

PENNSYLVANIA ACADEMY of FAMILY PHYSICIANS

2027 MARKETING PROSPECTUS

Opportunities for face-to-face 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

Cathy Stamm | cstamm@pafp.com
717-317-7790

Jenna Moore | jmoore@pafp.com
835-242-9094

EVENT SPONSORSHIPS

EXHIBITS

SYMPOSIA/PRODUCT THEATERS

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.

SUMMER CONFERENCE SPONSORSHIPS
June 6-10, 2027 | Dewey Beach, DE

Approx. Attendance: 150+ physicians, residents and APPs

GOLD SPONSOR — $7,500

- Logo on event landing page, premium placement, and on select promotional materials
- Dedicated email from sponsor to all event attendees prior to event
- Welcome remarks on stage
- Logo on prominent signage in exhibit hall
- Exhibit – premium placement (four days OR two days)
- Logo, company name and link on Clowder event app
- Inclusion in attendee conference bags
- Invitation to all social events
- Access to attendee information on event app
- Logo inclusion post-event thank-you email to attendees

SILVER SPONSOR — $4,500

- Logo on event landing page and name on select promotional materials
- Logo on prominent signage in exhibit hall
- Exhibit – premium placement (two days)
- Logo, company name and link on Clowder event app
- Inclusion in attendee conference bags
- Invitation to all social events
- Access to attendee information on event app
- Logo inclusion post-event thank-you email to attendees

BRONZE SPONSOR — $3,500

- Name on event landing page
- Name on prominent signage in exhibit hall
- Exhibit (two days)
- Logo, company name and link on Clowder event app
- Invitation to all social events
- Access to attendee information on event app
- Name inclusion post-event thank-you email to attendees

SYMPOSIA / SPEAKER'S BUREAU / PRODUCT THEATERS

- Plenary session, not concurrent with other educational sessions
- Food and beverage expenses included at no additional charge; standard AV equipment also included
- Inclusion on agend and event app, with push notifications
- 30-minute breakfast presentation - **$10,000**
- 45-minute lunch presentation - **$15,000**
- 60-minute dinner presentation - **$20,000**

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.

FALL CONFERENCE SPONSORSHIPS
Lancaster, PA | November 5-6, 2027

Approx. Attendance: 80-100 physicians, residents and APPs

GOLD SPONSOR — $6,500

- Logo on event landing page, premium placement, and on select promotional materials
- Dedicated email from sponsor to all event attendees prior to event
- Welcome remarks on stage
- Logo on prominent signage
- Exhibit – premium placement
- Logo, company name and link on Clowder event app
- Inclusion in attendee conference bags
- Access to attendee information on event app, premium placement
- Logo inclusion post-event thank-you email to attendees

SILVER SPONSOR — $4,000

- Logo on event landing page and name on select promotional materials
- Logo on prominent signage
- Exhibit – premium placement
- Logo, company name and link on Clowder event app
- Inclusion in attendee conference bags
- Access to attendee information on event app
- Logo inclusion post-event thank-you email to attendees

BRONZE SPONSOR — $3,000

- Name on event landing page
- Name on prominent signage
- Exhibit
- Logo, company name and link on Clowder event app
- Access to attendee information on event app
- Name inclusion post-event thank-you email to attendees

SYMPOSIA / SPEAKER'S BUREAU / PRODUCT THEATERS

- Plenary session, not concurrent with educational sessions
- Food and beverage expenses included at no extra charge; standard AV equipment also included
- Inclusion on agenda and event app, with push notifications
- 30-minute breakfast presentation - **$10,000**
- 45-minute lunch presentation - **$15,000**
- 60-minute dinner presentation - **$20,000**

NOTES

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EXHIBITOR DETAILS

SUMMER EXHIBIT

- 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

- 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

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EVENT SPONSORSHIPS

CONFERENCE WELCOME SPONSOR — $5,500

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

- Only 1 available per event
- Logo on promotional materials, event website and event app
- Email to attendees prior to event with welcome language and dining/recreational options
- Branded welcome article in Keystone Physician magazine prior to event
- Branded welcome flyer with local tips and recommendations distributed at event
- Brief on-stage welcome remarks at conference introduction and welcome reception, if applicable
- Dedicated, high-visibility signage
- Event exhibit space included

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)

2027 Event Sponsor Agreement

Questions? Contact us!

Cathy Stamm
Chief Communications &
Member Engagement Officer
Ph: 717-317-7790
cstamm@pafp.com

PAFP Foundation
96 Commerce Dr.
Suite 180
Wyomissing, PA 19610

TAX ID: 23-2340801

2027 Dates

Spring CONNECT Conference
April 8-10, 2027 @ The Landing Hotel, Pittsburgh, PA
Approx. attendance: 200 physicians & 100 residents

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

NEW!! Fall Clinical Intensive Topical CME Weekend
November 5-6, 2027 @ Eden Resort & Suites, Lancaster, PA
Two-day workshop
Approx. attendance: 80-100 physicians and residents

Company Name: _____

Contact Name: _____

Contact Email: _____

Sponsorship Level (Check one):

____ Summer: Gold - $7,500

____ Summer: Silver - $4,500

____ Summer: Bronze - $3,500

____ Fall: Gold - $6,500

____ Fall: Silver - $4,000

____ Fall: Bronze - $3,000

Symposium/Product Theater: Amount _____

Symposium Date/Description: _____

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

_____

Exhibit Only: Check all that apply.
Summer ☐ Sun-Wed $2,500 ☐ Sun-Mon $1,500 ☐ Tues-Wed $1,500
Fall ☐ Sun-Wed $1,500

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).