

# 2022



## PAFP's Annual Corporate Sponsorship & Exhibit Prospectus



**TOGETHER, WE CAN  
STRENGTHEN AND  
PROTECT THE  
FUTURE OF FAMILY  
MEDICINE.**

[www.pafp.com](http://www.pafp.com)

# Hello!

With more than 6,000 members and stakeholders, the Pennsylvania Academy of Family Physicians is the only organization in the state that represents the specialty of family medicine. This esteemed group of family physicians cares for millions of patients each year and must stay up-to-date on practice opportunities, emerging technologies, infrastructure and treatment protocols relative to their individual practice needs.

The variety of annual and event-specific opportunities on the following pages offer exceptional ROI and recognition. Consider your involvement an investment in the future of patient care.

## Elevate your company's visibility!

Market to a diverse network of family physicians and primary care providers. When you become a sponsor with PAFP, your business will:

- Gain valuable exposure at high-profile events throughout the state
- Reach targeted key audiences and decision makers
- Foster new business relationships

Our team would love to work with you to understand your marketing priorities and how we can best meet your needs. If there are specific packages or opportunities that you do not see included here, please reach out so we can discuss!

### Janine M. Owen

Chief Education Officer and Deputy Executive Vice President  
jowen@pafp.com

## Let's work together!

## 2022 Dates

### **NEW!!** Spring Family Medicine Essentials Summit

*(Includes Annual Business Meeting & Research Day)*  
Lancaster Marriott  
Lancaster, PA  
April 2, 2022

### **Summer Adventures CME Conference**

Camelback Mountain Lodge  
Poconos, PA  
June 19-23, 2022

### **NEW!!** Member & Sponsor Appreciation Day

Hersheypark  
August 14, 2022  
*We hope you can join us!*

### **NEW!!** Fall Family Medicine Essentials Summit

Inn at Villanova University  
Wayne, PA  
November 5, 2022

*Your sponsorship supports the PAFP's mission to advance quality health care for all Pennsylvanians through advocacy, education, and community for all of our physician and future-physician members.*

# PAFP Member Demographics

900+ are fellows, and 2,703 members are certified by the American Board of Family Medicine

66% are office-based, and 17% are in hospital-based practices

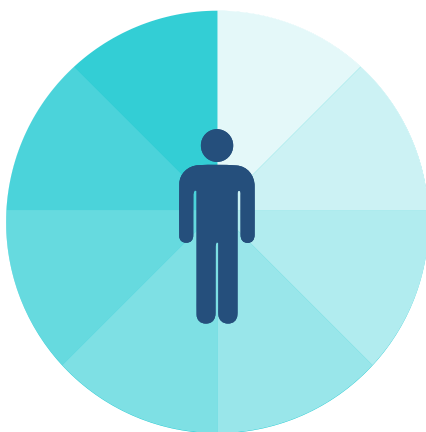
83% participate in Medicaid and 96% participate in Medicare

## 6000+ MEMBERS & STAKEHOLDERS

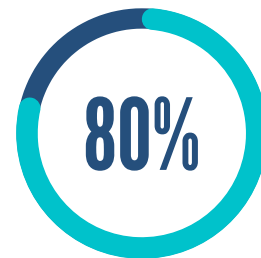
physicians

residents

medical students



Among our 6,000+ member magazine subscribers, more than 3,200 are licensed, practicing physicians; 900+ are medical residents; 400 are retired or non-practicing physicians; others are medical students.



Almost 80% of all family physicians in Pennsylvania are members of the PAFP.

## \$185,000



The median salary for a family physician or primary care physician is \$185,000.

## Patient Reach = 13 Million

Assuming a patient panel of 2,000 for 5,300 practicing physicians and residents

## 3RD

PAFP is the 3rd largest chapter of the American Academy of Family Physicians





# Annual Sponsor Packages & Benefits

\*All annual sponsorships include comprehensive exposure and access to PAFP members – in person, in print and online. Recognition benefits carry throughout the full year. Virtual participation is automatic with your sponsorship at no additional charge when/if a fully online component becomes necessary.

## PHYSICIAN WELLNESS CHAMPION

**\$20,000**

*All benefits included with lower levels, plus the following ...*

- Exclusive - Only 1 Available!
- Branded 500-word physician wellness column in four issues of *Keystone Physician* magazine (quarterly publication mailed to 6,000+)
- Choice of three branded wellness activities throughout the year (ex. sunrise yoga, mountain hike, guided meditations)
- Customized healthy food choices and signage at events
- Branded monthly wellness message emailed to members for 12 months
- Up to 6 representatives may attend Member Appreciation Day (includes Hersheypark tickets)

## PATRON

**\$15,000**

*All benefits included with lower levels, plus the following ...*

- Four full-page advertisements in *Keystone Physician* magazine (quarterly publication mailed to 6,000+)
- Choice of social OR wellness activity sponsorship at summer conference
- Up to 5 representatives may attend Member Appreciation Day (includes Hersheypark tickets)

## BENEFACTOR

**\$12,500**

*All benefits included with lower levels, plus the following ...*

- Four 2/3-page advertisements in *Keystone Physician* magazine (quarterly publication mailed to 6,000+)
- One exhibit space at each of our three live events
- Attendee conference bag inclusions for spring, summer and fall events
- Up to 4 representatives may attend Member Appreciation Day (includes Hersheypark tickets)

## ADVOCATE

**\$7,500**

*All benefits included with lower levels, plus the following ...*

- Four 1/2-page advertisements in *Keystone Physician* magazine (quarterly publication mailed to 6,000+)
- Logo, company name and link in sponsor thank-you emails to all members (2 per year)
- Signage at registration table and in non-educational event spaces at three live events
- On-stage recognition at two live events
- Post-event sponsor thank-you email to all members following three live events
- Logo, company name and link on mobile event app for live events, when applicable
- Appetizer served from your exhibit table at summer reception to drive foot traffic
- One exhibit space at summer event and either spring OR fall events
- Attendee conference bag inclusions for choice of two live events
- Up to 2 representatives may attend Member Appreciation Day (includes Hersheypark tickets)

## SUPPORTER

**\$4,000**

- Four 1/3-page advertisements in *Keystone Physician* magazine (quarterly publication mailed to 6,000+)
- Logo and company name in annual sponsor thank-you ad in *Keystone Physician* magazine (winter issue)
- Logo, company name and link on PAFP website
- Company name and link in sponsor thank-you emails to all members (2 per year)
- Logo, company name and link on mobile event app for summer event
- On-stage recognition at summer event - our largest event of the year!
- Attendee conference bag inclusions for summer event
- One exhibit space at summer conference
- 1 representative may attend Member Appreciation Day (includes Hersheypark ticket)

## MAX Exhibitor - Summer Adventures Conference

**\$2,500**

- One exhibit space at summer event
- 1 half-page advertisement in *Keystone Physician* magazine (\$1100 value)
- Appetizer at exhibit table at welcome reception (\$350 value)
- Attendee conference bag inclusions for summer event
- Logo, company name and link on mobile event app for summer event

## Exhibitor - Summer Adventures Conference

**\$1,250**

- One exhibit space at summer event – our largest event of the year!
- Attendee conference bag inclusions for summer event
- Logo, company name and link on mobile event app for summer event

**Please note:** There will be no exhibits at the spring and fall meetings with the exception of sponsors.

## Connect with Physicians Face-to-Face!

### Want to host a satellite symposium or product theater?

We'll work with you to offer education on topics to improve patient care and health outcomes or introduce family physicians to new products or services from your industry.  
Call us for details and pricing!

## Sponsored Emails

We offer extremely limited access to PAFP members through two exclusive email sponsorships:

- Sponsored email blast sent by PAFP on your behalf to 6,000+ members. Email date, design and particulars to be discussed on a case-by-case basis. Only one available per month. **\$1500**
- Linked ad (600 x 250) included on monthly Progress Notes email sent by PAFP to 6,000+ members. Only one available per month. **\$500**

# High-Impact A La Carte Options

## High-Profile Member Favorites!

WIFI & Charging Station  
Sponsor\*  
\$3,000

"Morning Eye-Opener"  
Coffee Station\*  
\$3,000

Reception Drink Tickets -  
Includes Logo\*  
\$1,500

Hospitality or Social Lounge  
w/ Charging Stations\*  
\$2,500/summer only

Wellness Activity  
(Yoga, Morning Walk,  
Massage Chairs, etc.)  
Call for pricing & options

Social Activity  
(Ice-breaker, Happy Hour,  
Bonfire, etc.)  
Call for pricing & options,  
summer only

All sponsorships  
include invitation to  
attend sponsored  
activity, where  
applicable.

\*Denotes exclusive  
opportunity - only  
one available at each  
event!

Branded Lanyard/Name-tag Wallet\*  
\$2,000/per event

Branded Conference Bag\*  
\$2,500/per event

Doorprize "Passport" - Includes Logo and Live Prize Drawing  
\$1,000

Branded T-shirts - Membership Appreciation Day  
\$2,500

Refreshment Break Sponsor - Includes Signage  
\$1,000

Breakfast Sponsor - Includes Signage  
\$2,500

Lunch Sponsor - Includes Signage  
\$5,000

Resident Research Day Track - Spring Meeting  
\$3,500

Branded Giveaways: Water Bottles, Power Banks, Notepads,  
Hand Sanitizer, etc.  
Call for pricing & options

Don't see what you're looking for?  
Let's create something together.

# Sponsor/Exhibit Agreement

## Questions? Contact us!

Janine Owen  
Deputy Exec. Vice President &  
Chief Education Officer  
Ph: 717-418-0398  
Fax: 717-564-4235  
jowen@pafp.com

PAFP Foundation  
2704 Commerce Dr.  
Suite A  
Harrisburg, PA 17110

**TAX ID: 23-2340801**

## 2022 Dates

**NEW!! Spring  
Family Medicine Essentials  
Summit**  
*(Includes Annual Business Meeting  
& Research Day)*  
Lancaster Marriott  
Lancaster, PA  
April 2, 2022

**Summer Adventures CME  
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Camelback Mountain Lodge  
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Family Medicine Essentials  
Summit**  
Inn at Villanova University  
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November 5, 2022

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Email: \_\_\_\_\_

### Participating in:

- April 2022 - Family Medicine Essentials Summit
- June 2022 - Summer Adventures Conference
- August 2022 - Member & Sponsor Appreciation Day
- November 2022 - Family Medicine Essentials Summit

### Sponsorship Level:

- Wellness Champion - \$20,000
- Patron - \$15,000
- Benefactor - \$12,500
- Advocate - \$7,500
- Supporter - \$4,000
- Exhibitor - please specify type and amount \_\_\_\_\_

**A la Carte Options:** Please indicate choice(s) and amount(s) below.

\_\_\_\_\_  
\_\_\_\_\_

**Total Due:** \_\_\_\_\_

- Sponsorships over \$10,000 may be paid in two installments on request.
- Payment must be received no later than two weeks prior to first event.
- Absolutely no spots will be held without a signed contract and payment.

**Paying by check?** Make check payable to the "PAFP Foundation" and mail to: 2704 Commerce Drive, Suite A, Harrisburg, PA 17110.

**Paying by credit card?**  VISA  MC  AMEX

Card # \_\_\_\_\_ Exp \_\_\_\_\_ Code \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

Signature \_\_\_\_\_

Phone \_\_\_\_\_

**In addition to payment, please send company logo** (high-res, JPG or PNG format preferred) and 100-word **description** for the conference mobile app to Janine Owen (jowen@pafp.com).

## WHAT IS THE PAFP?

The Pennsylvania Academy of Family Physicians and its Foundation are dedicated to advancing quality health care through advocacy, education, workforce development, and commitment to the patients we serve. For more than 70 years and with over 6,000 physician, resident and student members, the physician-led Academy and its Foundation's core values are visionary leadership, integrity, and community.

The Pennsylvania Academy of Family Physicians is a 501(c)(6) organization. The Pennsylvania Academy of Family Physician Foundation is a 501(c)(3) organization.

## THE PAFP'S VISION

Pennsylvania Academy of Family Physicians and its Foundation will be viewed as (a) the leading influential resource among family physicians and physicians in training in Pennsylvania, (b) the primary voice on health care issues with state legislative and administrative branches of government, media and professional health organizations, (c) a benchmark state on the national level; (d) setting the standard for organized medicine and (e) the leader on health care issues in the community.

## THE PAFP'S MISSION

PAFP is a physician led organization committed to advancing quality health care for all Pennsylvanians through advocacy, education, and community for all of our members.

**Please join our efforts to advance quality health care for all Pennsylvanians.**



PENNSYLVANIA ACADEMY  
OF FAMILY PHYSICIANS

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