



2025

CORPORATE SPONSORSHIP, EXHIBIT & ADVERTISING PROSPECTUS

Live events and opportunities for digital connection with 5,500+ family physicians, residents & students across Pennsylvania



EFFECTIVE



AFFORDABLE



FLEXIBLE

HELLO!

Our team would love to work with you! If your team is interested in specific promotional packages or opportunities you don't see included in our prospectus, please reach out so we can discuss!

Janine M. Owen

Chief Education Officer and
Deputy Executive Vice
President jowen@pafp.com

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
- Reach targeted key audiences and decision makers
- Develop and nurture new business relationships

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.**

The chapter was established more than 70 years ago and represents over 5,500+ physician, resident and student members and family medicine stakeholders across the state.

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.

Exhibits & Events

2025 Dates & Details

Spring CONNECT4 Conference

April 4-5, 2025 @ Eden Resort, Lancaster, PA

Four great events in one!

Approx. attendance: 125 physicians & 100 residents

- Spring Family Medicine Essentials CME Summit
- PAFP Resident Research Day
- PAFP Annual Business Meeting
- PAFP Celebration of Excellence in Family Medicine

Summer Sea-M-E Conference

June 8-12, 2025 @ Hyatt Place Dewey Beach, DE

Approx. attendance: 150 physicians

More than 22+ CME credits

Two-day exhibit slots (Sun-Mon OR Tues-Wed)

Family-friendly, tons of networking opportunities

2nd Annual Procedures Day

May 10, 2025 @ LVHN Center for Healthcare Education, Allentown, PA

Approx. attendance: 75 residents & physicians

One-day program features a variety of procedures workshops with hands-on training

Limited to 4 exhibits!

Fall Family Medicine Essentials CME Summit

October 18, 2025 (tentative)

Location TBD

Approx. attendance: 125 physicians

Questions? Contact Janine Owen
717-418-0398 / jowen@pafp.com

Exhibit Details

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

\$900

- One exhibit space at spring OR fall FM Essentials Summit (Saturdays, roughly 8am-5pm)
- 6-foot table, two chairs, electrical available by request; up to two representatives may attend
- Representatives may join attendees for lunch, if desired
- Logo, company name and link on www.pafp.com and mobile event app, if applicable
- Listings/links of all exhibitors sent to all attendees prior to events

Exhibitor - 2nd Annual Procedures Day at LVHN

\$700

- 6-foot table, two chairs, electrical available by request; up to two representatives may attend
- Representatives may join attendees for lunch, if desired

Exhibitor - Summer Sea-M-E Conference (two-day exhibits / NOT four days)

\$1,500

- Choose from exhibit slots: Sun-Mon OR Tues-Wed (roughly 5 hours per day)
- 6-foot table, two chairs, electrical available by request; up to two representatives may attend
- Representatives are invited to participate in meals and social activities, if desired
- Logo, company name and link on www.pafp.com and mobile event app, if applicable
- Listings/links of all exhibitors sent to all attendees prior to event

Important Notes:

- PAFP reserves the right to reject any sponsor or exhibitor and/or any proposed content from any sponsor or exhibitor at its sole discretion.
- Exhibit space at all PAFP events is intentionally limited. We strive to keep a comfortable balance that allows for conversation and connection with attendees.
- Please book your spot as early as possible. Sponsors will receive priority reservations and placement.
- PAFP does NOT distribute attendee emails or addresses with exhibitors or sponsors.
- PAFP does not book hotel rooms for exhibitors or sponsors; please inquire about our event hotel room blocks as soon as you register to exhibit.

Sponsorship Packages

All sponsorships include 12 months of exposure and access to PAFP members – in person and online.

PHYSICIAN WELLNESS CHAMPION

\$20,000

All benefits included with Benefactor sponsorship, plus ...

- Exclusive - Only 1 available!
- 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
- This sponsorship allows you right of first offer for 2026 (deadline November 1, 2025)

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
- Branded 500-word financial wellness column in four issues of *Keystone Physician* magazine (mailed to 5,000+)
- Educational Symposium at Summer 2025 Conference
- This sponsorship allows you right of first offer for 2026 (deadline November 1, 2025)

BENEFACTOR

\$15,000

All benefits included with lower levels, plus ...

- Branded social activity at the summer conference
- Premium placement exhibit space at three live events - one day at spring and fall; two days at summer
- Attendee conference bag inclusions for spring, summer and fall events
- One dedicated email sent on your behalf to PAFP members; you supply content
- One 2-page advertorial feature in *Keystone Physician* magazine - 1200 words max with two photos

ADVOCATE

\$7,500

All benefits included with the Supporter level, plus ...

- Signage and on-stage recognition at three live events
- Post-event sponsor thank-you email to all members following three live events
- One two-day exhibit space at summer event AND one exhibit at either spring OR fall event
- Attendee conference bag inclusions for choice of two live events

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 (Sun-Mon OR Tues-Wed only)
- Signage and on-stage recognition at summer event
- Attendee conference bag inclusions for summer event

***Note:** PAFP reserves the right to reject any sponsor or exhibitor and/or any proposed content at its sole discretion.

A La Carte Options

Branded Attendee Conference Bag*

\$2,000 per event or \$5,000 for three events

WIFI Sponsor - Signage & Branded Password*

Use your company name in the log-in!

\$1,500 per event or \$3,000 for three events



Branded Name Badge Lanyard*

\$750 per event or \$2,000 for three events

12 Branded Tabletop Charging Stations* with Custom Inserts

\$1,500 per event or \$3,000 for three events

Livestream Sponsor - spring & fall only

Branded logo exposure on conference platform for virtual attendees

\$1,000 per event or \$1,500 for both spring and fall

Breakfast Sponsor - spring, summer or fall

\$2,500 per breakfast - Includes branded signage & agenda listing, welcome remarks to attendees

Lunch Sponsor - spring, summer or fall

\$4,000 per lunch - Includes branded signage & agenda listing, welcome remarks to attendees

Refreshment Break Sponsor - spring, summer or fall

\$1,500 per break - Includes branded signage & agenda listing

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

Put your brand on everyone's favorite drink!

\$1,000 spring or fall; \$2,000 summer

April-only

New!! Headshot Photography Sponsor

Includes branded signage, agenda listing & email invitation prior to event

\$1,850

New!! Research Poster Board Sponsor

Huge visibility, 10+ branded signs atop research day poster display boards

\$1,500

New!! Research Day Compendium Sponsor

Company name and acknowledgement on cover

\$750

New!! Friday Night Resident Social

Dessert Reception or Trivia Competition

Includes branded signage, agenda listing & email invitation prior to event

\$1,500

Summer-only

Keynote Speaker @ Event Welcome

Kick off the event with on-stage remarks and intro of keynote speaker; includes Meet & Greet

\$5,000

Social Activity – Beach Volleyball, Cornhole Tournament, etc. Customizable!



Call for pricing & options

Sunset Bay Cruise Sponsor*

Includes signage and agenda exposure, plus digital TV screens on the shuttles!

\$4,500

Beach Bonfire Mixer & S'mores Sponsor*

\$2,000

Trivia & Tacos*



Beachside competition & appetizers included on summer agenda with recognition, 5-6 pm

\$3,250

Branded Happy Hour

Super popular! Beachside happy hours included on summer agenda with recognition

Two available: Mon, Tues OR Wed, 5-6 pm

\$1,000 + food & beverage, each event

Summer Fun Photo Booth*

Five days of high visibility! Includes signage and logo exposure

\$1,500

Branded Beach Towels*

\$3,000 - towels distributed at registration



Branded Insulated Snack/Lunch Totes*

\$2,500 - bags distributed with food included!

Branded Yoga Mats*

For yoga on the beach 3x during event!

\$1,500



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

Live Event Options

Satellite Symposia/Product Theaters

Your team can offer education on topics to improve patient care and health outcomes or introduce family physicians to new or existing products or services. You plan and deliver the presentation. Typically held as a 45-minute plenary session during a meal*.

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

- Spring 2025 – one available @ **\$5,000**
- Summer 2025 – three available @ **\$6,500**
- Fall 2025 – one available @ **\$5,000**

**Food and beverage costs are extra; please contact Janine Owen to discuss options: jowen@pafp.com.*

Personalized “Meet & Greet” Options

Design an exclusive "Invite Only" attendee breakfast or 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**



Questions? Contact Janine Owen
717-418-0398 / jowen@pafp.com

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

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Digital Advertising

We offer 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**

6 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 can ...

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.

Meet our physicians.

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 talk with them about employment opportunities, PAFP sponsorships give you valuable access to a lot of real, live physicians.

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. By establishing a consistent presence, PAFP sponsorships help organizations gain the trust and loyalty of our members.

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.

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.

Build brand visibility.

PAFP sponsorships put your brand in front of 6,500+ family medicine physicians, residents, medical students and stakeholders. The higher your sponsorship level, the more promotion you'll enjoy year-round.

Questions? Contact us!

Janine Owen
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Chief Education Officer
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96 Commerce Dr.
Suite 180
Wyomissing, PA 19610

TAX ID: 23-2340801

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Lancaster, PA

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Company Name: _____

Contact Name: _____

Contact Email: _____

Sponsorship Level:

____ Physician Wellness Champion - \$20,000

____ Financial Wellness Champion - \$12,500

____ Benefactor - \$15,000

____ Advocate - \$7,500

____ Supporter - \$4,500

**Prefer to
register &
pay online?**



Exhibitor (Check all that apply):

____ Spring (\$900)

____ Procedures Day (\$700)

____ Summer (\$1,500) Which days? **Circle ONE.** Sun-Mon OR Tues-Wed

____ 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.
- 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).