



SPONSORSHIP OPPORTUNITIES



FEBRUARY 17-21, 2022
HYATT REGENCY AUSTIN | AUSTIN, TEXAS

WE ARE FAMILY (MEDICINE)

debuted in 2021 as a well-received virtual event from AAPA. The highly anticipated in-person

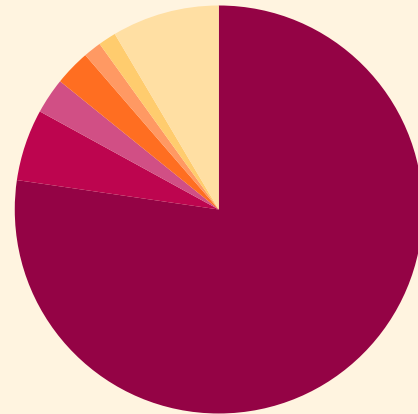
WE ARE FAMILY (MEDICINE)

conference kicks off February 17–21, 2022 at the Hyatt Regency Austin in Austin, Texas. It is expected to draw PAs and NPs of all experience levels who specialize in Family Medicine.

The conference will cover acute and preventive care topics, focusing primarily on adult medicine. Important changes pertaining to family medicine will be discussed, including guidelines changes and emerging treatments.

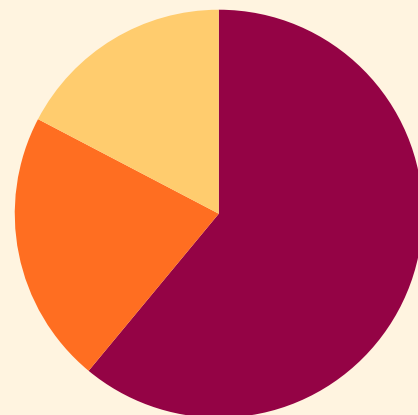
Don't miss your chance to be part of this inaugural in-person event by taking advantage of the available sponsorship opportunities! There are a variety of cost-effective opportunities for budgets of any size.

2021 VIRTUAL ATTENDEES BY SPECIALTY



- 77.30% Family Medicine
- 5.67% Internal Medicine
- 2.84% No Medical Specialty
- 2.84% Orthopaedic Surgery
- 1.42% Hospital Medicine
- 1.42% Urgent Care
- 8.51% Other

2021 VIRTUAL ATTENDEES BY YEARS OF EXPERIENCE IN CURRENT SPECIALTY



- 59.93% Less than 5 Years
- 21.28% 5 to 10 Years
- 17.02% More than 10 years

FOR MORE INFORMATION ABOUT THESE OPPORTUNITIES, PLEASE CONTACT
DEL BAKER-ROBERTSON AT DBAKER@AAPA.ORG



SPONSORSHIP OPPORTUNITIES



FEBRUARY 17-21, 2022
HYATT REGENCY AUSTIN | AUSTIN, TEXAS

SPONSORSHIP OPPORTUNITIES

TABLETOP EXHIBIT

\$1,250 each

10 AVAILABLE
SPONSORSHIPS

Sponsor a tabletop exhibit to interact directly with attendees who pass through the high-traffic meeting space foyer. All meals will be served in the foyer as well.

Exhibit Hours*

Friday, Feb. 18 7 – 8 a.m., 10:15 – 10:30 a.m., 12:15 – 1:15 p.m., and 3 – 3:15 p.m.

Saturday, Feb. 19 7 – 8 a.m., 9:45 – 10 a.m., 11:45 a.m. – 1:30 p.m., and 3 – 3:15 p.m.

(A 6-foot table and 2 chairs will be provided to the sponsor.)

**Please note that these times are subject to change*

WELCOME RECEPTION

\$10,000

1 AVAILABLE
SPONSORSHIP

Friday, Feb. 18 from 5 – 6 p.m.

This event’s fun, celebratory atmosphere is ideal for getting to know attendees! Exclusive sponsorship of the Welcome Reception includes acknowledgement at the reception with 1 minute of speaking time and the opportunity for 5 of your company representatives to attend. In addition, your logo will be placed on reception signage and branded napkins.

(Sponsor is responsible for the cost, production, and shipment of branded napkins and any additional signage. Napkin design and any additional signage/placement must be pre-approved by AAPA.)

DINNER PRODUCT THEATER

\$10,000 each

2 AVAILABLE
SPONSORSHIPS

Reach motivated professionals with a high-value live marketing opportunity in your own private Dinner Product Theater session.

Dates and Times Available

Friday, Feb. 18 6:30 – 8 p.m.

Saturday, Feb. 19 6 – 7:30 p.m

Includes an unopposed presentation time slot, event space for up to 300 people, existing AV, email blast sent to registered attendees, registration list including mailing addresses, 22”x28” sign, banner ad in the event within the AAPA app, and a bag insert (to be provided by company).**

All food and beverage costs are the responsibility of the sponsoring company.

HAND SANITIZER STATIONS

\$1,000 each

4 AVAILABLE
SPONSORSHIPS

Your logo will appear on a sign next to a hand sanitizer station in the conference space.

FOR MORE INFORMATION ABOUT THESE OPPORTUNITIES, PLEASE CONTACT
DEL BAKER-ROBERTSON AT DBAKER@AAPA.ORG



SPONSORSHIP OPPORTUNITIES



FEBRUARY 17-21, 2022
HYATT REGENCY AUSTIN | AUSTIN, TEXAS

REFRESHMENT BREAKS

\$5,000

1 AVAILABLE
SPONSORSHIP

Ensure your logo is seen by all attendees by sponsoring 4 refreshment breaks during the conference. Your logo will be included on signage, branded coffee cups, and napkins. (Sponsor is responsible for the cost, production, and shipment of branded coffee cups, branded napkins, and any additional signage. Cup and napkin design and any additional signage/placement must be pre-approved by AAPA.)

STEP-AND-REPEAT

\$3,000

1 AVAILABLE
SPONSORSHIP

Your logo will be featured alongside AAPA's in every photo snapped in front of our Step-and-Repeat wall! A fantastic opportunity to extend your reach when photos are shared across social media platforms.

MOBILE APP BANNER AD

\$1,500 each

3 AVAILABLE
SPONSORSHIPS

Place a clickable banner ad in the We Are Family (Medicine) event within the AAPA app, which attendees use throughout the event.

WI-FI*

\$2,000

1 AVAILABLE
SPONSORSHIP

Create buzz for your company by sponsoring the conference's Wi-Fi – a must-have for every attendee! Your company logo will be featured when attendees log in.

BAG INSERTS

\$2,000 each

10 AVAILABLE
SPONSORSHIPS

Place your promotional piece directly into attendees' hands with an insert in the popular attendee tote bag.

BRANDED PROMOTIONAL MATERIALS

1 AVAILABLE
SPONSORSHIP
EACH

Pens*	\$500
Water Bottles*	\$1,000
Lanyards*	\$5,000

Meeting Room Blankets*	\$5,000
Tote Bags*	\$2,000

*Not available to companies classified as an ACCME-defined commercial interest.

**Sponsor is responsible for the cost of any additional signage and additional AV that is not already set in room. Additional signage/placement must be pre-approved by AAPA.

ADDITIONAL SPONSORSHIP RECOGNITION

In addition to the sponsored item, all sponsors will receive the following:
Company logo and company website included on event webpage.

FOR MORE INFORMATION ABOUT THESE OPPORTUNITIES, PLEASE CONTACT
DEL BAKER-ROBERTSON AT DBAKER@AAPA.ORG