

FAFP Policy - Vendor Opportunities

The FAFP no longer enters into exclusive vendor agreements nor are opportunities provided to meet and/or present to the FAFP Board of Directors regarding products, services or practice enhancement techniques (e.g., revenue generating procedures). The Board believes FAFP members should be provided the opportunity to learn about all types of vendor products or services via two specific formats: exhibiting and advertising.

Exhibits: The FAFP offers opportunities to exhibit at three CME meetings annually, providing exposure to more than 1,400 members. Vendors may utilize these opportunities to acquaint the physicians with benefits of your existing products and services as well as promote new and future products. [CLICK HERE](#) for an exhibitor prospectus. The FAFP does not share or sell membership information to any third parties.

Advertising: The FAFP offers the opportunity to purchase advertising space in the FAFP quarterly publication, *Florida Family Physician*, eBYTES (weekly eNewsletter), and on the FAFP website. The *Florida Family Physician* is directly mailed in hard copy format to more than 5,000 FAFP members, and is also made available electronically online. The weekly eBYTES has nearly a 30 percent (30%) open rate and is also available online, including FAFP's social media outlets. Additionally, the FAFP website receives more than 2,600 visits per month. For advertising rates and for more information, [CLICK HERE](#).