



Corporate Sponsorship & Exhibit Prospectus



2023

**TOGETHER, WE CAN STRENGTHEN AND
PROTECT THE FUTURE OF FAMILY MEDICINE.**

Your participation in PAFP events and activities supports:



Workforce Development



Education



Advocacy

EFFECTIVE, AFFORDABLE IN-PERSON AND DIGITAL OPPORTUNITIES



WHAT IS 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 third 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.

Hello!

The annual and event-specific opportunities on the following pages offer exceptional ROI and recognition. Consider your involvement an investment in the future of patient care.

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
- Foster new business relationships

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

jowen@pafp.com



Let's work together!

2023 Conference & Event Dates

Spring Family Medicine Essentials Summit

(Includes Annual Business Meeting & Research Day)
Camelback Mountain Resort
Tannersville, PA
April 22, 2023

Summer CME Conference

Family-friendly, beachy fun!!
Hyatt Place Dewey Beach
Dewey Beach, DE
June 11-15, 2023

Member Appreciation Day

Networking Picnic Lunch
Hersheypark • 2023 Date TBD

Fall Family Medicine Essentials Summit

Sheraton Station Square
Pittsburgh, PA
October 21, 2023

PAFP Member Demographics

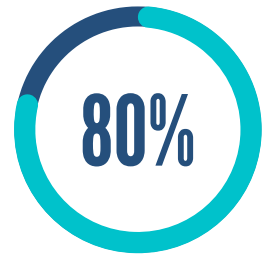
900+ are fellows,
and 2,703 members
are certified by the
American Board of
Family Medicine

66% are office-
based, and
17% are in
hospital-based
practices

83% participate in
Medicaid and
96% participate
in Medicare

6000+ members & stakeholders

physicians
residents
medical students

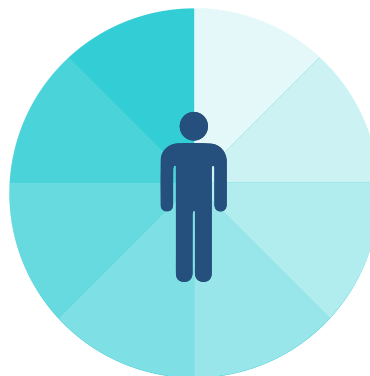


Nearly 80% of all family
physicians in Pennsylvania
are members of the PAFP.

\$218,000



The average salary for
a family physician or
primary care physician
is \$218,000.



Among our 6,000+ member
magazine subscribers, more
than 3,200 are licensed,
practicing physicians;
1800+ are medical residents
and students;
400 are retired or
non-practicing physicians.

Patient Reach = 10 Million

Assuming a patient panel of
2,000 for 5,085 practicing
physicians and residents

3rd

PAFP is the 3rd largest
chapter of the
American Academy of
Family Physicians



Annual Sponsor Packages & Benefits

All annual sponsorships include comprehensive exposure and access to PAFP members – in person and online. Recognition benefits carry throughout the full year, unless otherwise contracted. Virtual participation is automatic with your sponsorship at no additional charge when/if a fully online component becomes necessary. **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 lower levels, plus the following ...

- Exclusive - Only 1 Available!
- Right of first offer for 2024 (deadline December 31, 2023)
- Branded 500-word physician wellness column in four issues of *Keystone Physician* magazine (quarterly publication mailed to 5,000+)
- Branded "Zen Zone," chair massage, yoga, stretch breaks and other wellness activities at all events throughout the year

BENEFACTOR

\$14,000

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

- Branded social activity at summer conference
- One exhibit space /speed networking event at each of our three live events
- Attendee welcome bag inclusions for spring, summer and fall events
- Up to 4 representatives may attend Member Appreciation Day & networking picnic lunch (includes Hersheypark tickets)

ADVOCATE

\$7,500

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

- Logo, company name and link in sponsor thank-you emails to all members (2 per year)
- Signage at registration table and in non-educational event spaces at three live events
- On-stage recognition at two live events
- Post-event sponsor thank-you email to all members following three live events
- Logo, company name and link on mobile event app for live events, when applicable
- One 4-day exhibit space / speed networking event at summer event AND one exhibit / speed networking event at either spring OR fall event
- Attendee welcome bag inclusions for choice of two live events
- Up to 2 representatives may attend Member Appreciation Day & networking picnic lunch (includes Hersheypark tickets)

SUPPORTER

\$4,500

- Logo and company name in annual sponsor thank-you ad in *Keystone Physician* magazine (winter issue)
- Logo, company name and link on PAFP website
- Company name and link in sponsor thank-you emails to all members (2 per year)
- Logo, company name and link on mobile event app for summer event, if used
- On-stage recognition at summer event - our largest event of the year!
- Attendee welcome bag inclusions for summer event
- One 4-day exhibit space /speed networking event at summer conference
- 1 representative may attend Member Appreciation Day & networking picnic lunch (includes Hersheypark ticket)

Annual sponsors enjoy year-round access to members in person and online.

Single-Event Sponsorships

FM Essentials Summit - April 22, 2023

\$5,000

- Exhibit space / speed networking event
- Promotional signage throughout event and recognition during welcome remarks
- 2-minute introductory remarks at welcome reception
- Logo included on welcome reception drink tickets for attendees
- Attendee welcome bag inclusions
- Logo, company name and link on event website and promotional postcard (if signed on in time for mailing)

Summer CME Conference - June 11-15, 2023

\$8,500

- Exhibit space / speed networking event at summer event
- Promotional signage throughout event and recognition during welcome remarks
- Branded beach balls at family "beach party" event
- Table signage at welcome reception, plus 2-minute introductory remarks at welcome reception
- Logo included on welcome reception drink tickets for attendees
- Attendee welcome bag inclusions
- Logo, company name and link on event website and promotional brochure (if signed on in time for mailing)

FM Essentials Summit - October 14 or 28, 2023 (TBD)

\$5,000

- Exhibit space / speed networking event
- Promotional signage throughout event and recognition during welcome remarks
- 2-minute introductory remarks at welcome reception
- Logo included on welcome reception drink tickets for attendees
- Attendee welcome bag inclusions
- Logo, company name and link on event website and promotional postcard (if signed on in time for mailing)

Exhibit Opportunities

Exhibitor - Summer CME Conference (four-days)

\$2,500

- One exhibit space / speed networking event — be part of our largest event of the year!
- Four days of exhibit time and social interaction with attendees (Sun-Wed)
- Attendee conference bag inclusions for summer event
- Logo, company name and link on mobile event app, if used

Exhibitor - Summer CME Conference (two-days)

\$1,250

- One exhibit space / speed networking event — be part of our largest event of the year!
- Choose from exhibit slots: Sun-Mon OR Tues-Wed
- Attendee conference bag inclusions for summer event
- Logo, company name and link on mobile event app, if used

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

\$850

- One exhibit space / speed networking event at spring OR fall FM Essentials Summit
- One day of exhibit time and social interaction with attendees (Saturday, roughly 8am-5pm)

**SPRING EXHIBITS
SOLD OUT**

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

Want to host a satellite symposium or product theater?

\$6,000-\$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 2023 (one available @ \$6,000)
- Summer 2023 (two available @ \$6,500) **SOLD OUT - Please call for status update.**
- Fall 2023 (one available @ \$6,000)

Sponsored Emails & Digital Promotions

We offer **extremely** limited access to PAFP members through three 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. **\$1500**
- 2.** Linked ad (600 x 250) included on monthly Progress Notes email sent by PAFP to 6,000+ members. Only one available per month. **\$500**
- 3.** Banner ad (728 x 90) linked to your site on all job seeker pages of PAFP's career portal website. **\$400/month or \$2000/6 months or \$3500/12 months**

Corporate Partnerships

We invite organizations to support the mission and the work of the PAFP to strengthen and protect the future of family medicine in Pennsylvania through exclusive corporate partnerships. As a corporate partner, you'll establish your commitment to health care in Pennsylvania and you'll reap year-long benefits, including:

- Logo, link and description on website for full year
- 2x social media posts – individual thank-you posts (roughly April & October)
- Logo in *Keystone Physician* magazine thank-you ad featuring all partners – end of year, winter issue
- 2x digital thank-you ads featuring all partners – to be published in member e-newsletters (roughly April & October)
- Invitation to annual corporate partner luncheon with PAFP staff and leadership
- 10% off exhibit fees at each of our three annual events
- 10% off print and digital advertising and promotion with PAFP (sponsorships not included)

\$750/calendar year

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

High-Impact A La Carte Options

High-Profile Member Favorites!

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 - Includes Signage & Agenda Recognition
\$2,500 per breakfast

Lunch Sponsor - Includes Signage & Agenda Recognition
\$5,000 per lunch

Snack Break Sponsor - Includes Signage & Agenda Recognition
\$1,500 per break

Smoothie Bike Snack Time*
Human-powered blending fun!
\$2,000 (Spring & Summer SOLD)



Social Activity
(Ice-breaker, Trivia Competition, Family Picnic, etc.)
Call for pricing & options, summer only

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

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

- Summer Only: Beachside Picnic OR Sunset Cruise Sponsor
\$4,500 each

- Summer Only: Beach Bonfire Sponsor*
\$1,500*

- Summer Only: Branded Beach Towels
\$3,000

SOLD

- Summer Only: Insulated Lunch Totes*
\$1,500

- Summer Only: Pick-up Volleyball Sponsor*
\$750

- Summer Only: Cool-Off/Social Lounge
Hospitality suite with daily happy hour included on agenda (Mon-Wed, 4:30-5:30 pm)
\$1,500 + food & beverage, each (3 available)

Branded Hotel Key Cards*
\$1,000 summer/\$750 spring or fall

Branded Lanyard/Name-tag Wallet*
\$1,500/per event

Branded Conference Welcome Bag*
\$1,500/per event

Photo Booth*
\$500/per event (April 2023 SOLD)

Door Prize "Bingo Card/Passport" - Includes Logo & Live Prize Drawing by Company Rep*
\$500

Resident Research Day Track - Spring Meeting - Includes Signage, Agenda Recognition and Welcome Remarks*
\$3,000

Branded Giveaways: Water Bottles, Power Banks, Notepads, Hand Sanitizer, etc.
Call for pricing & options

NEW!! Exclusive "Invite Only" Attendee Breakfast/Lunch Roundtable Discussion or Presentation*
Work with our team to invite up to 20 attendees to a private, small-group experience, where you direct the conversation. 45 minutes. Starting at \$2,000.

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 give you 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 physicians they're talking to? Who connects best with the attendees? What are they saying? How are they saying it? What are they selling? How are they selling it? Most importantly, how can you use what you learn to exceed your own goals?

2023 Sponsor/Exhibit Agreement

Questions? Contact us!

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Suite A
Harrisburg, PA 17110

TAX ID: 23-2340801

2023 Dates

Spring Family Medicine Essentials Summit

*(Includes Annual Business Meeting
& Research Day)*
Camelback Mountain Resort
Tannersville, PA
April 22, 2023

Summer CME Conference

Hyatt Place Dewey Beach
Dewey Beach, DE
June 11-15, 2023

Member Appreciation Day

Networking Picnic Lunch
Hersheypark
2023 Date TBD

Fall Family Medicine Essentials Summit

Sheraton Station Square,
Pittsburgh, PA
October 21, 2023

Company Name: _____

Contact Name: _____

Contact Email: _____

Annual Sponsorship:

- Wellness Champion - \$20,000
- Benefactor - \$14,000
- Advocate - \$7,500 (Please circle one: SPRING or FALL exhibit)
- Supporter - \$4,500

Event Sponsor:

- April FM Essentials Summit - \$5,000
- Summer CME Conference - \$7,500
- October FM Essentials Summit - \$5,000

Exhibitor - please specify event, exhibit type and amount _____

A la Carte Options: Please indicate choice(s) and amount(s) below.

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.

Paying by check? Make check payable to the "PAFP Foundation" and mail to: 2704 Commerce Drive, Suite A, Harrisburg, PA 17110.

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).