



2024

CORPORATE SPONSORSHIP & EXHIBIT PROSPECTUS

Effective | Affordable | Flexible

Live events and digital opportunities for connection with 6,000+ family physicians, residents & students

**TOGETHER, WE CAN
STRENGTHEN AND
PROTECT THE
FUTURE OF FAMILY
MEDICINE.
LET'S
COLLABORATE!**

Elevate your company's visibility!

Market to a diverse network of family physicians and primary care providers. When you become a sponsor with PAFP, your business will:

- Gain valuable exposure at high-profile events throughout the state
- Reach targeted key audiences and decision makers
- Develop and nurture new business relationships



Let's work together!

Hello!

Our team would love to work with you to understand your marketing priorities and how we can best meet your needs. If there are specific packages or opportunities that you do not see included here, please reach out so we can discuss!

Janine M. Owen
Chief Education Officer and Deputy Executive Vice President
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ABOUT THE PAFP

The Pennsylvania Academy of Family Physicians and its Foundation are dedicated to advancing quality health care through advocacy, education, workforce development, and commitment to the patients we serve.

We are the fourth largest state chapter of the American Academy of Family Physicians.

For more than 70 years and with over 6,000 physician, resident and student members and family medicine stakeholders, the physician-led Academy and its Foundation's core values are visionary leadership, integrity, and community. The Pennsylvania Academy of Family Physicians is a 501(c)(6) organization. The Pennsylvania Academy of Family Physician Foundation is a 501(c)(3) organization.



6000+
members & stakeholders

physicians

residents

medical students

health care leaders

policy makers

2024 EVENTS

Spring Family Medicine Essentials Summit
(Includes Annual Business Meeting)
Hershey Lodge
Hershey, PA
April 6, 2024

Annual Resident Research Day
Hershey Lodge
Hershey, PA
April 6, 2024

Summer CME Conference
Family-friendly, beachy fun!!
Hyatt Place Dewey Beach
Dewey Beach, DE
June 9-13, 2024

Member Appreciation Day
Networking Picnic Lunch
Knobels Amusement Park
July 20, 2024

Fall Family Medicine Essentials Summit
Drexelbrook Event Center
Drexel Hill, PA
October 19, 2024

Exhibit & Event Opportunities

Exhibitor - Summer CME Conference (two-days)

\$1,500

- One exhibit space – be part of our largest event of the year!
- 6-foot table, two chairs, electrical available by request
- Choose from exhibit slots: Sun-Mon OR Tues-Wed (roughly 5 hours per day)
- Attendee conference bag inclusions for summer event
- Logo, company name and link on www.pafp.com and mobile event app, if applicable
- Listings/links of all exhibitors sent to all attendees

Exhibitor - Spring or Fall FM Essentials Summit (one-day)

\$900

- One exhibit space at spring OR fall FM Essentials Summit
- 6-foot table, two chairs, electrical available by request
- One day of exhibit time and social interaction with attendees (Saturday, roughly 8am-5pm)
- Listings/links of all exhibitors sent to all attendees

Important Notes:

- Exhibit space at the spring and fall meetings is extremely limited. Please book your spot as early as possible. Sponsors will receive priority reservations and placement.
- PAFP reserves the right to reject any sponsor or exhibitor and/or any proposed content from any sponsor or exhibitor at its sole discretion.

Satellite Symposia/Product Theaters

Educational Satellite Symposia or Product Theaters

\$5,000-\$6,500

Your team can offer education on topics to improve patient care and health outcomes or introduce family physicians to new products or services. You plan and deliver the presentation. Typically held as a 60-minute plenary session during a meal. **Note:** PAFP reserves the right to reject any sponsor or exhibitor and/or any proposed content at its sole discretion.

Opportunities are limited and will be reserved on a first-come basis:

- Spring 2024 (one available @ \$5,000)
- SUMMER 2024 (~~TWO~~ ONE AVAILABLE @ \$6,500) **ONE SOLD**
- Fall 2024 (one available @ \$5,000)

Personalized "Meet & Greet" Options

Exclusive "Invite Only" Attendee Breakfast/Lunch Roundtable Discussion and/or Presentation

Work with our team to invite up to 20 attendees to a private, small-group experience, where you direct the conversation. Presentation style or Q & A forum. 45 minutes. **Starting at \$2,000.**

Specialty Sponsor Packages

All sponsorships include 12 months of exposure and access to PAFP members — in person and online. **Note:** PAFP reserves the right to reject any sponsor and/or any proposed content from any sponsor at its sole discretion.

PHYSICIAN WELLNESS CHAMPION

\$20,000

All benefits included with Benefactor sponsorship, plus ...

- Exclusive - Only 1 available!
- Right of first offer for 2025 (deadline November 1, 2024)
- Collaborative, in-person meetings with PAFP events team to customize benefits to your needs
- Branded 500-word physician wellness column in four issues of *Keystone Physician* magazine (mailed to 5,000+)
- Branded wellness activities at all events throughout the year

FINANCIAL WELLNESS CHAMPION

\$12,500

All benefits included with Advocate sponsorship, plus ...

- Exclusive - Only 1 available!
- Collaborative, in-person meetings with PAFP events team to customize benefits to your needs
- Right of first offer for 2025 (deadline November 1, 2024)
- Branded 500-word financial wellness column in four issues of *Keystone Physician* magazine (mailed to 5,000+)
- Educational Symposium at Summer 2024 Conference

WELCOME SPONSOR

\$12,500

All benefits included with Advocate sponsorship, plus ...

- Exclusive - Only 1 available!
- Right of first offer for 2025 (deadline November 1, 2024)
- Collaborative, in-person meetings with PAFP events team to customize benefits to your needs
- Exhibit placed adjacent to PAFP Registration Table at three events
- Option to hand out attendee conference bags or your own “welcome” goodie bags or gifts
- Welcome email sent from PAFP to all event attendees 1 day prior to three events with your welcome message, logo and contact information
- Hospitality suite at the summer conference (additional food & beverage costs TBD by event)

All specialty and annual sponsors enjoy year-round access to members in person and online.



Annual Sponsor Packages

All sponsorships include 12 months of exposure and access to PAFP members — in person and online. **Note:** PAFP reserves the right to reject any sponsor and/or any proposed content from any sponsor at its sole discretion.

BENEFACTOR

\$14,000

All benefits included with lower levels, plus ...

- Branded social activity at summer conference
- Premium placement exhibit space at three live events
- Attendee welcome bag inclusions for spring, summer and fall events
- Up to 4 tickets to attend Member Appreciation Day & networking picnic lunch at Knoebels Amusement Park

ADVOCATE

\$7,500

All benefits included with lower levels, plus the ...

- Signage and on-stage recognition at three live events
- Post-event sponsor thank-you email to all members following three live events
- One 2-day exhibit space at summer event AND one exhibit at either spring OR fall event
- Attendee welcome bag inclusions for choice of two live events
- Up to 2 tickets to attend Member Appreciation Day & networking picnic lunch at Knoebels Amusement Park

SUPPORTER

\$4,500

- Logo, company name and link on PAFP website (calendar year)
- Logo and company name in annual sponsor thank-you ad in *Keystone Physician* magazine (winter issue)
- Logo, company name and link in sponsor thank-you emails to all members (2 per year)
- One 2-day exhibit space at summer conference only
- Signage and on-stage recognition at summer event — our largest event of the year!
- Attendee welcome bag inclusions for summer event
- 1 representative may attend Member Appreciation Day & networking picnic lunch Knoebels Amusement Park



**Our physician members
want to learn about how
your products or services
can help them provide the
very best patient care.**

High-Impact A La Carte Sponsorship Options

WIFI Sponsor - Signage & Branded Password

(when available at venue)*

\$1,500 spring/fall, \$2,500 summer

"Morning Eye-Opener" Coffee Station - Includes Branded Signage*

\$2,000 per event



Breakfast Sponsor - Signage & Agenda Listing

\$2,500 per breakfast

Lunch Sponsor - Signage & Agenda Listing

\$5,000 per lunch

Refreshment Break Sponsor - Signage & Agenda Listing

\$1,500 per break

Smoothie Bike Snack Time*

Human-powered blending fun!

\$2,000



Branded Hotel Key Cards*

\$1,000 summer/\$750 spring or fall

Branded Conference Welcome Bag*

\$1,500/per event **SPRING AND FALL RESERVED**

Door Prize "Bingo Card/Passport" - Includes Logo & Live Prize Drawing by Company Rep*

\$500

12 Branded Tabletop Charging Stations with Custom Inserts

\$1,500

Social Activity - Tailgate Party, Trivia Competition, Family Picnic, etc.

Call for pricing & options, summer only

Resident Research Day Track - Spring Meeting - Includes Signage, Agenda Recognition and Welcome Remarks*

\$3,000

Super-Fun Summer-Only Options

Sunset Bay Cruise Sponsor*

\$4,500

Beach Bonfire Mixer & S'mores Sponsor*

\$2,000

Branded Beach Towels*

\$3,000

RESERVED!

Insulated Lunch Totes*

\$1,500

Branded Happy Hour

Happy hours included on summer agenda, 3 available

- Mon, Tues & Wed, 5-6 pm
- \$1,500 + food & beverage, each

*Denotes exclusive opportunity - only one available at each event!

All sponsorships include invitation to attend sponsored activity, where applicable.

Don't see what you're looking for? Let's create something new together.

Sponsored Emails & Digital Promotions

We offer **extremely** limited access to PAFP members through these exclusive digital sponsorships:

- 1.** Sponsored email blasts sent by PAFP on your behalf to 6,000+ members and stakeholders. Email date, design and particulars determined on a case-by-case basis. Only one available per month. **\$1,500**
- 2.** Linked ad (600 x 250) OR sponsored content item (100 words with link) included on monthly "Progress Notes" email sent by PAFP to 6,000+ members. Only one of each available per month. **\$500 each**
- 3.** Linked ad (600 x 250) OR sponsored content item (100 words with link) included on monthly "Resident Roundup" email sent by PAFP to 900+ residents. Only one of each available per month. **\$500 each**
- 4.** Banner ad (728 x 90) linked to your site on all job seeker pages of PAFP's career portal website. **\$200/month or \$1,000/6 months or \$1,850/12 months**

Independent Practice Outreach

We are actively working to cultivate a targeted special interest group of members who work in independent/private/solo practice or DPC. We estimate this subset currently represents 15-20% of members (roughly 1,000 physicians and residents).

The resources we are developing include the following promotional options:

Website Resource Page

- Resource directory listing and display ad (300 x 250) - 12 months, logo, listing and link **\$600**

Quarterly Informational Email

- Display ad (600 x 250) linked to your URL **\$250/month (only one per month)**
- Sponsored content item (100 words) with link **\$250/month (only two per month)**

Sponsored Feature Article in *Keystone Physician* magazine

- Magazine mailed to 5,000+
- Also posted on PAFP resource page online (archived for at least 12 months)
- One page (650 words) **\$1,500**
- Two pages (1300 words) **\$2,000**

Sponsored White Paper

Included in quarterly email, posted on PAFP resource page online (archived for at least 12 months) **\$1,000**

Sponsored Email Blast

Sent by PAFP on your behalf to interest group members **\$750**

If you're interested in bundling some of these options together, please let us know and we'll build a custom solution and offer a discounted rate.

7 GREAT REASONS TO JOIN US

We know you have a limited budget, and there are many, many (so many) interests competing for your marketing funds. To help in your decision-making process, we've outlined here a few of the most valuable benefits of PAFP sponsorship. As a PAFP sponsor, you will ...

Show off the human side of your business.

Family physicians are known for their warmth and compassion. It's kind of their thing. PAFP sponsorships allow you to introduce these physicians to your organization's people and its values. Let them see your softer side. Once they know your heart and your priorities are in the right place, they'll be more likely to trust you and your messaging.

Meet all the doctors.

Let's get real. How often do you get the chance to be in a room with 100-200 family physicians? Whether you want to show them a new product, educate them about a public health concern or solution, or talk with them about employment opportunities, PAFP sponsorships give you valuable access to a lot of real, live physicians. Want an exclusive small group experience instead? We can make that happen, too.

Build brand visibility.

PAFP sponsorships put your brand in front of 6,000 family medicine physicians, residents, medical students and stakeholders. The higher your sponsorship level, the more promotion you'll enjoy year-round. Plus, if you plan promotional giveaways at our events, hundreds of physicians will do the work for you, voluntarily bringing your branded merch into their homes and offices. Bring on the good swag!

Build relationships and establish yourself as an authority.

Many of our member physicians attend multiple PAFP events each year, year after year, and our sponsors benefit from that repeat exposure. Likewise, the majority of our sponsors have supported the PAFP for multiple years, so our member physicians know they can expect to see and chat with those sponsors at events when they have questions or want to discuss topics of mutual interest. By establishing a consistent presence, PAFP sponsorships help organizations gain the trust and loyalty of our member physicians.

Save time and money with targeted marketing.

PAFP sponsorships put you front and center with exactly the audience you're trying to reach. No need to qualify prospects. No time wasted talking with the wrong people. We'll deliver family physicians and future family physicians. That's it. As a PAFP sponsor, you'll know you're connecting with high-quality leads who are interested in your solutions or products.

Boost your reputation through association.

Family physicians are trusted and respected, and so is the PAFP. Your PAFP sponsorship will align your brand with our excellent reputations and set your organization apart from your competitors.

Learn about the market and your competitors.

PAFP event sponsorships provide opportunities to learn about industry trends and meet with the other sponsors and exhibitors — perhaps even your direct competition. Better yet, you get to watch those competitors and exhibitors in action. How do they present themselves? What resonates with the family docs they're talking to? Who connects best with the attendees? What are they saying? What are they selling? Most importantly, how can you use what you learn to exceed your own goals?

Questions? Contact us!

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2024 Dates

Spring Family Medicine Essentials Summit

(Includes Annual Business Meeting)
Hershey Lodge
Hershey, PA
April 6, 2024

Annual Resident Research Day

Hershey Lodge
Hershey, PA
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Fall Family Medicine Essentials Summit

Drexelbrook Event Center
Drexel Hill, PA
October 19, 2024

Company Name: _____

Contact Name: _____

Contact Email: _____

Specialty Sponsorship:

____ Physician Wellness Champion - \$20,000
____ Financial Wellness Champion - \$12,500
____ Welcome Sponsor - \$12,500

Annual Sponsorship:

____ Benefactor - \$14,000
____ Advocate - \$7,500
____ Supporter - \$4,500

Exhibitor (Check all that apply):

Spring (\$900) ____ Summer (\$1,500) ____ Fall (\$900) ____

Total Exhibit Fee(s) _____

A la Carte and Other Options: Please indicate choice(s) & amount(s):

Total Due: _____ ** Please add 3% if paying by credit card.

- Sponsorships over \$10,000 may be paid in two installments on request.
- Payment must be received no later than two weeks prior to first event.
- Absolutely no spots will be held without a signed contract and payment.
- Please add 3% if paying by credit card.
- **Sponsorship fees must be paid with contract. Thank you for your cooperation.**

Paying by check? Make check payable to the "PAFP Foundation".

Paying by credit card? VISA MC AMEX

Card # _____ Exp _____ Code _____

Name on Card _____

Billing Address _____

Signature _____

Phone _____



In addition to payment, please send company **logo** (high-res, JPG or PNG format preferred) and 100-word **description** for the website and/or conference mobile app to Janine Owen (jowen@pafp.com).