

PENNSYLVANIA ACADEMY of FAMILY PHYSICIANS

2027 MARKETING PROSPECTUS

Signature live events and opportunities for digital connection with 5,500+ family physicians, residents & students across Pennsylvania

ABOUT PAFP

The Pennsylvania Academy of Family Physicians is the 4th largest state chapter of the American Academy of Family Physicians. The chapter represents **5,500+** physician, resident and student members and more than 5,000 additional family medicine stakeholders across the state, with a total reach of more than **10,500**.

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.

CONTACT

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Jenna Moore | jmoore@pafp.com
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ANNUAL SPONSORSHIPS

EXHIBITS

ADVERTISING

2027 CME EVENTS

Spring CONNECT Conference
April 8-10, 2027 @ The Landing Hotel, Pittsburgh
Approx. attendance: 150 physicians & 100 residents

Summer Sea-M-E Conference
June 6-10, 2027 @ Hyatt Place Dewey Beach, DE
Approx. attendance: 150 physicians
Two-day exhibits OR four-day exhibits

Fall "Clinical Intensive" Weekend
Two-day "masterclass" event
November 5-6, 2027 @ Eden Resort & Suites, Lancaster, PA
Approx. attendance: 80-100 physicians & residents

PAFP reserves the right to reject any sponsor or exhibitor and/or any proposed content at its sole discretion.

ANNUAL SPONSORSHIP PACKAGES
exclusive specialty sponsorships

All sponsorships include 12 months of exposure and access to 5,550+ PAFP members — in person and online.

RESIDENT SUCCESS SPONSOR — $23,500

- Exclusive - Only 1 available
- Branded 500-word "Resident Success" column in four issues of Keystone Physician magazine (direct mailed and emailed to 5,000+) and formatted in four dedicated sponsored emails to all members
- High-profile signage throughout Research Day poster presentation area and headshot photography station
- Welcome remarks at Research Day event
- High-profile signage at Family Medicine Advocacy Day event
- Welcome remarks at Family Medicine Advocacy Day event
- One sponsored email to all student and resident members
- Advertising space in monthly Resident Roundup E-mail sent to 2,200+ residents and medical students
- This sponsorship allows you right of renewal for 2028 (deadline December 1, 2027)
- PLUS comprehensive benefits package* and up to three exhibits at live events

PHYSICIAN WELLNESS CHAMPION — $20,000

- Exclusive – Only 1 available
- Branded 500-word "Physician Wellness" column in four issues of Keystone Physician magazine (direct mailed and emailed to 5,000+)
- Branding and sponsored content on a new "Physician Wellness" section of the PAFP website
- Option for organization rep to lead wellness activiteis at live events
- Branded menu of wellness activities at all live events (yoga, meditation, walking group, cooking demo)
- Branded "Action Zone" at live events, featuring Corn Hole, Indoor Putting Green and Giant Jenga
- This sponsorship allows you right of renewal for 2028 (deadline December 1, 2027)
- PLUS comprehensive benefits package* and up to three exhibits at live events

FINANCIAL WELLNESS CHAMPION — $12,500

- Exclusive - Only 1 available
- Branded 500-word "Financial Wellness" column in four issues of Keystone Physician magazine (direct mailed and emailed to 5,000+) and formatted in four dedicated sponsored emails to all members
- One 45-minute breakfast or lunch presentation at the summer conference, recorded and shared with members via email, and archived on the PAFP website OR live/recorded webinar emailed to all members
- This sponsorship allows you right of renewal for 2028 (deadline December 1, 2027)
- PLUS comprehensive benefits package* and up to two exhibits at live events

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COMPREHENSIVE PROMOTIONAL BENEFITS

These benefits are included in all annual sponsorship packages!

- All annual sponsors receive these benefits
- Premium exhibit space
- Signage and on-stage recognition at events
- Logo, company name and link on PAFP website (calendar year)
- Logo, company name and link on Clowder event app
- Recognition in post-event thank-you emails to all members following live events
- Social media thank-you posts featuring logo (2x/year)
- Logo included in annual sponsor thank-you advertisement in Keystone Physician magazine (winter)

ANNUAL SPONSORSHIP PACKAGES
sponsorship tiers

All annual sponsorships include 12 months of exposure and access to 5,500+ PAFP members — in person and online.

PAFP BENEFACTOR — $16,000

- Premium placement exhibits at up to three live events
- Branded social activity at summer event (agenda recognition & push notifications)
- Branded snack break at fall event (agenda recognition & push notifications)
- One branded email sent to all members on your behalf
- Sponsored content – branded two-page feature in Keystone Physician magazine – 1000 words max
- PLUS comprehensive benefits package*

PAFP ADVOCATE — $8,500

- Premium placement exhibits at up to two live events
- Branded snack event at one live event (agenda recognition & push notifications)
- One branded email sent to all members on your behalf
- PLUS comprehensive benefits package*

PAFP SUPPORTER — $5,000

- Premium placement exhibit at one live event
- PLUS comprehensive benefits package*

A LA CARTE PROMOTIONAL OPTIONS

- **Coffee Station Sponsor -** Branded Cups & Signage - $1,500 (SUMMER) / $1,000 (FALL)
- **Technology Sponsor -** Custom Wifi Password & Signage, Branded Table-top Charger Inserts - $2,000
- **Lanyard Sponsor -** Branded Lanyards - $750
- **Conference Bag Sponsor -** Branded Attendee Bags - $2,000
- **Snack Break Sponsor -** Signage and Event App Push Notifications - $2,000/break (option to customize break)
- **Tacos & Trivia -** On-stage Remarks, Signage, Event App Push Notifications, Agenda Acknowledgment - $3,500 (EXCLUSIVE - SUMMER ONLY)
- **Meet & Greet -** Custom small-group experience for presentation or roundtable discussion - $3,500+ (EXCLUSIVE - SUMMER ONLY)

PHYSICIAN CAREER SUPPORTER PACKAGE

$5,500+ Value

Add-on to any sponsorship: $3,000 / Stand-alone: $4,500

- PAFP Career Center sponsored employer with linked logo on "job seeker" landing page (calendar year)
- Rotating banner ad on all job seeker pages (calendar year)
- One banner ad included in Progress Notes digital newsletter (one month)
- 20% discount code for up to 12 job postings on the PAFP Career Center portal
- Featured employer linked logos on PAFP careers landing page (calendar year)

EXHIBITOR DETAILS

SUMMER EXHIBIT (June 6-10, 2027)

- 6-foot exhibit table with two chairs
- Up to two representatives may attend
- Conference meals and snacks included
- Logo, company name and link on Clowder event app
- Access to attendee information on event app
- Invitation to all conference social events
- Four-day exhibit: Sunday-Wednesday **($2,500)**
- Two-day exhibit: Sun-Mon OR Tues-Wed **($1,750)**

FALL EXHIBIT (TBD)

- 6-foot exhibit table with two chairs
- Up to two representatives may attend
- Conference meals and snacks included
- Logo, company name and link on Clowder event app
- Access to attendee information on event app
- Two-day exhibit: Fri-Sat **($1,500)**

EXHIBITOR 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, allowing for conversation and connection with all attendees.
- In accordance with ACCME guidelines, PAFP does not distribute attendee emails or addresses to 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.

ADVERTISING DETAILS

ADVERTISING OPTIONS

- **Sponsored Emails:** Sponsored email blasts sent by PAFP on your behalf to 5,500+ members and family medicine stakeholders. Limited availability. **$1,500**

- **E-Newsletter Ads:** Linked ad (600 x 250) or content item (100 words with link) included on monthly e-newsletter sent by PAFP to members. Choose:
  - "Progress Notes" email sent monthly to 5,500 members - **$500**
  - "Resident Roundup" email send monthly to 2,100+ residents and medical students - **$500**
  - "FM5" email sent weekly to 5,500 members - **$500**
  - Frequency discounts available - contact Cathy Stamm for details (cstamm@pafp.com)

- **Direct Mail:** PAFP will facilitate a mailing on your organization's behalf to any segment of our members for a **$3,000** administrative fee (organization pays all printing, mailing service and postage fees)

- **Magazine Advertising:** PAFP publishes a quarterly member magazine, Keystone Physician, which is printed and mailed to our members. Print and digital advertising options are available through our publishing partner, Publishing Concepts, Inc. Email for info: gjones@pcipublishing.com

2027 Annual Sponsor Agreement

Questions? Contact us!

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Member Engagement Officer
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cstamm@pafp.com

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2027 Dates

Spring CONNECT Conference
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Approx. attendance: 200 physicians & 100 residents

Summer Sea-M-E Conference
June 6-10, 2027 @ Hyatt Place Dewey Beach, DE
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NEW!! Fall Clinical Intensive Topical CME Weekend
November 5-6, 2027 @ Eden Resort & Suites, Lancaster, PA
Two-day workshop
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Company Name: _____

Contact Name: _____

Contact Email: _____

Sponsorship Level (Check one):
____ Specialty: Resident Success Sponsor - $23,500
____ Specialty: Physician Wellness Champion - $20,000
____ Specialty: Financial Wellness Champion - $12,500
____ Benefactor - $16,000
____ Advocate - $8,500
____ Supporter - $5,000
____ Custom Sponsorship - Amount _____

Exhibit Only: ___ Summer 2 days ___ Summer 4 days ___ Fall

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 agreement.**

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 a 100-word **description** for the website and/or conference mobile app to Cathy Stamm (cstamm@pafp.com).