

2024

SPONSORSHIP PROSPECTUS

FOR FAFP CME WEEKENDS



FLORIDA ACADEMY OF
FAMILY PHYSICIANS
SUPPORTING FLORIDA'S FAMILY PHYSICIANS

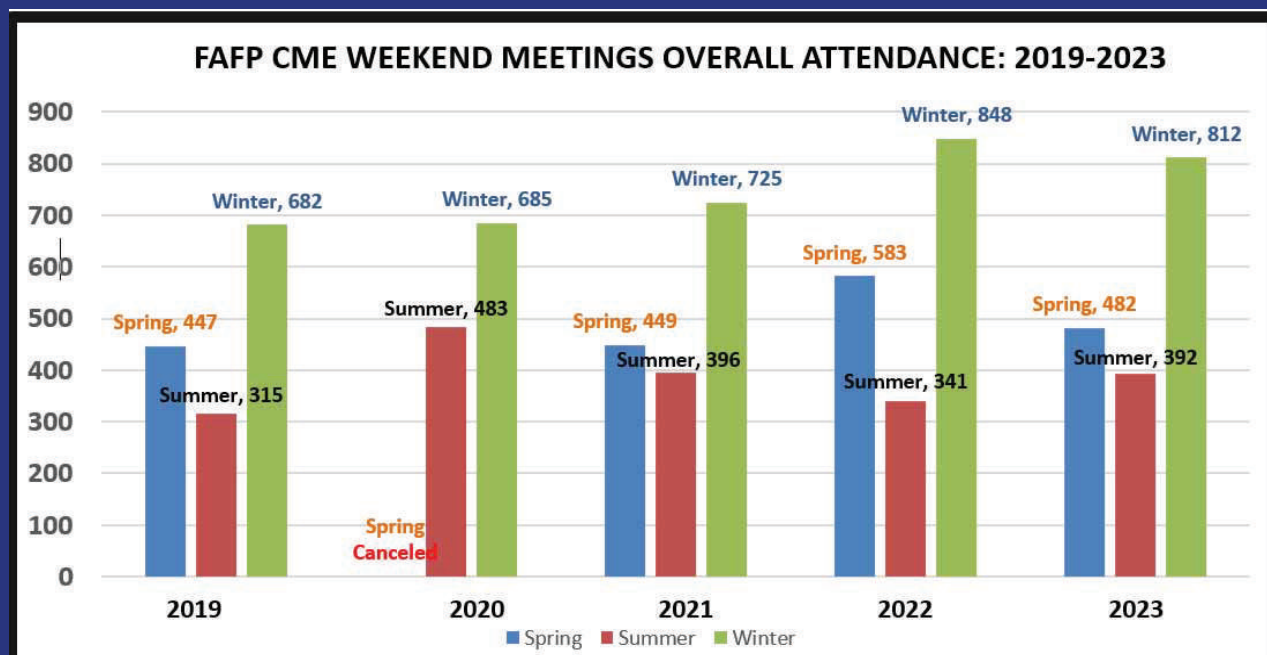
ABOUT THE ACADEMY AND FOUNDATION

The Florida Academy of Family Physicians is a 501(c)(6) professional organization dedicated to servicing the broad range of issues, educational and clinical training needs of more than 6,500 practicing family physicians, family medicine residents in training and medical students across the state. The FAFP Foundaion is a 501(c)(3) charitable organization that operates for the benefit of the FAFP and functions as an integral part of FAFP's operational structure.

The Academy and its Foundation are the only professional organizations in Florida that solely represent the specialty. Family Physicians are front-line primary care providers who diagnose and treat 90 percent of all patient problems, including biological and mental health concerns. Nearly one in four office visits are made to family physicians annually. In the last ten years, office visits to family physicians in the United States numbered more than 210 million - 76 million more visits than to any other specialty and this number is increasing rapidly.

The **FAFP CME Weekend Meetings** are FAFP's flagship educational offerings held in various cities throughout Florida in the Spring, Summer, and Winter, where family physicians come together to network and get the latest clinical and practical information in the field. Attendance at each live course ranges from 400-800 participants, in person and virtually.

The CME Weekend Meetings are designed to advance the specialty of family medicine in Florida by helping FAFP members become the best family physicians they can be through timely, relevant, and quality education.



FLORIDA ACADEMY OF FAMILY PHYSICIANS

2024 SCHEDULE CME MEETINGS

APRIL 5-7, 2024



HYBRID Family Medicine Spring Forum

HILTON BONNET CREEK

14100 Bonnet Creek Resort Lane

Orlando, FL 32821

(407) 597-3600

EXHIBIT SHOW: APRIL 5-6

Average 6 year attendance: 435

JULY 12-13, 2024



VIRTUAL Family Medicine Summer Forum

VIRTUAL ONLY –

NO IN-PERSON COMPONENT

**SPONSORSHIP
AVAILABLE**

Average virtual attendance: 365

DECEMBER 6-8, 2024



HYBRID Family Medicine Winter Summit

THE RITZ-CARLTON

4750 Amelia Island Parkway

Amelia Island' FL 32034

(904) 277-1100

EXHIBIT SHOW: DECEMBER 6-7

Average 6 year attendance: 675

SPONSORSHIP OPPORTUNITIES

FAFP offers opportunities to exhibit at three CME meetings annually, providing exposure to more than 1,400 meeting attendees. Vendors may utilize these opportunities to acquaint the physicians with benefits of existing products and services as well as promote new and future products.

BENEFITS OF SUPPORTING FAFP & FOUNDATION EVENTS:

- Access and opportunity to connect with more than 6,500 family physicians, family medicine residents and medical students focused on primary care of Florida's citizens.
- Increase brand and corporate visibility with onsite signages and acknowledgment in event materials.
- Raise awareness of your company's current product offerings via one-to-one interaction with meeting attendees, which provides an opportunity to maximize return on your investment.

EXHIBIT FEE - \$1,600

SUMMER VIRTUAL FEE - \$600

WHAT'S INCLUDED:

One (1) 6' draped table
Two (2) chairs and waste basket
Wireless Internet
Two (2) Name Badges
Company listing in event syllabus
Discounted FAFP hotel rates
Company logo on FAFP's website
Company listing in pre-event scrolling slides
Recognition during breaks and throughout event



WHAT'S INCLUDED:

Company listing in FAFP News
Company listing in event syllabus
Company logo on FAFP's corporate sponsor page
Company listing in pre-event scrolling slides
Recognition during breaks

In compliance with **Standard 2 (Prevent Commercial Bias and Marketing in Accredited Continuing Education)** of the ACCME Standards for Integrity and Independence in Accredited Continuing Education, FAFP will not share the names with any ineligible company or its agents without the explicit consent of the individual learner. .

Ineligible company: Any entity whose primary business is producing marketing, selling, re-selling, or distributing healthcare products used by or on patients.

SPONSORSHIPS OPPORTUNITIES

EXCLUSIVE WIFI SPONSOR OF ENTIRE EVENT - \$10,000

Exclusive WIFI sponsor gets:

- The exclusive chance to choose the network name and password for the entire event. Popular choices include a brand name, social handle, or clever slogan.
- Undivided attention of attendees to see your brand while they connect to WIFI. Your brand will get to command a fully-customized “splash page” on everyone’s phone/device.
- A place in attendees’ minds and phones, providing opportunity for enhanced sentiment towards your brand among the meeting attendees.
- Auto-hits on your website: opportunity to choose the first URL people visit when they connect to the internet, which is a quantifiable ROI.

BANNER ON EVENT RESOURCE PAGE - \$5,000

FAFP is offering sponsors an opportunity for exposure by taking advantage of the highest priority placement on the FAFP Event Resource Website. Your banner will navigate to a URL of your choice or a direct email link. Additionally, your banner will remain on the Event Resource Page approximately 30 days after the meeting.

BANNER SAMPLE



CHARGING STATIONS SPONSOR - \$2,500

FAFP is offering sponsors an opportunity to sponsor charging stations in the General Session Room. Your company logo will be placed next to and around each station. By sponsoring charging stations at our events, your brand will be seen by a highly engaged and targeted audience.

PACKAGES

GOLD - \$5,000

- Exhibit booth - Prime Location
- FAFP eNewsletter Ad
- Registration Desk Recognition (Sign)
- Break or Special Event Sponsorship with Signage - TBD by FAFP
- Acknowledgement as a Gold Supporter- The highest level of support
- Pre/post Meeting Attendee List (first name, last name, city, state)

SILVER - \$3,500

- Exhibit booth - Prime Location
- FAFP eNewsletter Ad
- Registration Desk Recognition (Sign)
- Acknowledgement as a Silver Supporter
- Pre/post Meeting Attendee List (first name, last name, city, state)

Bronze - \$2,500

- Exhibit booth - Prime Location
- Registration Desk Recognition (Sign)
- Acknowledgement as a Bronze Supporter
- Pre/post Meeting Attendee List (first name, last name, city, state)

CARE PACKAGE FOR SUMMER VIRTUAL

- Device Cloths - \$3,000
 - Privacy Door Hanger - \$3,500
 - Pens - \$4,000
 - Notepads - \$2,500
 - Starbucks Gift Cards - \$4,000
- Other suggested items:**

Take advantage of an opportunity to promote your brand through items that will be sent to virtual attendees. Receiving a care package from FAFP will make the audience feel valued and appreciated, as well as build excitement around the 2024 virtual Summer Forum.

INDUSTRY SUPPORTED OPPORTUNITIES

Florida Academy of Family Physicians (FAFP) educational meetings provide organizations/vendors several opportunities to connect with target audiences. As an Exhibitor, organizations have the opportunity to present a Non-CME Innovation Session. These unique sessions provides the sponsor the ability to present new educational content or research designed to enhance the attendee's learning experience. Organizations can present any educational activity held in conjunction with one of FAFP's regularly scheduled programs but the content presented is not eligible for continuing medical education (CME) credit. Time slots will be available during:

- Hybrid Family Medicine Spring Forum
- Virtual Family Medicine Summer Forum
- Hybrid Family Medicine Winter Summit

INNOVATION SESSIONS

Fees: The fee for each innovation session is **\$1,000** and includes an exhibit booth (\$1,600). The company will be responsible for providing and paying for the food and beverage during the 30-minute program (200+ attendees), which will help increase attendee participation.

Innovation Sessions will include:

- **30-minute** live presentation or via the FAFP virtual meeting platform
- Utilization of an audience engagement tool (i.e., Audience Response System) during the presentation (optional)
- Target audience approximately ranging from 250 to 500
- Presentation available on-demand on the virtual meeting platform for 30 days after the conclusion of the live meeting
- Complimentary A/V Equipment (live meetings only)
 - 1 Laptop Computer
 - 1 Podium Microphone
 - 1 LCD Projector
 - Sound System
- Promotion on the meeting website
- Promotion in one (1) FAFP News email blast before the
- meeting Exhibit booth (\$1,600 value)

FAFP Innovation sessions may only be conducted upon approval by the FAFP. Companies interested in sponsoring an Innovation Session should contact Deborah Walker at dwalker@fafp.org. Applications are processed on a first-come, first-served basis. Space is limited for this activity.

AVAILABLE TIME SLOTS - TIMES SUBJECT TO CHANGE

Spring Forum HYBRID

Friday, April 5, 2024

7:00 am - 8:00 am

12:00 - 1:00 pm

Saturday, April 6, 2024

7:30 am - 8:30 am

Summer Forum VIRTUAL

Friday, July 12 -13 2024

Virtual Only - No In-person
Component

30-minute
Breakfast Time Slot
7:00 am - 7:30 am

Cost - **\$5,000**

Interested? Contact
dwalker@fafp.org

Winter Summit HYBRID

Friday, December 6, 2024

7:00 am - 8:00 am

12:00 pm - 1:00 pm

Saturday, December 7, 2024

7:30 am - 8:30 am

12:00 pm - 1:00 pm

MEDICAL STUDENTS AND RESIDENTS EDUCATION SPONSORSHIP

In an effort to secure the future of family medicine, the FAFP is committed to providing educational opportunities for family medicine students and residents.

A high priority of the FAFP is to fund all medical students and residents to attend and participate at the FAFP CME Weekend Meetings at no charge. Currently, there are over 4,400 medical students and residents who are members of the FAFP. We estimate this costs approximately over \$45,000 annually.

As a key stakeholder in family medicine, we invite you to join the FAFP mission of bringing high quality experiences to the future of family medicine.

WHAT WILL YOUR CONTRIBUTION SUPPORT?

Medical Students and Residents education through:

- In-person attendance for FAFP medical student and resident members to attend all the CME Weekend Meetings
- On-demand access to FAFP meetings (when available), including online educational offerings
- Medical Students and Residents Educational Program during the FAFP Spring Forum

- VERBAL RECOGNITION DURING THE MEETING
- LOGO RECOGNITION
- INVITATIONS TO THE STUDENT AND RESIDENT PROGRAM AT THE SPRING FORUM

RESIDENTS & STUDENTS EDUCATION SPONSORSHIP - \$4,000



PARTNERS IN HEALTH OPPORTUNITY

FAFP's Partners in Health Program is an online resource that contains links to organizations that provide patient education and high-value tools designed to support family physicians and their care teams deliver optimal front line care. FAFP is excited to recognize the following community and corporate supporters that are making a commitment to family medicine in Florida as our Partners in Health.



BECOME A PARTNER - \$5,000

This exciting program recognizes community and corporate supporters as not only partners in family medicine but "Partners in Health." Participants in this program receive a web linked logo or ad/graphic recognition on the FAFP's Partners in Health resources page on the FAFP website for one (1) calendar year. Additionally, your physician-focused, multi-media content will be cross promoted in FAFP's communication vehicles and maintained on the FAFP's Partners in Health resource page for an entire year.

- FAFP Partners in Health receive extra benefits throughout the year including:
- Logo/Ad on FAFP Partners in Health Resources webpage
- COMPANY Logo or ad graphic will appear on Partners in Health Resources webpage with click-through link to your website or landing page for COMPANY.
- COMPANY Logo or ad graphic will appear in the Spring, Summer, Fall and Winter issues of the Florida Family Physician quarterly journal.
- Announcement in FAFP News (FAFP's weekly eNewsletter)
- FAFP will send an e-communication to members introducing information about the DISEASE awareness webpage.
- Announcement in FAFP News (FAFP's weekly eNewsletter)
- FAFP will highlight Partners in Health webpage in weekly eNewsletter, FAFP News
- Outreach at FAFP events
 - Hybrid Family Medicine Spring Forum 2024*
 - Virtual Family Medicine Summer Forum 2024*
 - Hybrid Family Medicine Winter Summit 2024*
- Social Media outreach
- FAFP will announce the new Partners in Health webpage.
 - FAFP will re-tweet when you post relevant content (at the discretion of FAFP).
 - Florida Family Physician Journal print and digital subscription
 - Annual subscription to FAFP's quarterly print and digital publications.
- Partner Support Statement
 - As an FAFP Partner in Health, you may use the following on your website or in relevant communications:*
 - "COMPANY is a Partner in Health with the Florida Academy of Family Physicians."*

FLORIDA ACADEMY OF FAMILY PHYSICIANS

EXHIBIT APPLICATION

The FAFP would like to invite your organization to be an integral part of our **2024** meeting programs. We are offering the opportunity to exhibit at all three of our meetings, providing exposure to over 1,400+ Florida family physicians.

Exhibiting at these meetings is an excellent way to showcase your commitment to the family physicians of Florida. You may take these opportunities to acquaint the physicians with benefits of your existing products and services as well as promote new and future products for your company.



PACKAGE PRICE TO SPONSOR ALL 3 MEETINGS - \$3,500

☐

SPRING FORUM

6' TABLE - \$1,600

April 5-7, 2024

The Hilton Bonnet Creek
Orlando, FL

☐

SUMMER FORUM

Virtual- \$600

July 12-13, 2024

Virtual Only:
No In-Person Option

☐

WINTER SUMMIT

6' TABLE - \$1,600

December 6-8, 2024

The Ritz-Carlton Amelia Island
Amelia Island, FL

***Non-profit organizations and government agencies will receive a \$500 discount. (Proof of status required)

☐

INNOVATION SESSION (Please list time slot below)

☐

PARTNER IN HEALTH

☐

ADDITIONAL SPONSORSHIP:

PLEASE FILL OUT FORM BELOW COMPLETELY AND SUBMIT WITH PAYMENT

Name of Organization _____

Company Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

Payment Method _____ Enclosed is my check made payable to: FAFP Foundation. Tax ID #59-2872932

Amount Due _____ Please charge my ☐ Visa ☐ Mastercard ☐ AMEX
Card# _____ Expiration Date _____ Signature _____

List of Competitors _____

Return completed application to:

Florida Academy of Family Physicians Foundation

13241 Bartram Park Blvd., Unit 1321, Jacksonville, FL 32258

904.726.0944 | fax 904.726.0923 | email: dwalker@fafp.org

We, the Exhibitor, assume full responsibility and hereby agree to protect, indemnify, defend and save the FAFP and FAFP Foundation, its Board of Directors, and its employees and agents, as well as the Hilton Bonnet Creek and the Ritz-Carlton Hotel Company and their employees and agents, harmless against all claims, losses, and damages to person or property governmental changes, or fines and attorney fees arising out of or caused by Exhibitors installation, removal, maintenance, occupancy or use of exhibition, exhibition premises, or a part thereof. In addition, Exhibitor understands that the FAFP Foundation nor the Hilton Bonnet Creek and the Ritz-Carlton Hotel Company maintain insurance covering the Exhibitor's property and it is the sole responsibility of the Exhibitor to obtain such insurance. We, the Exhibitor, have read and will fully comply with the Exhibitor's Rules and Regulations of this contract.

[Must sign and complete next page]

FLORIDA ACADEMY OF FAMILY PHYSICIANS

RULES & REGULATIONS

***FAFP reserves the right to remove an exhibitor, without refund, should exhibitor market products and/or services in excess of those listed on its application.**

Contract: The Rules and Regulations become binding upon acceptance of this contract between the applicant, inclusive of employees and agents, and the Florida Academy of Family Physicians (FAFP or Academy).

Application to Exhibit: FAFP reserves the right to determine eligibility of an exhibit at all clinical meetings. Cancellation of exhibit Space: A written notice of exhibit space cancellation must be sent to the office of Florida Academy of Family Physicians, 13241 Bartram Park Blvd. Unit 1321, Jacksonville, FL 32258. **(a)** Notices received on or before 60 days from the show start date will receive a full refund minus \$100 administrative fee. **(b)** Notices received between 30-59 days before the show start date will receive a 50% refund. **(c)** No refunds will be made thereafter. *FAFP reserves the right to remove an exhibitor, without refund, should exhibitor market products and/or services in excess of those listed on its application.

Use of Exhibit Space: No exhibitor may assign or sublet any portion of their exhibit space to another exhibitor without the written permission of FAFP. The rights and privileges of any exhibitor shall not be infringed upon by another. Interviews, demonstrations, distribution of literature or samples, etc. must be made inside the exhibitor's booth. Canvassing outside the booth is forbidden.

Rules for Exhibits: **a)** No combustible materials may be used in the exhibits (i.e. crepe paper, cardboard, balloons). All Exhibits must conform to Fire Department Regulations. **b)** Nothing is to be tacked, nailed, screwed or otherwise affixed to the columns, walls, floors, furniture or other properties of the building. **c)** It is the responsibility of the exhibitor to install, or make arrangements to install, the exhibit before the published start of the exhibit hours and to dismantle and remove the exhibit immediately after the published close of the exhibit hours. **d)** Any property shipped to or from the exhibit hall for display at the clinical meetings is the sole risk and responsibility of the exhibitor. **e)** Exhibits must be staffed at all times during exhibit hours. **f)** No objectionable lights or noises will be allowed in any exhibitor's space. The Academy reserves the right to remove any objectionable equipment of exhibitor. **g)** The sides of the standard inline 10' x 10' exhibit space may be no higher than three (3) feet so that all vendors are in view. The decision of an FAFP representative regarding this rule is final. **h)** Exhibitors acknowledge and consent to exhibit hall photos, recordings and news releases. **i)** The Academy reserves the right, without notice, to modify the meeting agenda, hours of exhibition and location of exhibitors should circumstances warrant.

Cancellation of Clinical Meeting: Should any situation arise that is beyond the control of the Academy that prevents the opening of a meeting, the holding of a meeting and/or the exhibit portion, the Academy will not be liable for any expenses or losses incurred by the exhibitor.

Space Assignment: Space assignments will be made on a first come, first served basis. The Academy reserves the right to make changes in assignments at any time.

Exhibit Descriptions: Booth package includes (1) 6' draped table; (1) wastebasket; (1) wireless internet connection; (2) chairs.

Exhibitor Access: Exhibitors are allowed up to two representatives per booth. Exhibitors will be allowed access into the exhibit area 30 minutes before opening.

Exhibitor Fees & Terms: Exhibitor space is \$1,600 per meeting (unless exhibitor selects the discounted rate(s) or chooses a different option). An exhibitor application must be accompanied by full payment. Payment must be received in full 30 days prior to the start of the meeting.

Giveaways: **NO outside food or beverage are allowed unless approved in writing by the FAFP.** Customary descriptive product literature, notepads, pens, pencils and other items may be distributed; however, any value of more than \$25 must be approved by the Academy. No contests, lotteries and games of chance are allowed. The Florida Academy of Family Physicians logo is trademarked by and is the exclusive property of the FAFP. The Academy logo may not be used in any way by an individual, company or organization with the permission of the Academy. The Academy logo may not be associated with any promotional materials, mailings, giveaways or contests.

Notice of Disability: In compliance with the Americans with Disabilities Act of 1990, the Academy will make all reasonable efforts to accommodate persons with disabilities at its meetings. Please call the Academy with any requests.

Shipping Information: Freight services including labor regulations and payment for this service will be provided in advance of the meeting.

Sales/Order Taking: The purpose of the exhibit area is to complement the educational agenda of the meeting through displays and demonstrations. Sales and order taking are permitted provided all transactions are conducted in a manner consistent with the professional nature of the meeting. Products for sale must be the exhibitor's own unaltered products. The Academy reserves the right to restrict sales activities that it deems inappropriate or unprofessional. Exhibitors must comply with all local sales tax requirements.

Exhibitors taking orders or selling at the Academy's meetings must adhere to certain business license, sales and tax regulations that vary from state to state. Exhibitors are responsible for making the necessary arrangements with the state of Florida to adhere with their tax regulations.

Signage: Signs and banners within each booth must contain content that is appropriate and professional. The Academy reserves the right to require any exhibit to remove signs or banners that it deems inappropriate, unprofessional or placed outside approved areas.

Affirmation: I affirm that (Company) _____ agrees to support and/or exhibit and accept these terms.

Name: _____ Signature: _____ Date: _____
(Print) (Authorized Company Representative)

Name: _____ Signature: _____ Date: _____
(Print) (FAFP Staff Representative)