ADULT HOSPITAL MEDICINE

BOOT CAMP

September 29 – October 3, 2021
Nashville, TN

Sponsorship Opportunities

SHM
Society of Hospital Medicine

AAPA
American Academy of Physician Assistants
2019 Attendee Demographic Information

2019 Boot Camp Attendees by Profession
- 65% PAs
- 34% NPs
- 1% Other

2019 Boot Camp Attendees by Specialty
- 58.49% Hospital Medicine
- 15.09% Non-Orthopaedic Surgical Subspecialty
- 8.18% Other (Cardiology, Interventional Radiology, Gastroenterology, etc.)
- 4.09% Family Medicine
- 4.09% Pulmonary/Critical Care
- 3.77% Orthopaedic Surgery
- 3.14% Emergency Medicine
- 3.14% Hematology/Oncology

2019 Boot Camp Attendees by Years of Experience in Current Specialty
- 74.53% Less than 5 years
- 15.72% 5-10 years
- 8.49% 11-20 years
- 1.26% More than 20 years
Exhibit Program

Installation
Wednesday
September 29, 2021
1:00 – 5:00 p.m.

Dismantle
Friday
October 1, 2021
10:30 - 11:45 a.m.

Exhibit Hours
Exact times subject to change

Thursday
September 30, 2021
Breakfast
7:00 - 8:00 a.m.
Break
10:30 - 10:45 a.m.
Lunch
12:30 - 1:30 p.m.
Break
3:45 - 4:00 p.m.

Friday
October 1, 2021
Breakfast
7:00 - 8:00 a.m.
Break
10:15 - 10:30 a.m.

New this year - the 2021 Adult Hospital Medicine Conference will be offered to PAs and NPs in both fully virtual and in-person formats.

In addition to the in-person exhibit booth, exhibitors will receive recognition in the virtual exhibit hall for virtual attendees to see. Attendees have access for 1 year after the program concludes.

5 table-top Exhibit Booths available at $1,250 each.
Exhibits will be set up in the foyer next to the registration desk and directly outside the main general session room where all breaks will be held.
## Sponsorships

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Event</td>
<td>$10,000</td>
<td>Includes acknowledgment at the event with one minute of speaking time, and your logo will be placed on event signage and branded napkins. One sponsorship available.</td>
</tr>
<tr>
<td>Lanyards*</td>
<td>$2,000</td>
<td>Want guaranteed brand exposure? Lanyards are the best way to reinforce your company’s support. These will be worn by all attendees. One sponsorship available.</td>
</tr>
<tr>
<td>Beverage Breaks</td>
<td>$7,500</td>
<td>Ensure your logo is seen by all attendees by sponsoring the 6 refreshment breaks during the conference. Your logo will be included on signage, branded coffee cups and napkins. One sponsorship available.</td>
</tr>
<tr>
<td>Dinner Product Theater</td>
<td>$10,000 each (Friday, October 1, 2021 and Saturday, October 2, 2021)</td>
<td>Invite attendees to learn about your product or service in a theater setting. Theaters can accommodate 100 attendees. All food and beverage costs are the responsibility of the sponsoring company. Two sponsorships available.</td>
</tr>
<tr>
<td>Pens*</td>
<td>$750</td>
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</tr>
<tr>
<td>Water Bottles*</td>
<td>$1,250</td>
<td></td>
</tr>
<tr>
<td>Tote Bags*</td>
<td>$1,500</td>
<td></td>
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<tr>
<td>Branded Masks*</td>
<td>$5,000</td>
<td></td>
</tr>
<tr>
<td>Hand Sanitizer Stations (4)</td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td>Branded Fleece Blankets*</td>
<td>$10,000</td>
<td></td>
</tr>
<tr>
<td>Attendee Table Snack Baskets*</td>
<td>$20,000</td>
<td></td>
</tr>
<tr>
<td>Bag Inserts</td>
<td>$500</td>
<td>Get your promotional piece directly into the hands of attendees. Inserts will be placed into the attendee tote bag. Ten sponsorships available.</td>
</tr>
<tr>
<td>Mobile App Banner Ad</td>
<td>$1,500</td>
<td>Place a clickable banner ad within the Boot Camp event in the AAPA app, which attendees will use throughout each day. Three sponsorships available.</td>
</tr>
</tbody>
</table>

In addition to the sponsored item, all sponsors will receive the following recognition:
- Company logo and company URL included on www.aapa.org/bootcamp.
- Company logo included in lobby page of the virtual conference platform.

**Have Questions?** Email Del Baker-Robertson at dbaker@aapa.org.

*Only available to companies that are not an ACCME-defined commercial interest.*