

**YOU +
FAMILY MEDICINE**

be part of the
National Conference equation

**AAFP NATIONAL
CONFERENCE**

Family Medicine Residents
+ Medical Students

July 27-29, 2017 • KC, MO

aafp.org/nc/exhibit

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What is the AAFP?

The American Academy of Family Physicians (AAFP) has been the professional medical society for family physicians since 1946. Today, the AAFP represents 124,900 physician, resident, and medical student members.

What is National Conference?

The AAFP National Conference of Family Medicine Residents and Medical Students is the transformative live experience where more than 2,700 attendees come to gain insight, connect with peers and faculty, find their ideal residency program, explore career options, and expand their leadership skills.

Why Exhibit?

Capitalize on this opportunity to establish or strengthen relationships with the next generation of family physicians. Meeting with exhibitors at National Conference helps residents and medical students advance their career in family medicine. It is THE place they come to explore residency programs, connect with potential employers, and gather the information they need to make an informed decision about their next career step.

99%

of attendees
rated National
Conference as good
or excellent

74%

of attendees came to
National Conference
specifically to connect
with residency
programs

99%

of attendees would
recommend National
Conference to their
peers

83%

of attendees said they
passed along information
from exhibits to their
peers and friends

For more information or customized solutions contact:

> 2,737
medical students and residents
attended National Conference
in 2016

91% of exhibitors rated
their experience at
National Conference
as good or excellent

90% said they
would recommend
National Conference to
other exhibitors



> 8.1 hours
average time spent in the Expo Hall

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Julia Ozark, CEM | AAFP | 913.906.6297 | jozark@aafp.org

EXHIBIT INFORMATION

Kansas City Convention Center • Kansas City, MO

Exhibit Days and Hours

Thursday, July 27	5:00–8:00 p.m.
Friday, July 28	9:30 a.m.–5:00 p.m.
Saturday, July 29	9:30 a.m.–1:00 p.m.

Complete your online exhibit agreement to reserve booth space (available February 1).

Exhibit Space Rates

Premium 10' X 10' Booth

Designated on the floor plan

\$1,450 Premium Residency Program

\$1,750 Premium Non-Residency Program

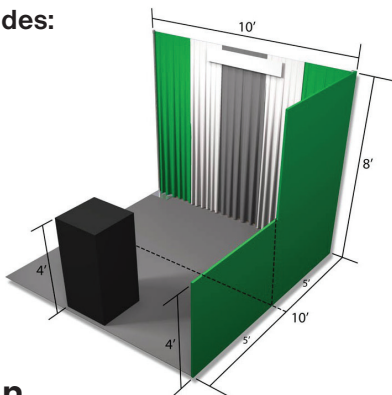
10' X 10' Booth

\$1,200 Residency Program

\$1,500 Non-Residency Program

Each 10' x 10' booth includes:

- 8' x 30" draped table
- Two chairs
- One wastebasket
- 8' back drape
- 3' side drape
- 1 lead retrieval activation
- Exhibitor ID sign
- Six personnel badges
- Pre-show mailing list



[ACCESS THE LIVE FLOOR PLAN](#)

Installation of Exhibits

Thursday, July 27 9:00 a.m.–5:00 p.m.

Dismantling of Exhibits

Saturday, July 29 1:00–3:00 p.m.

Space Reservation

February 1 – Large Block Assignments (five or more booths)

February 13 – Open Booth Assignments

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ADVERTISING



Program & Exhibit Guide

Advertise in the official National Conference Program & Exhibit Guide, the central resource that provides attendees everything they need to know about National Conference in one program including:

- Educational programming
- Social events
- Exhibitor descriptions
- Exhibitors listed by category
- Exhibiting residency programs listed by state

Rates:

- Full page: \$1,700
- Inside front cover: \$3,000
- Inside back cover: \$2,500
- Back cover: \$3,000

Specifications:

- Size: 5.625" (W) x 8.5" (H)
- File Format: Vector .eps or hi-res PDF for printing

Deadlines

- Space reservation due: April 28
- Materials due: May 12



TRAFFIC GENERATORS

Expo Hall Directional Signs

Direct attendees to your booth in a colorful and unique way.

- Traffic signs are placed at the center of the Expo Hall for prime visibility.
- Display your program name for easy routing.

Rate:

- \$500 per sign

Deadlines

- Space reservation due: June 9
- Materials due: June 16



Scavenger Hunt

Sponsor this fun and interactive activity to encourage attendees to seek out your booth.

- Recruit traffic to your booth directly.
- Attendees retrieve stamps from sponsoring booths to enter the prize drawings.

Rate:

- \$500 per sponsor (15 available)

Deadline

- Application due May 24



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Internet Station

Attendees stay connected while at National Conference through these available Internet stations.

- Sponsor will be visible on the display structure.
- Sponsor will have a customized welcome screen on each computer.

Rate:

- \$3,500 (exclusive opportunity)

Deadlines

- Space reservation due: June 9
- Materials due: June 16



Escalator Clings

Get high visibility in high-traffic areas. Attendees will see your custom graphic message displayed on the middle rail of the escalator. Two sets of escalators take attendees from the lobby area to the Expo Hall.

Rate:

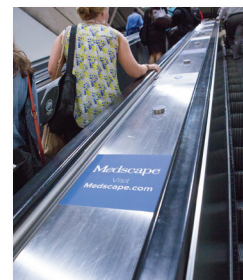
- \$3,000 (2 available)

Specifications:

- Size: 11.5" H x 11.5" W each (36 total per escalator)

Deadlines

- Space reservation due: June 9
- Materials due: June 16



Mobile Charging Stations

Engage attendees and personalize your branding by sponsoring these high-traffic spaces that offer comfortable areas for attendees to relax and recharge their mobile devices.

- Sponsor receives custom artwork and branding on the charging unit.

Rates:

- \$2,500 (2 lobby locations available)
- \$2,000 (3 Expo Hall main aisle locations available)

Deadlines

- Space reservation due: June 9
- Materials due: June 16



Main Lobby Banners

Capture attendees' attention immediately by sponsoring one or more of the main lobby banner locations.

Rate:

- \$1,500 (multiple locations available)

Specifications:

- Size: 5' H x 10' W

Deadlines

- Space reservation due: June 9
- Materials due: June 16



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BRANDING

Registration Bags – **SOLD**

Give National Conference attendees a useful resource they use year round.

- Your company logo will be displayed on the registration bag each attendee picks up with their badge.

Rate:

\$8,500 (exclusive opportunity)

Deadlines

- Space reservation due: March 1
- Materials due: March 17



Lanyards – **SOLD**

Capture the attention of thousands of attendees wearing your company's name around their necks during the entire event.

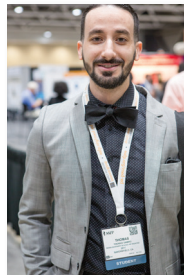
- This marketing item will be offered to each attendee as they pick up their badges.

Rate:

- \$5,000 (exclusive opportunity)

Deadlines

- Space reservation due: April 1
- Materials due: April 14



Water Bottles – **SOLD**

A popular take-home item for all attendees.

- Sponsorship includes your four-color and/or product logo on graphic panels of the structure placed in the main lobby of the Convention Center.
- Sponsor to provide 2,500 water bottles for distribution.

Rate:

- \$3,500 (exclusive opportunity)

Deadlines

- Space reservation due: June 9
- Materials due: June 16



National Conference T-Shirts

Place your brand on the most popular article of clothing at National Conference.

- T-shirts are given to all registered attendees.
- Your logo is displayed on the sleeve of t-shirt.

Rate:

- \$10,000 (exclusive opportunity)
- \$5,000 (2 sponsors available)

Deadlines

- Space reservation due: April 1
- Materials due: April 14



Blood Drive

Show your support for a great cause.

- Your company logo and name are displayed at the Blood Drive.
- Handouts of your choice are distributed throughout the event.

Rate:

- \$1,000

Deadlines

- Space reservation due: June 9
- Materials due: June 16



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Mobile App – **SOLD**

As the National Conference mobile app sponsor, you can promote your company's message with three rotating banner ads on the mobile app's home screen. When tapped, users are taken to a full-screen app landing page displaying your choice of content with the ability to redirect to your company web page.

Rate:

- \$20,000 (exclusive opportunity)

Deadline:

- Materials due: April 14



Enhanced Mobile App Exhibitor Listing

Your company will be highlighted in the exhibitor listing on the mobile app. You will also have the capability to display your logo on the mobile app exhibit floor plan and upload three PDF documents to your exhibitor description within the app.

Rate:

- \$250 per sponsor (40 available)

Deadline:

- Space reservation due: June 30

RESERVE YOUR SPACE TODAY
Applications available **February 1.**

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