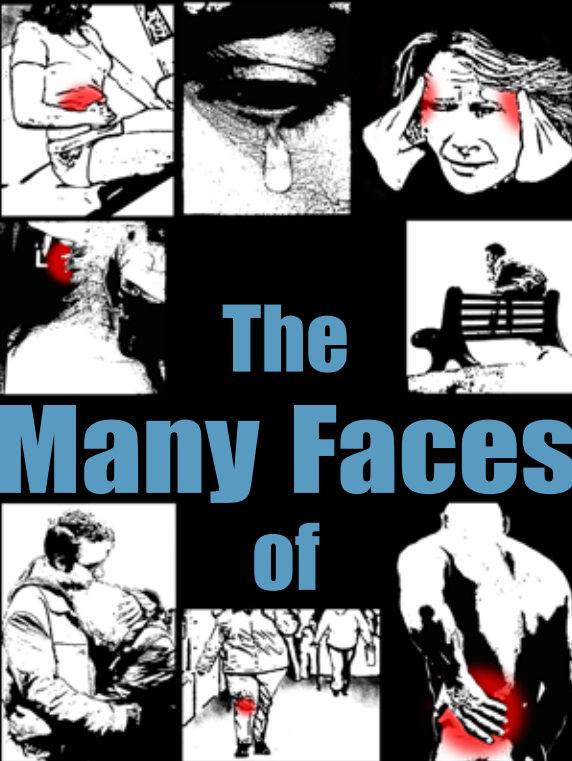


# 2008 Exhibit and Sponsorship Prospectus

for the 15<sup>th</sup> International Symposium on Functional Medicine



The  
Many Faces  
of  
**PAIN**  
Functional Models for  
Assessment and Treatment

Thursday, May 22 – Sunday, May 25, 2008

La Costa Resort & Spa, Carlsbad, CA

Sponsored by The Institute for Functional Medicine



# PLAN TO EXHIBIT AT...

## The 15<sup>th</sup> International Symposium on Functional Medicine

**The Institute for Functional Medicine invites your company to exhibit at the 15<sup>th</sup> International Symposium on Functional Medicine, which will be held May 22-25, 2008 at The La Costa Resort & Spa in Carlsbad, CA.**

The topic for 2008 is “The Many Faces of Pain: Functional Models for Assessment and Treatment.”

More than 50% of Americans live with chronic or recurrent pain, but less than one-third of those with chronic pain say prescription medications have worked well. We must find better answers.

**WHY ATTEND:** The 15th International Symposium on Functional Medicine will present an innovative, high-definition view of pain that reveals the critical assessment and treatment plans that your patients need. From the Preconference with its focus on the comprehensive functional medicine model for the mechanisms of pain and the collision between fatigue and pain syndromes, to the Plenary presentations that will expand conventional models while exploring where pain originates and the many ways we perceive it, and finally to the in-depth Concurrent workshops that will give you the most effective clinical skills for a variety of pain syndromes—this Symposium is not to be missed. Please join us.

**WHAT YOU’LL TAKE AWAY:** A reinvigorated and expanded approach to assessment, treatment, and management of patients with pain, leading to improved patient outcomes and satisfaction.

**Speakers for this Symposium include:**

Jeffrey Bland, PhD; David S. Jones, MD; Paul Cheney, MD, PhD; Catherine Willner, MD; Robert Bonakdar, MD; Nancy Cotter, MD; David Brady, ND, DC, CCN; Liz Lipski, PhD, CCN; Patrick Hanaway, MD; Alex Vasquez, DC, ND; Sonia Lupien, PhD; Leon Chaitow, ND, DO; Jeffery Mogil, PhD; John Triano, DC, PhD; Carolyn McMakin, MA, DC; David Musnick, MD; Gail Dubinsky, MD; Tom O’Bryan, DC, CCN; and Eric Leskowitz, MD.

On behalf of the staff and the Board of IFM, I invite you to join us in Carlsbad, California, as we learn more about this important topic.



Sally Priest  
Events Manager

### EXHIBIT DATES AND LOCATIONS

The La Costa Resort & Spa in Carlsbad, California, is the meeting location and exhibit headquarters for the 15th International Symposium on Functional Medicine. The exhibit hall is located in the Costa Del Sol Ballroom.

**Move-In:**

May 21, 2008 12:00 pm - 4:30 pm

**Move-Out:**

May 25, 2008 11:00 am - 4:00 pm

### HOTEL INFORMATION

La Costa Resort & Spa is located at 2100 Costa del Mar Road, Carlsbad, CA, 92009.

IFM has negotiated a room rate of \$180 per night, single or double, plus a \$20 resort fee.\* Reservations can be made by calling 800-854-5000 or 760-438-9111 and online at <https://reservations.synxis.com/lbe/rez.aspx?hotel=10176>. Be sure to mention you are attending the 15<sup>th</sup> International Symposium on Functional Medicine to obtain the group rate.

The last day to reserve a room at the group rate is April 21, 2008.

\*The resort fee includes toll free calls, credit card access calls, local calls, high speed Internet access, entrance to La Costa Athletic Club, in-room coffee, and daily newspaper.

### OPTIONAL LODGING

Sheraton Carlsbad Resort & Spa is another hotel option for our attendees. A limited number of rooms have been reserved at the Sheraton, located 9.2 miles or 13 minutes from La Costa Resort. Reservations can be made by calling 760.827.2400

The room rate is \$180 for single and \$200 for a double room. Last day to reserve a room at the group rate is April 21, 2008.

### QUESTIONS

Please direct questions to:

**Sally Priest, Events Manager**

The Institute for Functional Medicine  
4411 Pt. Fosdick Dr. NW, Suite #305  
Gig Harbor, WA 98335  
253-853-9290 or 800-228-0622 x 290  
253-853-6766 fax  
E-mail – [sallypriest@fxmed.com](mailto:sallypriest@fxmed.com)

# CONFERENCE SCHEDULE\*

## Move-In

Wednesday, May 21 12:00–4:30pm Exhibit Hall Setup - Costa Del Sol Ballroom

## PRECONFERENCE

### Thursday, May 22

8:00–8:30am	Introduction: Understanding Pain in the Functional Medicine Model
8:15–8:45	The Collision Between Pain and Fatigue
8:45–10:00	Chronic Fatigue Syndrome, Oxidative Stress, and Pain: A Physician's Journey Through the Functional Medicine Model
10:00–11:00	<b>MORNING BREAK: Refreshments in Exhibit Hall</b>
11:00–12:30	Chronic Fatigue Syndrome, Oxidative Stress, and Pain: continued
12:30–2:00	<b>LUNCH: Exhibit Hall Open / Sponsored Lunch</b>
2:00–3:30	Connecting Pain to the Functional Medicine Matrix
3:30–4:30	<b>AFTERNOON BREAK: Refreshments in Exhibit Hall</b>
4:30–5:15	The Link Between Pain, Hormonal Dysfunction, Oxidative Stress, Inflammation, and Immune Dysregulation
5:15–6:00	Panel Discussion

## PLENARY SESSION ~ DAY ONE Friday, May 23

6:00–7:00	Morning exercise/walk
7:15–8:15	<b>SPONSORED BREAKFAST</b>
8:00–8:30	Welcome/Announcements
8:30–9:00	Introduction: The Many Faces of Pain
9:00–10:00	The Genetic Connection to Pain: Nurture and Nature
10:00–11:00	<b>MORNING BREAK: Refreshments in Exhibit Hall</b>
11:00–12:00	The Necessity for Nutrition in the Management of Chronic Pain
12:00–1:00	Pain as a Metaphor for Dysfunction
12:30–2:30	<b>LUNCH: Exhibit Hall Open / Sponsored Lunch</b>
2:30–4:00	<b>EARLY WORKSHOPS</b>
4:00–4:30	<b>AFTERNOON BREAK: Refreshments in Exhibit Hall</b>
4:30–6:00	<b>LATE WORKSHOPS</b>

## PLENARY SESSION ~ DAY TWO Saturday, May 24

6:00–7:00	Morning exercise/walk
7:15–8:15	<b>SPONSORED BREAKFAST</b>
8:00–8:30	Introduction and Synthesis
8:30–9:30	Evaluating Electrostimulation for the Control of Pain
9:30–10:30	<b>MORNING BREAK: Refreshments in Exhibit Hall</b>
10:30–11:30	Low Back Pain: Manipulative Therapy and the Scientific Rationale
11:30–12:30	The Neurogenic Switching Hypothesis: Pain and Inflammation at Distant Sites
12:30–2:00	<b>LUNCH: Exhibit Hall Open / Sponsored Lunch</b>
2:30–4:00	<b>EARLY WORKSHOPS</b>
4:00–4:30	<b>AFTERNOON BREAK: Refreshments in Exhibit Hall</b>
4:30–6:00	<b>LATE WORKSHOPS</b>

## PLENARY SESSION ~ DAY THREE Sunday, May 25

6:00–7:00	Morning exercise/walk
7:15–8:15	<b>SPONSORED BREAKFAST</b>
8:00–8:30	Closing Ceremony
9:00–10:00	How We Filter Pain: Adaption to Environmental Stimuli
10:00–11:00	<b>MORNING BREAK: Refreshments in Exhibit Hall</b>
11:00–12:00	Treating Pain with Energy Medicine: New Roads to Follow
12:00–1:00	Integrating Truth and Hope–Mind-Body Medicine and its Place in Healing Pain
1:00–1:30	Concluding Remarks

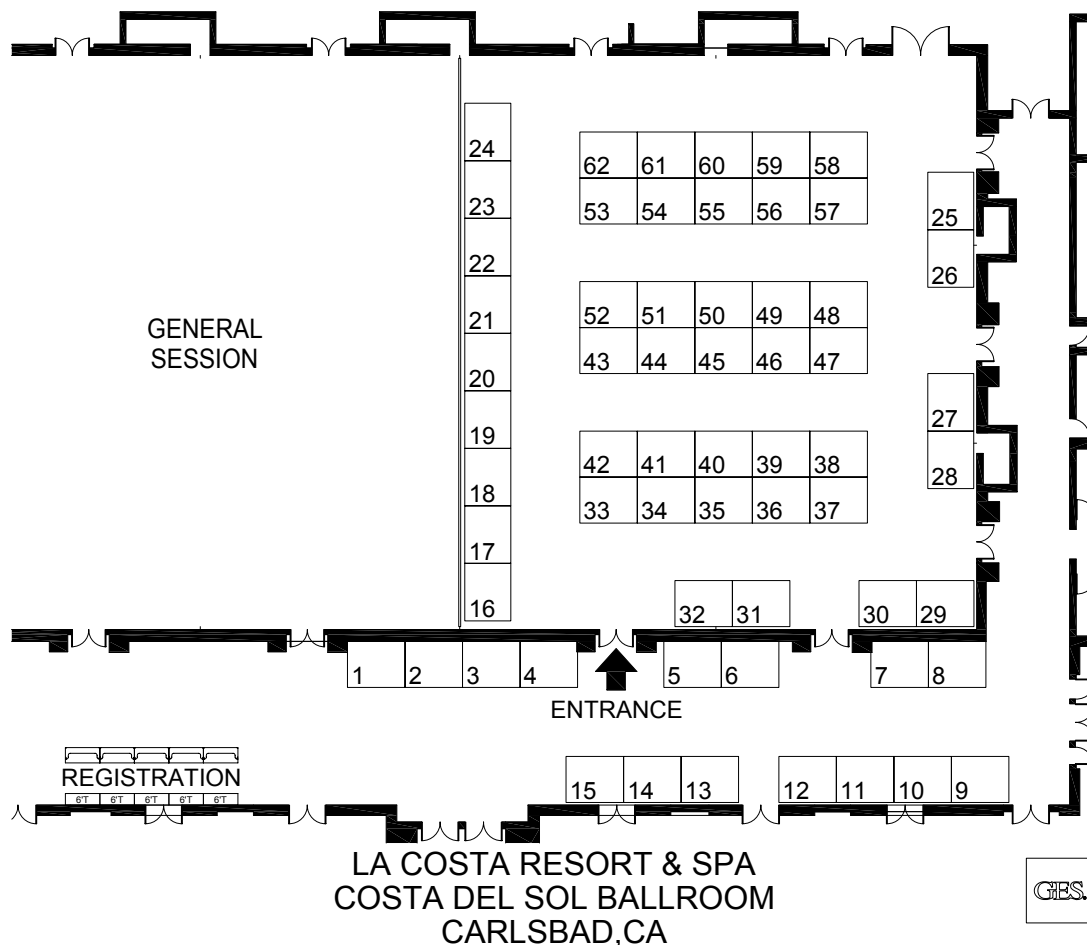
## Move-Out

Sunday, May 25 11:00–4:00pm

\* Schedule and speakers subject to change without notice.

# EXHIBIT HALL MAP

## 15TH INT'L SYMPOSIUM ON FUNCTIONAL MEDICINE MAY 22 - 25, 2008



**The Institute for Functional Medicine thanks Corporate Sponsors and Commercial Support Providers from the 14<sup>th</sup> International Symposium 2007:**

### CORPORATE SPONSORS:

Doctor's Data, Inc.  
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Nordic Naturals  
Sanoviv Medical Institute  
SpectraCell Laboratories  
Vitamin Research Products  
Xymogen, Inc.

### CORPORATE DONOR:

TIDhealth

### EXHIBITORS:

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Biogenesis Nutraceuticals, Inc.  
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Sanesco International  
Seroyal USA, Inc.  
Standard Process  
Synthesis by Jeffrey Bland, PhD  
Thorne Research, Inc.  
TPCS Distributors  
Vita Nova Group, Inc.  
Vital Nutrients  
Wellness Pharmacy  
Wild Divine Project  
Women's International Pharmacy

# 2008 EXHIBIT RULES & REGULATIONS

## EXHIBITOR ELIGIBILITY

The IFM exhibit hall is designed for the display and demonstration of products and services relating to the practice and advancement of the art and science of medicine, specifically functional medicine, and the professional education of Symposium attendees.

The management reserves the right to determine the eligibility of all exhibit space applicants and individual products to be exhibited. Applications to exhibit will be accepted or rejected based on criteria including, but not limited to, the products' or services' professional or educational benefit to the attendees; the products' or services' consistency with the mission, purpose, and goals of the sponsor; and space constraints in the exhibit areas.

IFM reserves the right to reject, eject, or prohibit, in whole or in part, any exhibit or its representatives, with or without providing cause. If cause is not given, liability shall not exceed the return to the exhibitor of the amount of rental unearned at the time of rejection. If an exhibitor is ejected for violation of these rules, or for any other stated reasons, IFM is not liable for refunds, rentals, or other exhibit expenses.

## CANCELLATION FEE AND REFUNDS

Notification of cancellation of booth space must be done in writing. Cancellations sent via fax will be accepted at 253-853-6766. If exhibit space is canceled for any reason, a \$150 cancellation fee will be charged to cover incurred administrative expenses. Full refunds (less the administrative fee) for canceled exhibit space will be made for all written cancellations made by to March 1, 2008.

## EXHIBIT MOVE-IN and MOVE-OUT

Exhibitor move-in is on Wednesday, May 21, 2008 from 12-4:30pm. Exhibitors will not be allowed to assemble their booths after this date and time. For the safety and courtesy of attendees and other exhibitors, booth breakdown will not be allowed until move-out, Sunday, May 25, 2008 from 11:00am-4:00pm. Violation of this rule could jeopardize future attendance.

## BOOTH CONSTRUCTION AND LAYOUT

Exhibitors may arrange their exhibits as desired, but the arrangement must be such as to not interfere with the light or space of other exhibitors and must be in keeping with the general exhibit plan, preserving the open booth appearance. No part of any exhibit, and no signs, will be posted, nailed, or otherwise affixed to walls, doors, etc., in any way that might cause defacement. Should an exhibit exceed the dimensions specified, the exhibitor will be asked to reduce the exhibit to comply with the space purchased. Failure to comply with this regulation will result in termination of the exhibitor's right to exhibit with no refund provided.

## AUDIOVISUAL PRESENTATIONS

Motion pictures, slides by projector, videos of any kind shown on a screen, computers using compact discs, and any other

audio visual components may not be used without permission from IFM management.

## PRIVATE FUNCTIONS

IFM does not authorize events that conflict/compete with the official Symposium program and will not release space at the hotel for that purpose. For information regarding space during non-Symposium hours, please contact Sally Priest at 253-853-9290.

## SUBLETTING

Exhibitors may not assign or sublet to others the whole or any part of the space allotted, and may not display goods or services that aren't manufactured or distributed by them.

## LIABILITY

Exhibitors assume the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitor's display, equipment, and other property brought upon the premises of the hotel and shall indemnify and hold harmless IFM and the hotel, agents, and employees from any and all such losses, damages, and claims unless caused by the hotel's sole negligence.

## INSURANCE

Each exhibitor acknowledges that neither The Institute for Functional Medicine nor the conference hotel maintains insurance covering exhibitor's property. It is the sole responsibility of the exhibitor to secure insurance against the loss of or damage to property.

## CONVENTION CONTRACTORS

### GES Exposition Services

Contact: Kelly McLaughlin  
491 C Street, Chula Vista, CA 91910  
Ph: 800-475-2098 or 702-515-5970  
Email: KmcLaughlin@ges.com

## SHIPPING AND STORAGE

Advance shipment of exhibit materials may begin to arrive on April 21, 2008. The last day for advance shipments to arrive without surcharges is May 16, 2008. Ship your materials to GES at the same address listed above and include your company name, the name of the conference, and your booth number.

## VIOLATIONS

Exhibitors or their representatives who fail to observe the rules and regulations or conditions of this agreement or who, in the opinion of IFM management, conduct themselves unethically, may be dismissed from the exhibit hall without refund or appeal for redress.

## AMENDMENTS

Any points not covered above are subject to settlement by management. IFM reserves the right to amend these rules and regulations at any time and in the best interest of IFM.

# BENEFITS FOR 2008 COMMERCIAL SUPPORTERS

## Exhibitor - \$2,900

- ▶ 8' x 10' booth, including a 6' draped table, two chairs, and a wastebasket
- ▶ One complimentary Symposium registration to the Plenary session (does not include Pre-Conference)
- ▶ One (1) additional booth personnel registration at reduced fee of \$400 per person for the Plenary session only
- ▶ Recognition in the Program Guide, distributed to all attendees
- ▶ Post-show attendee list

## Corporate Donor - \$5,000

- ▶ 8' x 10' booth, including a 6' foot draped table, two chairs, and a wastebasket
- ▶ One complimentary Symposium registration to the Plenary session (does not include Pre-Conference)
- ▶ Two (2) additional booth personnel registration at reduced fee of \$400 per person for the Plenary session only
- ▶ Recognition in the Program Guide, distributed to all attendees
- ▶ Pre- and- Post show attendee list
- ▶ Your company's collateral material added to tote bags handed out to each attendee
- ▶ Your company's name listed on a large commercial supporter sign at the entrance to the Exhibit Hall
- ▶ ½ page ad in Program Guide
- ▶ Morning refreshment break sponsorship (additional fees for food)
- ▶ One complimentary copy of the Textbook of Functional Medicine

## Corporate Supporter - \$10,000

- ▶ Two (2) 8' x 10' booths, including a 6' draped table, two chairs, and a wastebasket
- ▶ One complimentary Symposium registration to the Plenary session (does not include Pre-Conference)
- ▶ Three (3) additional booth personnel registrations at reduced fee of \$400 per person for the Plenary session only
- ▶ Recognition in the Program Guide, distributed to all attendees
- ▶ Pre- and- Post show attendee list
- ▶ Company name listed on tote bags
- ▶ Your company's collateral material added to tote bags handed out to each attendee
- ▶ Your company's name listed on a large commercial supporter sign at the entrance to Exhibit Hall
- ▶ ¾ page ad in Program Guide
- ▶ Opportunity to host a presentation breakfast (additional fees for food)

## Corporate Sponsor - \$25,000

- ▶ Call IFM at 253-853-9290 for details

### Additional Sponsorship Opportunities

¼ page ad in Symposium Program Guide	\$500
Sign at Concurrent workshop doors with company name/logo	\$500

# CONTRACT AND APPLICATION TO EXHIBIT

15<sup>TH</sup> INTERNATIONAL SYMPOSIUM ON FUNCTIONAL MEDICINE

## The Many Faces of Pain: Functional Models for Assessment and Treatment

**MAY 22-25, 2008**

The La Costa Resort & Spa • Carlsbad, CA

*Please print:*

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Contact person \_\_\_\_\_

Title \_\_\_\_\_ Email \_\_\_\_\_

IFM reserves the right to determine the eligibility of all exhibit space applicants and individual products to be exhibited. To this end, IFM may forbid installation or request removal or discontinuance of any exhibit or promotion, wholly or in part, that in its opinion is not in keeping with the character and purpose of the Symposium. Applications to exhibit, and proposed exhibits, will be accepted or rejected based on criteria including, but not limited to, the products' or services' professional or educational benefit to the attendees; the products' or services' consistency with the mission, purpose, and goals of IFM; and space constraints in the exhibit areas.

Authorized signature \_\_\_\_\_ Date \_\_\_\_\_

My signature above indicates that I have read, understand, and agree that my company and its representatives will abide by all rules, regulations, and restrictions outlined in this Exhibitor Prospectus and contract. This application becomes a contract when signed by the exhibitor and accepted by IFM. Applications without appropriate deposit will neither be accepted nor considered for space allocation.

### BOOTH LOCATION PREFERENCES

Booth locations will be assigned based upon level of sponsorship, early bird deposit, past Symposium attendance, and date by which application is received. In the space provided below, please list any companies with whom you do not wish to be in close proximity. Every effort will be made to accommodate your request.

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### PRODUCT INFORMATION (required for new exhibitors)

Please submit a short description of your company's products, including brand names, or services to be exhibited.

### REQUEST FOR MARKETING MATERIALS

If you would like to receive brochures to send to your customers about the Symposium, please indicate the quantity you would like to receive.

\_\_\_\_\_ (# of brochures)

## DEPOSIT/PAYMENT INFORMATION

A 50% deposit must accompany the original application to exhibit. Check, MasterCard, Visa, or American Express will be accepted. Please make checks payable to: The Institute for Functional Medicine. Final payment is due no later than Friday, March 7, 2008. If full payment is not received by Friday, March 7, 2008, it is agreed that the space may be made available for resale without notification.

## BOOTH PERSONNEL

One representative per company will be given a complimentary registration to the Plenary Session (does not include admittance to the Preconference course). Additional personnel wishing to attend the Plenary Session may do so at the reduced fee of \$400 per person, limited to one per exhibiting company.

Please list the name(s) of the booth staff that will be attending the Plenary Session.

1. \_\_\_\_\_ (complementary)
2. \_\_\_\_\_ (\$400) Enclosed \$ \_\_\_\_\_

For name badge purposes, please identify two additional staff who will tend your company's booth (not permitted to attend the Preconference course or Plenary and Concurrent Sessions).

1. \_\_\_\_\_
2. \_\_\_\_\_

## SPONSORSHIP LEVEL

All booths are 8' by 10' and include a 6' draped table, two chairs, and a wastebasket.

_____ Exhibitor	\$2,900 (\$1,450 deposit required)	Enclosed \$ _____
_____ Corporate Donor	\$5,000 (\$2,500 deposit required)	Enclosed \$ _____
_____ Corporate Supporter	\$10,000 (\$5,000 deposit required)	Enclosed \$ _____
_____ Corporate Sponsor	\$25,000 (Call IFM for details)	

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

¼ page ad in Symposium Program Guide (\$500) Enclosed \$ \_\_\_\_\_

Sign at workshop doors with company name/logo (\$500) Enclosed \$ \_\_\_\_\_

Less Deposit \$ (\_\_\_\_\_)

TOTAL ENCLOSED \$ \_\_\_\_\_

*Circle one:*

Check MC Visa AMEX Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Cardholder's Name/Signature: \_\_\_\_\_ 3-digit security code \_\_\_\_\_

**Please return this original 2 page application form and deposit to:**



The Institute for Functional Medicine, **Attn: Sally Priest**  
4411 Pt. Fosdick Drive NW, Suite 305  
Gig Harbor, WA 98335

Fax 253-853-6766

SallyPriest@fxmed.com