October 2011

Dear Friend of the HAFP:

On behalf of the Hawaii Academy of Family Physicians and its associated foundation we would like to invite you to join us for “Hawaii Update 2012: Collaborating for a Healthier Community”, to be held at the Hilton Waikiki Beach Hotel in Honolulu, **February 24–26, 2012**, with exhibits running February 24 and 25.

There are two ways in which you can participate:

- Provide an unrestricted educational grant
- Be an exhibiting sponsor (see specific sponsorship levels)

I hope that we can count on you to take advantage of one or both opportunities.

We expect an attendance of over 200 family physicians from around the State, Asia, Canada, and the Pacific Islands to attend. We plan to have tabletop exhibits of medical equipment, furniture and supplies, pharmaceutical, payroll and accounting services. The exhibit area will be adjacent to the plenary room, and all breakfasts and refreshment breaks will take place in the exhibit room. There should be maximum exposure to registrants.

To register, go on-line to [https://www.regonline.com/hawaiiupdate2012](https://www.regonline.com/hawaiiupdate2012). Registration deadline is **February 1, 2012**. The Hawaii Academy of Family Physicians Foundation is a non-profit 501c3 organization. Our **Tax ID number is 77-0591315**. If you have any questions, please call Lee-Ann Choy with Pacific Rim Concepts, LLC at (808) 864-9812.

I hope that we can count on your support and that you will be joining us as a sponsor. It is only through the help of our friends from the health care industry such as you that we can provide high quality CME to our physician members.

We look forward to welcoming you as an exhibitor and contributor for Hawaii Update 2012!

Sincerely,

Jill Omori, MD
Conference Chairperson
SPONSORSHIP & EXHIBITOR INFORMATION

EXHIBITS & SPONSORSHIP
Exhibit opportunities are available to pharmaceutical representatives, medical equipment and medical office furniture suppliers, service providers, or family health programs and equipment providers, interested in meeting family physicians and healthcare providers.

Exhibit space consists of an 8x10’ area, with one 6’x24” table, dressed and skirted, and 2 chairs. Electricity and easels available upon request, for a fee. Exhibit registration includes one full registration with daily continental breakfast, lunches, and a reception. Overnight security will NOT be provided.

LOCAL MOVE-IN INFORMATION
Exhibit materials may be dropped off at the back driveway/loading dock located on Liliuokalani Avenue (heading Mauka from Kuhio or Kalakaua), just past the hotel. Then take the banquet elevator up into the Ballroom. Call 921-5500 for questions or directions.

SHIPPING INFORMATION
Each package shipped to the hotel should be clearly addressed as follows:

Hold for <Guest / Company Name>
c/o Hilton Waikiki Prince Kuhio
2500 Kuhio Avenue
Honolulu, HI 96815
RE: Hawaii Academy of Family Physicians
February 24–26, 2012

CONTACT INFORMATION
Pacific Rim Concepts LLC
Tel. 1-808-864-9812
Email: prc@hawaiibiz.rr.com
Toll Free Fax (US & Hawaii): 1-866-211-3427

SPONSORSHIP LEVELS

Alii Sponsorship $2,500.00 Member Lunch Sponsor (1) opportunity only
The Alii sponsor benefit include: an introduction opportunity of the keynote on behalf of your organization, one (1) guest ticket to the luncheon, Logo recognition on all conference materials, and power point logo recognition in the plenary session; an opportunity to distribute collateral on luncheon tables. (1) Exhibit space with (1) full registration.

Kupuna Sponsorship $1,500.00 Welcome Reception Sponsor (1) opportunity only
The Kupuna sponsor benefit include: Five (5) guest tickets to the reception, Logo recognition on all conference materials, and power point logo recognition in plenary session. (1) Exhibit space with (1) full registration.

Keiki Sponsorship $1,000.00 Refreshment Break Sponsor (2) opportunities only
The Keiki sponsor benefits include: Logo recognition on all conference materials, and power point logo recognition in plenary session. (1) Exhibit space with (1) full registration.

General Exhibitor $ 750.00 (20) opportunities
The General Exhibit benefits include: Name listed in conference material exhibit listing, (1) Exhibit space with (1) full registration

Non-Profit Exhibitor $ 50.00 Limited to (2) opportunities only
The Non-Profit Exhibit benefit include: Name listed in conference material exhibit listing, (1) Exhibit space; zero registrations; no meals.

EXHIBIT SCHEDULE
Move-in: Friday, February 24 6:00 am – 8:00 am
Exhibit Hours: Friday, February 24 8:00 am – 5:00 pm
Saturday, February 25 8:00 am – 12:00 pm

REGISTER ON-LINE AT https://www.regonline.com/hawaiiupdate2012