

CORPORATE SPONSORSHIP, EXHIBIT & ADVERTISING PROSPECTUS

Signature live events and opportunities for digital connection with 6,000+ family physicians, residents & students across Pennsylvania

Create memorable experiences that resonate with your target audience.



CONNECT WITH PA'S FAMILY PHYSICIANS



With the PAFP, you can market to a diverse network of family physicians and primary care providers. As a sponsor, exhibitor or advertiser, your business will:

- Gain valuable exposure at high-profile events
- Reach targeted key audiences and decision makers.
- Develop and nurture new business relationships.

If your team is interested in promotional packages or opportunities you don't see in our prospectus, please reach out so we can discuss!

About the PAFP

The Pennsylvania Academy of Family Physicians is **the 4th largest state chapter of the American Academy of Family Physicians**. The chapter was established more than 70 years ago and represents 6,000+ physician, resident and student members and family medicine stakeholders across the state.

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.

2026 Dates & Details

Spring CONNECT Conference April 3-4, 2026 @ Windcreek Bethlehem Five great events in one!

Approx. attendance: 150 physicians & 100 residents

- Spring Family Medicine Essentials CME Summit
- PAFP Resident Research Day
- Resident Impact Grant (RIG) Summit
- Annual Business Meeting & Events
- Excellence in Family Medicine Awards

PAFP Procedures Days

Various dates & locations around the state

Approx. attendance: 75 residents & physicians

One-day program features a variety of procedures workshops with hands-on training
Four exhibitors max per location

Summer Sea-M-E Conference

June 7-11, 2026 @ Hyatt Place Dewey Beach, DE

Approx. attendance: 150 physicians

More than 22+ CME AOA and AAFP credits

Four-day exhibits: Sunday thru Wednesday

Family-friendly, outstanding networking opportunities

Fall Family Medicine Essentials CME Summits

New half-day mandated CME format

Locations TBD

- October 3, 2026
- October 10, 2026
- October 31, 2026

Approx. attendance: 125 physicians

Note: While there are no exhibits at these events, there are ample opportunities to have your company in front of our physicians.

Exhibit & Promotion Details

Exhibitor - Spring FM Essentials Summit (one-day)

- One exhibit space at the spring FM Essentials Summit (Saturday, roughly 8am-5pm)
- 6-foot table, two chairs, electrical available by request; up to two representatives may attend
- Representatives may join attendees for lunch, if desired
- Logo, company name and link on www.pafp.com and mobile event app, if applicable
- Listings/links of all exhibitors sent to all attendees prior to events

\$900

Exhibitor - Procedures Day Events

- Limited to four organizations providing supplies for the workshops
- 6-foot table, two chairs, electrical available by request; up to two representatives may attend

\$700

Exhibitor - Summer Sea-M-E Conference

- Four-day exhibits: Sunday thru Wednesday
- 6-foot table, two chairs, electrical available by request; up to two representatives may attend
- Representatives are invited to participate in all meals and social activities, if desired
- Logo, company name and link on www.pafp.com and mobile event app, if applicable
- Listings/links of all exhibitors sent to all attendees prior to event

\$1,500

Promotion Partner - Fall FM Summits (no exhibit table)

- Onsite signage, attendee handouts/promotional items, event app inclusion and link

\$400

Important Notes:

- PAFP reserves the right to reject any sponsor or exhibitor and/or any proposed content from any sponsor or exhibitor at its sole discretion.
- Exhibit space at all PAFP events is intentionally limited. We maintain a comfortable balance that allows for conversation and connection with attendees.
- PAFP does not distribute attendee emails or addresses with exhibitors or sponsors.
- PAFP does not book hotel rooms for exhibitors or sponsors; please inquire about our event hotel room blocks as soon as you register to exhibit.



All sponsorships include 12 months of exposure and access to PAFP members — in person and online.

RESIDENT SUCCESS SPONSOR

\$22,500

All benefits included with Benefactor sponsorship, plus ...

- Exclusive - Only 1 available!
- Collaborative, in-person meetings with PAFP events team to customize benefits to your needs
- Branded 500-word "Resident Success" column in four issues of *Keystone Physician* magazine (direct mailed to 5,000+)
- High-profile signage throughout Research Day poster presentation area
- Sponsored emails to all student and resident members
- Advertising space in monthly Resident Roundup E-mail
- This sponsorship allows you right of renewal for 2027 (deadline December 1, 2026)

PHYSICIAN WELLNESS CHAMPION

\$20,000

All benefits included with Benefactor sponsorship, plus ...

- Exclusive - Only 1 available!
- Collaborative, in-person meetings with PAFP events team to customize benefits to your needs
- Branded 500-word physician wellness column in four issues of *Keystone Physician* magazine (direct mailed to 5,000+)
- Branded wellness activities at all events throughout the year
- This sponsorship allows you right of renewal for 2027 (deadline December 1, 2026)

FINANCIAL WELLNESS CHAMPION

\$10,500

All benefits included with Advocate sponsorship, plus ...

- Exclusive - Only 1 available!
- Collaborative, in-person meetings with PAFP events team to customize benefits to your needs
- Branded 500-word financial wellness column in four issues of *Keystone Physician* magazine (direct mailed to 5,000+)
- On-stage: Educational Symposium at Summer 2026 Conference
- This sponsorship allows you right of renewal for 2027 (deadline December 1, 2026)

CONFERENCE WELCOME SPONSOR

\$5,000

Roll out the red carpet for conference attendees! Promotion before, during and after the event!

- Only 1 available per event!
- Branded welcome article in *Keystone Physician* magazine prior to event
- Branded welcome bags distributed at event
- Brief on-state welcome remarks at conference
- Highly visible signage at event
- Event exhibit space included

SPRING 2026 IS SOLD

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Benefit Description	Benefactor \$15,000	Advocate \$7,500	Supporter \$4,500
Premium exhibit space at events	Spring & Summer	Spring & Summer	Summer
Signage and on-stage recognition at events	✓	✓	✓
Branded social activity and email invite - summer	✓		
Attendee conference bag inclusions	Spring & Summer	Spring & Summer	Summer
Logo, company name and link in conference app	✓	✓	Summer
Post-event sponsor thank-you email to all members following three live events	✓	✓	Summer
Dedicated email sent to all PAFP members	✓		
Sponsored Content - branded feature article in <i>Keystone Physician</i> magazine - 1200 words max	✓		
Social media thank-you posts featuring logo (2x)	✓	✓	✓
Logo and company name in annual sponsor thank-you ad in <i>Keystone Physician</i> magazine (winter issue)	✓	✓	✓
Logo, company name and link on PAFP website (calendar year)	✓	✓	✓



"Sponsoring PAFP conferences is a game-changer for our provider recruitment team. Their events bring together a highly targeted audience of physicians, advanced practitioners, medical students, and residents. We're proud to be part of a community that's committed to strengthening the health care workforce."

— Tammy Bonawitz, Geisinger

A La Carte Options

NEW!! Gobo - Logo Projection

Your company name literally in lights!
\$1,000

NEW!! Swag Bag*

Fill with branded goodies and surprises to make attendees smile
\$1,000

Branded Attendee Conference Bag*

\$1,000 spring tote, \$2,000 summer beach bag

WIFI Sponsor - Signage & Branded Password*

Use your company name in the log-in!
\$1,500 per event or \$3,000 for three events

Branded Name Badge Lanyard*

\$750 per event or \$2,000 for the year

12 Branded Tabletop Charging Stations with Custom Inserts*

\$1,500 per event, spring or fall

Breakfast Sponsor - spring, summer or fall

\$1,500 per breakfast - Includes branded signage & welcome remarks to attendees

Lunch Sponsor - spring, summer or fall

\$3,000 per lunch - Includes branded signage & welcome remarks to attendees

"Morning Eye-Opener" Coffee Station - Includes Branded Signage*

Put your brand on everyone's favorite drink!
\$1,000 spring or fall; \$2,000 summer

SPRING-ONLY

Headshot Photography Sponsor*

Includes branded signage, agenda listing & email invitation prior to event
\$2,000

Research Day Compendium Sponsor

Company name and acknowledgment on cover
\$750

Zen Zone with Chair Massage*

\$1,500

SUMMER-ONLY

Keynote Speaker @ Event Welcome*

Kick off the event with on-stage remarks and intro of keynote speaker
\$5,000

Welcome Beach Party*

Exclusive networking, beach games, appetizers and welcome remarks by sponsor rep
\$6,000

Summer Fun Photo Booth @ Beach Party*

Includes signage and logo exposure
\$1,000

Sunset Bay Cruise Sponsor*

With signage & digital screens on the shuttles
\$5,000

Trivia & Tacos*

Annual competition with appetizers and prizes
\$3,250

NEW!! Hospitality Suite*

Networking & social time in an exclusive space
\$1,500 + food and beverage

NEW!! Escape Room*

Sponsor one of the most fun conference activities ever - an onsite escape room!
Call for pricing.

Family-friendly Movie on the Beach*

Includes snacks & welcome remarks by sponsor
\$2,000

Branded Beachside Happy Hour

Mon, Tues OR Wed, 5-6 pm
\$1,000 + food & beverage, each event

Zen Zone with Chair Massage*

\$1,500

Branded Insulated Snack/Lunch Totes*

\$2,500 - bags distributed with food included!

Yoga on the Beach with Branded Mats*

3x during event!
\$2,500

NEW!! Elevator Wrap/Branded Graphics

Highly visible logo promotion at Hyatt Place
Contact for pricing

Live Event Options

Satellite Symposia/Product Theaters

Your team can offer education on topics to improve patient care and health outcomes or introduce family physicians to new or existing products or services. You plan and deliver the presentation. Typically held as a 45-minute plenary session during a meal*.

Opportunities are limited and will be reserved on a first-come basis:

- Spring 2026 — one available @ **\$6,000**
- Summer 2026 — three available @ **\$6,500**

*Food and beverage costs are extra; please contact Janine Owen to discuss options: jowen@pafp.com.

Personalized “Meet & Greet” Options - Summer Only

Design an exclusive "Invite Only" attendee breakfast or lunch roundtable discussion and/or presentation.

Work with our team to invite up to 20 attendees to a private, small-group experience, where you direct the conversation. Presentation style or Q & A forum. 45 minutes. **Starting at \$2,000**



"The Pennsylvania Child Psychiatry Access Program (PA TiPS) has greatly valued the opportunity to exhibit at several recent PAFP conferences. These well-organized events created meaningful connections with primary care providers across Pennsylvania and helped us raise awareness about the behavioral health support PA TiPS offers. We appreciate PAFP's commitment to collaboration and look forward to future partnerships."

— Kristen Long, Penn State Health TiPS



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Digital + Print Advertising

We offer access to PAFP members through these exclusive digital sponsorships:

1. Sponsored email blasts sent by PAFP on your behalf to 6,000+ members and stakeholders. Email date, design and particulars determined on a case-by-case basis. Only one available per month. **\$1,500**
2. Linked ad (600 x 250) OR sponsored content item (100 words with link) included on monthly "Progress Notes" email sent by PAFP to 6,000+ members. Only one of each available per month. **\$500 each**
3. Linked ad (600 x 250) OR sponsored content item (100 words with link) included on monthly "Resident Roundup" email sent by PAFP to 900+ residents. Only one of each available per month. **\$500 each**
4. Banner ad (728 x 90) linked to your site on all job seeker pages of PAFP's career portal website. **\$200/month or \$1,000/6 months or \$1,850/12 months**
5. We also publish a quarterly member magazine, *Keystone Physician*, which is printed and mailed to our members. Print and digital advertising is available through our publishing partner, Publishing Concepts, Inc.
Email for info: gjones@pcipublishing.com



"Exhibiting at PAFP has been instrumental in connecting with engaged family physicians who are key partners in identifying patients for Inspire therapy. It consistently helps us build strong referral networks and expand access to this life-changing treatment."

— Eric Shearer, Inspire Sleep

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Questions? Contact us!

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2026 Dates

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Bethlehem
Approx. attendance: 150
physicians & 100 residents

PAFP Procedures Days

Dates and locations TBD
Approx. attendance: 75 residents
& physicians at each

Summer Sea-M-E Conference

June 7-11, 2026 @ Hyatt Place
Dewey Beach, DE
Approx. attendance: 150
physicians

Fall Family Medicine Essentials CME Summits- Half-day Format

Locations TBD
October 3, 2026
October 10, 2026
October 31, 2026
Approx. attendance: 125
physicians each

Company Name: _____

Contact Name: _____

Contact Email: _____

Sponsorship Level (Check one):

_____ Custom Sponsorship (type & amount) _____

_____ Benefactor - \$15,000

_____ Advocate - \$7,500

_____ Supporter - \$4,500

Scan code to
register online.



Event Exhibitor (Check all that apply):

_____ Spring (\$900)

_____ Procedures Day (\$700)

_____ Summer (\$1,500)

Fall Promotion Partner:

_____ Fall Promotion - no exhibit table (\$400)

Total Sponsor/Exhibit/Promotion Fee(s) _____

A la Carte and Other Options: Please indicate choice(s) & amount(s):

Total Due: _____ ** Please add 3% if paying by credit card.

- Sponsorships over \$10,000 may be paid in two installments on request.
- Absolutely no spots will be held without a signed contract and payment.
- Please add 3% if paying by credit card.

• Sponsorship fees must be paid with contract. Thank you for your cooperation.

Paying by check? Make check payable to the "PAFP Foundation."

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 website and/or conference mobile app to Janine Owen (jowen@pafp.com).