

**American Academy of Family Physicians**  
**Family Medicine Experience (FMX)**  
**FMX 2025 Sponsorship and Advertising Agreement Terms and Conditions**

**Definitions**

American Academy of Family Physicians (“AAFP”) and the company listed on the electronic Sponsorship and Advertising Agreement (“Sponsor”) agree to the terms therein and herein (collectively, this “Agreement”) in conjunction with FMX. If a third party (an “Agent”) is entering into this Agreement on behalf of Sponsor, such Agent represents and warrants that it is duly authorized to act as agent of Sponsor and to enter into this Agreement on Sponsor’s behalf. Agent and Sponsor shall be held jointly and severally liable for the fulfillment of Sponsor’s responsibilities under this Agreement, including but not limited to, the payment of any and all fees.

**Qualifications**

Sponsor must be an FMX 2025 exhibitor and must have already submitted the online Exhibitor Agreement to take advantage of the sponsorship and/or advertising opportunities pursuant to this Agreement.

Please note: Satellite CME Symposia Sponsors and their supporting organizations are not required to be an FMX 2025 exhibitor.

**Sponsorship and Advertising Opportunities**

Sponsor acknowledges that AAFP reserves the right to offer new and updated sponsorship and/or advertising opportunities, which will be made available on the [Sponsorship Opportunities](#) web page and the [Sponsorship and Advertising Prospectus](#) web page on an ongoing basis until the end of FMX.

**Payment Terms; Cancellation Policy**

All sponsorship and advertisement fees hereunder will be 100% due upon submission of this Agreement. All payments are non-refundable, except for a force majeure event (as described below in “Cancellation of FMX”).

Cancellation of this Agreement by Sponsor will result in a 100% forfeiture of all of the fees. All cancellations must be sent in writing via email to Jill Vetter, Senior Sales Manager, Strategic Programs & Events, [jvetter@aafp.org](mailto:jvetter@aafp.org). For Solution Sessions, Med Talks and Satellite CME Symposia, it is the responsibility of the Sponsor to cancel any arrangements that it might have made, and the Sponsor will be responsible for any expenditure or other cost incurred by the Sponsor in planning or conducting the Solution Session, Med Talk or Satellite CME Symposium.

**Acknowledgment of Sponsor**

AAFP will acknowledge Sponsor to FMX attendees in various promotional communications and materials in AAFP’s sole discretion. In order to do so, Sponsor grants AAFP a license to use Sponsor’s name and/or logo in connection with such acknowledgment(s).

## **Use of AAFP's Name and Logos**

Except as otherwise provided herein, Sponsor shall not use AAFP's name or any symbol, logo, trademark or service mark without its prior written consent. Sponsor may use FMX's dates and FMX's location, city and state, and the terms "at FMX 2025" or "during FMX 2025" in its promotional materials and advertisements; however, (1) it may not use the phrase "in conjunction with AAFP" or other similar phrases or language that in any manner represents or implies that Sponsor and/or its products or services possess the approval, support, endorsement or recommendation of AAFP; and (2) *if applicable*, its promotional materials and advertisements must include a disclaimer that the sponsored meeting, seminar, event, function, or gathering is not affiliated with the official program of FMX 2025.

## **Deadlines; Forfeiture**

Refer to the details within the [Sponsorship Opportunities](#) web page, which contains information regarding deliverables, deadlines, acceptable formats for AAFP review, and instructions to submit final, approved, publication-ready work in connection with Sponsor's specific sponsorship and/or advertising opportunity(ies). **If Sponsor is unable to meet any of the deadlines as provided, then Sponsor shall forfeit 100% of the related sponsorship/advertising fee(s).**

## **Sponsor Content; Disclaimers**

AAFP will not be responsible for any Sponsor materials, advertisements, logos and/or artwork distributed or made available by AAFP in connection with FMX (collectively, "Content") that cannot be used, displayed, or viewed because the Content was not submitted in the proper form, in a timely manner, or in an acceptable technical quality. AAFP will not be responsible for any typographical errors or omissions in any Content. AAFP may notify Sponsor to modify Content, due to error or due to a violation of this Agreement, or for any other reason. If Sponsor does not modify the Content to comply after such notice, AAFP will not be required to use or display such Content.

All sponsorship and/or advertising material and promotional content distributed directly by Sponsor at FMX are also subject to pre-approval by AAFP.

*For Solutions Sessions and Med Talks, such promotional marketing material must include one of the following applicable disclaimers:*

*"This program is not for CME credit and is consistent with the PhRMA Code on Interactions with Health Care Professionals."*

*"This program is not for CME credit and is consistent with the AdvaMed Code of Interactions with U.S. Health Care Professionals."*

*For Satellite CME Symposia, the following statement must be printed on the covers of promotional materials, the course syllabus, and on the front of all printed materials: "This event is not a part of the official program of FMX." Additionally, Satellite CME Symposia promotional marketing material must adhere to the AAFP Credit*

System [eligibility requirements](#) and the [ACCME Standards for Integrity and Independence in Accredited Continuing Education](#).

### **No Additional Marketing**

Promotional marketing materials of Sponsor, even if approved by AAFP, may not be handed out anywhere (other than inside Sponsor's assigned exhibitor booth space in the Expo Hall and at the sponsored event(s)), including in common areas at the Anaheim Convention Center (e.g., lounges, registration, parking lots, etc.), hotels within AAFP's housing block, or other locations that will be populated by FMX attendees (e.g., restaurants). Additionally, the display of banners or other advertisements targeted at attendees is prohibited on the exterior and within five miles of the grounds of the Anaheim Convention Center and the interiors, exteriors and grounds of all hotels within AAFP's housing block during the period beginning three days before and continuing until three days after FMX (October 5-9, 2025). Noncompliance with this restriction will result in the prompt removal of Sponsor and Sponsor's noncompliant materials and displays.

### **Representations and Warranties**

Sponsor is the owner of all right, title and interest in and to all Content furnished to AAFP hereunder. In addition to the items listed above in "Sponsor Content; Disclaimers", Content also includes names, trade names, trademarks and service marks and websites and landing pages to which Content may link or direct users, as applicable. Notwithstanding the foregoing, AAFP has control of the placement of the Content and other sponsors' content (1) on the FMX website; (2) in FMX print materials; (3) in, on and around FMX locations; and (4) in the FMX app. Sponsor makes the following representations and warranties: the Content (i) does not infringe or otherwise violate any proprietary or personal rights of others (including, without limitation, copyrights, trademarks and privacy rights); (ii) does not violate any applicable Law (including, without limitation, any Law relating to false or deceptive advertising); and (iii) is factually accurate and contains no libelous or defamatory statements.

### **Cancellation of FMX**

In the unlikely event of cancellation of FMX due to any force majeure event (e.g., fire, strike, governmental regulation or order, transportation interruption, terrorism, national emergency, natural disaster, outbreak or continuance of an epidemic or contagion or declaration of pandemic by the U.S. government or the World Health Organization, power outage, or other cause beyond the reasonable control of AAFP that prevents or makes it commercially unreasonable or inadvisable for FMX's scheduled commencement or continuance), then neither party will have any further obligation to the other, and payment for any promotions or sponsorships that have not been delivered before cancellation of the meeting will be fully refunded.

### **Indemnification**

Sponsor shall indemnify, defend and hold AAFP and its officers, employees, contractors, and members harmless against any third-party claim, damage or liability arising out of (1) any Content; (2) Sponsor's violation of Laws or applicable industry codes; and (3) Sponsor's breach of this Agreement.

### **Limitations of Liability**

WITH RESPECT TO ONLINE AND DIGITAL ADVERTISEMENTS AND CONTENT, AAFP DOES NOT WARRANT THAT THE AAFP APP OR WEBSITE WILL MEET SPONSOR'S REQUIREMENTS OR THAT THE OPERATION OF THE APP OR WEBSITE WILL BE UNINTERRUPTED OR ERROR-FREE. EXCEPT FOR WILLFUL MISCONDUCT AND INDEMNITY OBLIGATIONS, NEITHER PARTY WILL BE LIABLE TO THE OTHER FOR ANY INCIDENTAL, CONSEQUENTIAL, INDIRECT OR SPECIAL DAMAGES (INCLUDING, WITHOUT LIMITATION, LOSS OF PROFITS, LOSS OR INTERRUPTION TO A PARTY'S BUSINESS), REGARDLESS OF FORM OF ACTION, WHETHER IN CONTRACT, IN TORT OR UNDER QUASI-CONTRACTUAL THEORY OF LIABILITY, EVEN IF ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

### **No Assignment**

Sponsor may not assign or transfer this Agreement or any of its rights or obligations hereunder to a third party (other than its Agent) without the prior written consent of AAFP.

### **Compliance with Laws and Codes**

Both parties shall observe and comply with and give all notices required by all "Laws" defined as all local, state and federal laws, ordinances, rules, regulations (including, without limitation, labor union rules and requirements that are applicable to the venue location), and lawful orders of any public authority, whether existing at present or later enacted, bearing on the performance of this Agreement. Each party shall notify the other if it becomes aware of any noncompliance with the Laws in connection with this Agreement and shall take all appropriate action necessary to ensure compliance with the Laws. Additionally, Sponsor shall comply with the Council of Medical Specialty Societies Code for Interactions with Companies, American Medical Association Code of Medical Ethics, ACCME Standards for Integrity and Independence in Accredited Continuing Education, Physician Payments Sunshine Act (currently operating as the Open Payments program), AdvaMed Code of Ethics on Interactions with U.S. Health Care Professionals, and PhRMA Code on Interactions with Health Care Professionals, as applicable.

### **Governing Law**

This Agreement shall be governed by and construed in accordance with the laws of the State of Kansas without regard to its conflicts of law provisions.

### **Attorneys' Fees**

If a suit or other action is brought by either party hereto in order to enforce the terms of this Agreement, the prevailing party shall be entitled to recover, in addition to any other relief granted, reasonable attorneys' fees and costs and expenses of investigation, arbitration and/or litigation in connection therewith.

### **Health and Safety Protocols**

Sponsor acknowledges and understands that the AAFP is continually assessing its health and safety measures in connection with its in-person meetings and events and will evolve its safety protocols as appropriate or

advisable based on local or national conditions. Sponsor may visit AAFP's [Health and Safety Protocols page](#) to stay abreast of the latest updates. Sponsor understands and agrees that all personnel who attend FMX shall comply with all requirements reasonably required by AAFP in connection thereto.

### **Entire Agreement**

This Agreement sets forth the entire understanding of the parties with respect to the subject matter hereof and supersedes any previous understandings or agreements, written or oral, which the parties may have reached with respect to the subject matter hereof and any different or additional terms of any purchase order or other business form submitted by Sponsor or its Agent. Any terms and conditions in such purchase order or other business form shall be for administrative purposes only, are void, and shall have no legal effect. The AAFP has full authority to interpret or revise these Terms and Conditions, and its decisions are final.

### **Terms and Conditions Applicable to Doctor's Bag, Premium Room Drop Sponsorships**

- a) Because of stringent hotel labor policies, AAFP will not be liable for a hotel's failure to deliver to rooms in the designated FMX hotel room block. There will be no discounts or refunds given.
- b) Sponsor is responsible for sending the correct number of bag inserts to AAFP or its approved fulfillment vendor. AAFP nor its approved fulfillment vendor will be responsible for shortages due to an incorrect number of pieces being received.
- c) Sponsor will be responsible for shipping costs incurred as applicable.
- d) A minimum of five pieces must be reserved by other sponsors per day for bag delivery to occur.
- e) Because of weight and bulk, distribution of magazines, newspapers, and other publications will not be permitted in the bag.

### **Policies and Principles Applicable to Online, Digital and Print Advertisements**

1. Products and services to be advertised must meet the standards of generally accepted medical practice, be relevant to the clinical or socioeconomic practice of medicine or be of special interest to the FMX physician attendee.
2. AAFP has the right to refuse any advertisement that, in its sole discretion, is incompatible with its mission or inconsistent with its values, as well as to stop accepting any advertisement previously accepted.
3. Advertisements, including advertising creative, that are new to FMX require pre-approval before they can appear and must be submitted for review.
4. Advertising for the following categories is prohibited: Alcohol, tobacco, cannabis or cannabinoids, weapons, firearms, ammunition, fireworks, gambling and lottery, pornography or related themes, political and religious advertisements, advertisements that claim to have a non-scientifically substantiated cure or method, advertisements that make unsubstantiated health claims for the products advertised, and advertisements directed at children.
5. All ads must clearly and prominently identify the Sponsor by logo or name identification.
6. Ads that make comparative claims to competitive products must be substantiated by supporting data.

7. Products that require approval by the U.S. Food and Drug Administration for marketing must receive FDA approval before being eligible and must include “full disclosure” when required. It is the responsibility of the Sponsor to conform to regulations of the FDA and all legal requirements for the content of claims made for products.
8. AAFP may require supporting documentation to substantiate claims. For products not regulated by the FDA or other government agency, technical and/or scientific documentation may be required.
9. Ads that make health claims for non-FDA approved nutritional supplements, foods, food additives, and other substances and devices with health claims must be substantiated by clinical studies, generally meaning studies that have independent support in authoritative, evidence-based medical literature. Such ads may be required to additionally carry the following disclaimer: “These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.”
10. AAFP follows the American Medical Association’s Code of Medical Ethics Opinion 8.063 regarding the sale of health-related products from physician’s offices. Products must serve the immediate and pressing needs of their patients, be supported by evidence in in peer-reviewed literature and other unbiased scientific sources that review evidence in a sound, systematic, and reliable fashion, and such sales must not present a financial conflict of interest for the physician or physician’s practice.
11. AAFP follows the American Medical Association’s Code of Medical Ethics Opinion 8.03 prohibiting physicians from placing their own financial interests above the welfare of their patients. Ads for products or services that assist the physician in running a more efficient practice, thus enabling the physician more time for patient care, will generally be accepted. Included here would be categories such as office equipment, medical billing systems, or other software products. Ads that focus solely on increasing profitability are not acceptable.
12. Continuing medical education courses, seminars, and conferences are eligible to advertise.
13. For enduring materials (e.g., books, audio and video products, computer software, etc.), submission of a sample for review to establish eligibility may be required.
14. The full rules for any market research or promotion associated with an advertisement must be displayed in the ad or available via a prominent link.
15. Sponsored Content: Advertorials and other longer-form content created for commercial purposes may be harder for the average attendee to readily distinguish from editorial content. While AAFP does allow such advertising, it will publish no advertising that resembles AAFP’s editorial content in form or format enough to confuse the attendee or to be mistaken for editorial content. The Sponsor or brand logo must appear prominently on the first page of this type of sponsored content and the word “SPONSORED” must appear in all caps at the top center of each page. Sponsored content designs and layouts must be advance-reviewed for approval by AAFP. At its discretion, the advertisement may need to be reformatted to minimize its resemblance to editorial content, and this must be considered as part of an approval timetable. AAFP has no part in the development of such sponsored content.
16. AAFP adheres to the policies of the Council of Medical Specialty Societies (CMSS) and the Accreditation Council for Continuing Medical Education (ACCME). AAFP also frequently references guidance and

recommendations of the World Association of Medical Editors (WAME) and the International Committee of Medical Journal Editors (ICMJE).

17. The following online advertising formats are prohibited: pop-ups and floating ads, ads that collect personally identifiable information from site users without their knowledge or permission, ads that extend across or down the page without the visitor having clicked or rolled-over the ad, and ads that send visitors to another site without the visitor having clicked the ad.
18. Online and digital advertisements must be clearly distinguishable from editorial content and will be labeled "ADVERTISEMENT" as part of standard site architecture.
19. Neither Sponsor nor its Agent may collect any personal information from the user except with the user's knowledge and permission and only after giving the user substantive information about the uses of the information. Similarly, cookies, pixels, applets, and other such files are prohibited if those files transmit any personally identifiable information to the Sponsor or Agent without the user's knowledge and permission.

Business Policies:

20. In consideration of publication of an advertisement, the Sponsor and its Agent, jointly and severally, agree to indemnify and hold harmless AAFP and its officers, agents, and employees against expenses (including legal fees) and losses resulting from the publication of the contents of the ad, including, without limitation, claims or suits for libel, violation of privacy, copyright infringement, or plagiarism.
21. AAFP shall not be liable for any failure to print, publish, or circulate any ad accepted by AAFP. However, AAFP shall, in collaboration with the Sponsor or its Agent, use reasonable efforts to place such ad among subsequent available inventory.
22. AAFP is not responsible for incidental or consequential damage for errors in printing an ad.
23. AAFP will not be bound by any condition, printed or otherwise, appearing on order blanks or copy instructions when such conditions conflict with the conditions set forth herein.
24. Ads must conform to mechanical specifications as indicated within the [Sponsorship Opportunities](#) web page and [Sponsorship and Advertising Prospectus](#).