



## 2005 Corporate Support Opportunities For AAPA's 33rd Annual PA Conference

### General Session — \$35,000

A highlight of AAPA's Annual PA Conference is the General Session, one of the most prestigious and well-attended events of the meeting. In addition to a keynote address from a prominent guest speaker, this is an opportunity for the PA profession's leaders to address conference attendees in a formal and high-profile forum. Staged by professionals, and featuring stunning audiovisuals and special effects, this is a one-of-a-kind support opportunity. Exclusive support of this 3,000+ attendee event includes acknowledgement from leadership on stage; your company logo projected onto screens, flyers on each chair promoting your booth, on-site signage, and recognition in all AAPA conference marketing materials. This is a unique opportunity to associate your company with this impressive and highly visible event, which kicks off the annual conference.

### Welcome Banner — \$15,000

Be the first to welcome attendees to AAPA's 33rd Annual PA Conference. Your corporate logo will be placed on a banner in a prominent location within the convention center. Banner size will be determined.

### Product Banner — \$5,000

Want to increase traffic at your booth? Purchase a product banner to advertise your product and direct attendees to your booth. The product banner will be placed in a prominent location within the convention center. Banner size will be determined.

### Message Center — \$40,000

Computer stations with paper and printers are provided so attendees can locate exhibitors on-line, plan daily CME activities, and exchange e-mail. The company will receive corporate recognition through on-site signage and product logos on each computer screen. The Message Center will be placed in a high traffic and highly visible area within the convention center.

### Lanyards

Have your product logo around everyone's neck all week! These lanyards will be given to all registrants. Your recognition will last not just one day, but the entire conference!

AAPA produces 10,000 lanyards with product information .....	<b>\$25,000</b>
Company donates 10,000 lanyards with product information.....	<b>\$10,000</b>

### **Final Program — \$60,000**

Where can you advertise and ensure that attendees will look at it all week? The conference Final Program! AAPA's Final Program includes an abundance of valuable information, including conference highlights, the conference schedule, the CME schedule and planner, and a list of exhibitors and corporate supporters. All conference registrants receive a copy. Support includes one full page of 4-color advertising on the inside and outside back covers of the Final Program. In addition, the PDA program allows the content of the Final Program to be downloaded at one of the many convenient beaming stations in the convention center. Multiple product ads may be included in the download as well as your corporate logo on the signage around the beaming stations.

### **Fun Run — \$35,000**

This is one of the conference's most popular events. More than 400 attendees take part in this annual 5K run/walk on Sunday morning to compete with their fellow PAs. All preregistered participants will receive a T-shirt with your corporate and/or product logo on it. Prizes are awarded after the race to the winning runners in several categories. This is an excellent opportunity to provide corporate visibility to a popular and healthy activity!

### **Registration Bag — \$80,000**

Place your company logo or product logo in the hands of more than 8,000 PAs when you sponsor the official AAPA conference registration bag. This bag will be distributed to all attendees. Not only will it be used at the conference, but for years to come.

### **National Medical Challenge Bowl — \$25,000**

Help support future PAs! Every year students from 49 PA programs compete in this *Jeopardy!*-style game, which is a conference favorite attracting more than 1,000 attendees! Your recognition will include on-site signage and recognition in AAPA conference marketing materials.

### Notepads

These notepads are a wonderful opportunity to put your product logo in everyone's hands. Take advantage of this support opportunity and you will get your product logo on 10,000 notepads, which will be stuffed in attendees' registration bags and used by PAs throughout the week.

Company donates 10,000 pads ..... **\$10,000**  
AAPA produces 10,000 pads ..... **\$30,000**

### Room Drops

Place your item in the daily AAPA Medical Bag room drop. This eagerly awaited AAPA tradition is a high-quality plastic tote bag filled with select advertising literature, promotional items, and product giveaways. The bag will be delivered each morning – May 28, 29, 30, and 31, to thousands of attendees.

One item one day ..... **\$3,000**  
4-day bonus buy ..... **\$10,000**

### AAPA Medical Bag

Make a big first impression when your logo and message are the first things thousands of physician assistants see when they pick up their AAPA Medical Bags each morning at their hotel room door. Your logo and message are printed exclusively on this high-quality plastic tote bag filled with select useful information, promotional items, and product giveaways.

Logo/message on AAPA Medical Bag one day ..... **\$15,000**  
Exclusive AAPA Medical Bag offer for all four days ..... **\$50,000**

*See you in Orlando!*