

Executive Leadership Conference



NOV. 16 – 18, 2021 | SAN DIEGO, CA

Sponsorship Opportunities

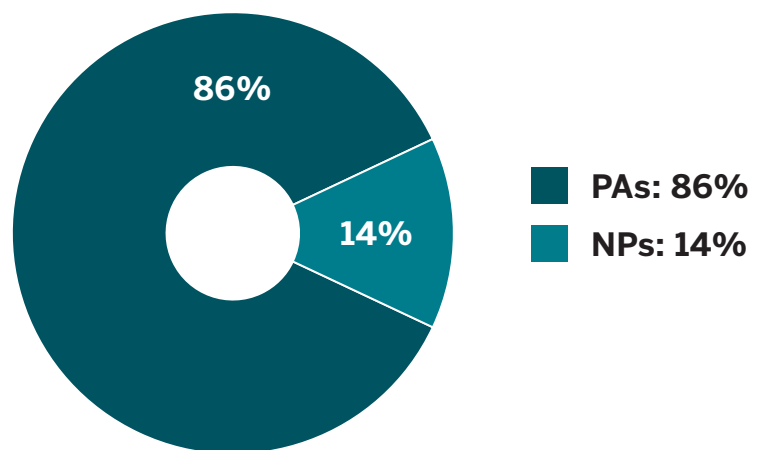
This conference for PA and NP administrators provides leadership training and education on management and healthcare administration skills.

Benefits to sponsors include increased marketing exposure and name recognition from our constituents.

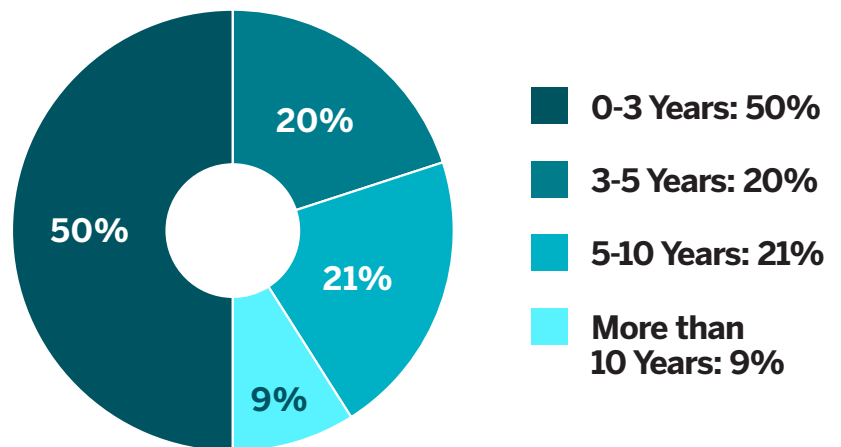
Put your organization in front of PA and NP leaders and decision makers from across the country.

New this year! The 2021 Executive Leadership Conference will be offered both virtually and in-person.

2019 ATTENDEES BY PROFESSION



2019 ATTENDEES BY YEARS OF LEADERSHIP EXPERIENCE



For more information about these opportunities, please contact Del Baker-Robertson at businessdevelopment@aapa.org.

Executive Leadership Conference



Exhibit Program – In Person & Virtual

Cost: \$1,250 each
5 booths available

Get direct interaction with the attendees by having a tabletop exhibit!

New this year! Exhibitors will also receive recognition in the virtual exhibit hall for virtual attendees to see. Attendees have access for 1 year after the program concludes.

Exhibits will be set up in the foyer where breaks, breakfast, and lunch will be served.

A 6 foot table and 2 chairs will be provided to sponsor.

Installation Hours:

MONDAY, NOVEMBER 15 1 – 5 p.m.

Unopposed Exhibit Hours:

TUESDAY, NOVEMBER 16

6:45 – 7:30 a.m.	Breakfast
10 – 10:15 a.m.	Break
12:30 – 1:30 p.m.	Lunch
3:45 – 4 p.m.	Break

WEDNESDAY, NOVEMBER 17

6:45 – 7:30 a.m.	Breakfast
9:45 – 10 a.m.	Break
12:15 – 1:15 p.m.	Lunch

Dismantle Hours:

WEDNESDAY, NOVEMBER 17

1:15 – 3 p.m.

Exact times subject to change.

Dinner Product Theater – In Person Only

Cost: \$10,000
1 product theater available

WEDNESDAY, NOVEMBER 17
6 – 7:30 p.m.

The product theater provides the sponsor with a high-value, live marketing opportunity to reach motivated professionals in a private session. This unopposed presentation provides a forum to gather and discuss issues on patient education, specific products and therapeutic areas with company representatives or your designees.

Also includes a banner ad in the event mobile app, a complimentary bag insert, and a 22" x 28" sign at the event.

Sponsor is responsible for the cost of food, beverage, and any additional signage. Additional signage/placement must be pre-approved by AAPA.

For more information about these opportunities, please contact Del Baker-Robertson at businessdevelopment@aapa.org.

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Other Sponsorships – In Person Only



Welcome Reception - \$5,000

Interact directly with attendees at this event! Includes acknowledgement at the reception with one minute of speaking time and the opportunity for 5 of your company representatives to attend. In addition, your logo will be placed on event signage and branded napkins.

1 SPONSORSHIP AVAILABLE



Refreshment Breaks - \$5,000

Ensure your logo is seen by all attendees by sponsoring the 5 refreshment breaks during the conference. Your logo will be included on signage, branded coffee cups and napkins.

1 SPONSORSHIP AVAILABLE

Attendee Table Snack Baskets* - \$20,000

1 SPONSORSHIP AVAILABLE



Step-and-Repeat - \$2,000

Your logo, along with AAPA's, will be seen in every photo snapped in front of our Step-and-Repeat wall! Your logo will be seen across all social media platforms.

1 SPONSORSHIP AVAILABLE



Branded Masks* - \$5,000

1 SPONSORSHIP AVAILABLE

Hand Sanitizer Stations - \$10,000

4 SPONSORSHIPS AVAILABLE

Branded Promotional Materials

1 SPONSORSHIP AVAILABLE EACH

Meeting Room Blankets* - \$2,500

Lanyards* - \$2,000

Tote Bags* - \$1,500

Water Bottles* - \$1,000

Pens* - \$500



Mobile App Banner Ad - \$1,500

Place a clickable banner ad within the Executive Leadership Conference event in the AAPA app, which attendees will use throughout the day.

3 SPONSORSHIPS AVAILABLE



Bag Inserts - \$500

Get your promotional piece directly into the hands of attendees. Inserts will be put into the attendee tote bag.

10 SPONSORSHIPS AVAILABLE

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

Additional Sponsorship Recognition

In addition to the sponsored item, all sponsors will receive the following recognition:

Company logo and company website included on aapa.org/elc and in the lobby page of the virtual platform.

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