skirted tables, four chairs, name badges for four representatives)



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Exhibitor Policy Statement



## Exhibitor's Policy Statement

This agreement is made by and between the Woman's Foundation Inc and \_\_\_\_\_ (hereafter referred to as the "Company") pursuant to which the "Company" agrees to exhibit at the event sponsored by Woman's Foundation on the stated date on the attached Exhibitor's Agreement. The "Company" will pay the Woman's Foundation the agreed fee for the exhibit space as provided in the Exhibitor's Agreement.

The Woman's Foundation (WFI) represents, warrants, covenants and agrees as follows:

1. No promotional opportunities will be permitted in the same room as any educational activity being conducted immediately before, during or immediately after the event, and no product advertisements will be permitted at the event in the same room as the educational activity.
2. WFI will ensure meaningful disclosure to the public, at all times during which promotional opportunities are utilized, of "Company" funding and any significant relationship between WFI and the "Company"
3. "Company" will be provided with the promotional opportunities described in the attached Exhibitor's Agreement. If the event is not conducted, or if the promotional opportunities are not provided as set forth, WFI will refund the entire exhibit fee to "Company". Refund will be processed within 30 days from the date of cancellation.
4. The exhibit fee charged to the "Company" for its participation in the event are the same as those charged to other exhibitors at the event for the same level of participation as "Company"
5. If requested, WFI will provide such additional information about the event as "Company" may reasonably request. Request need to be made in writing and directed to the CE Program Coordinator.
6. On behalf of itself, its employees, agents, and/or any of its subcontractors, all of WFI's activities undertaken hereunder and at the event will comply with all applicable federal, state and local laws, rules, regulations, codes, ordinances, orders, policies and guidelines of all courts and governmental authorities

The attached Exhibitor's Agreement and this policy statement state the entire agreement and understanding of the parties with respect to the subject matter set forth herein, and shall supersede all prior oral and written agreements between the parties on this subject matter.

The attached Exhibitor's Agreement may not be modified without the written approval of the Woman's Foundation. The "Company" professional representatives are not authorized to make any modifications. Additional or different terms proposed by the recipient are not acceptable.

The attached Exhibitor's Agreement shall not be binding on the "Company" until signed on its behalf by a duly authorized representative, shall commence on the date of the last signature on the agreement, and shall continue until the last day of the event.

The attached Exhibitor's Agreement shall be interpreted according to the laws of the State of Louisiana without regard to any choice of law principle that would dictate the application of the law of another jurisdiction. The parties submit to the jurisdiction of any federal or state court in Louisiana.

Neither WFI nor "Company" may assign this agreement without the prior written consent of the other.

"Company" will pay WFI the exhibit fee by a mutually agreed upon date once "Company" receives from WFI a fully signed copy of this Exhibitor's Agreement.

\_\_\_\_\_  
"Company" Name

WOMAN'S FOUNDATION

*Taryn D. Daigle*

\_\_\_\_\_  
Company Representative Signature

Director, Continuing Medical Education

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date



**2017 Acadiana Potpourri  
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Exhibitor Agreement*



**Exhibitor Agreement**

Regarding Terms, Conditions and Purposes of an Exhibiting Fee between Woman's Foundation and \_\_\_\_\_ (company) for the Activity "Acadiana Potpourri" scheduled for August 18-20, 2017 in Lafayette, Louisiana.

**Name of Company** \_\_\_\_\_

**Company Representative** \_\_\_\_\_

**Representative Email Address** \_\_\_\_\_

**Company Website** \_\_\_\_\_

The above company wishes to exhibit at Acadiana Potpourri at the \_\_\_\_\_ level in the amount of \_\_\_\_\_.

Make checks payable to Woman's Foundation and mail to Suite 100, 4630 Ambassador Caffery Parkway, Lafayette, La 70508, Attn: Taryn Daigle. Tax identification number for Woman's Foundation is #72-0884051. Payment should be made by August 11, 2017.

\_\_\_\_\_  
Director, Continuing Medical Education

\_\_\_\_\_  
Date

\_\_\_\_\_  
Company Representative

\_\_\_\_\_  
Date



## Request for Taxpayer Identification Number and Certification

**Give Form to the  
 requester. Do not  
 send to the IRS.**

Print or type See Specific Instructions on page 2.	1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank. <b>Woman's Foundation Inc.</b>	
	2 Business name/disregarded entity name, if different from above	
	3 Check appropriate box for federal tax classification; check only one of the following seven boxes: <input type="checkbox"/> Individual/sole proprietor or single-member LLC <input type="checkbox"/> C Corporation <input type="checkbox"/> S Corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=partnership) ▶ _____ Note. For a single-member LLC that is disregarded, do not check LLC; check the appropriate box in the line above for the tax classification of the single-member owner. <input checked="" type="checkbox"/> Other (see instructions) ▶ <b>Exempt Organization 501(c)(3)</b>	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) <u>1</u> Exemption from FATCA reporting code (if any) <u>N/A</u> <i>(Applies to accounts maintained outside the U.S.)</i>
	5 Address (number, street, and apt. or suite no.) <b>4630 Ambassador Caffery Parkway, Suite 100</b>	Requester's name and address (optional)
6 City, state, and ZIP code <b>Lafayette, Louisiana 70508</b>		
7 List account number(s) here (optional)		

**Part I Taxpayer Identification Number (TIN)**

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the instructions for line 1 and the chart on page 4 for guidelines on whose number to enter.

<b>Social security number</b>																					
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**Part II Certification**

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions on page 3.

<b>Sign Here</b>	Signature of U.S. person	Date <u>1.1.17</u>
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**General Instructions**

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** Information about developments affecting Form W-9 (such as legislation enacted after we release it) is at [www.irs.gov/fw9](http://www.irs.gov/fw9).

**Purpose of Form**

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following:

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)

- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See *What is backup withholding?* on page 2.

By signing the filled-out form, you:

- Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),
- Certify that you are not subject to backup withholding, or
- Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income, and
- Certify that FATCA code(s) entered on this form (if any) indicating that you are exempt from the FATCA reporting, is correct. See *What is FATCA reporting?* on page 2 for further information.