

# EXHIBITOR + SPONSORSHIP OPPORTUNITIES

 **AAFP | FMX26**  
NASHVILLE | OCTOBER 20-24

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# ABOUT FMX

## The Premier Family Medicine Conference

As an FMX exhibitor, you'll have prime access to:

- **Lead Generation:** Acquire qualified leads and secure key sales.
- **Brand Positioning:** Elevate brand visibility in a fiercely competitive market.
- **Qualified Industry Professionals:** Reach influential decision makers in family medicine.
- **New Products and Services:** Showcase your latest to this target audience of family physicians and care team members.
- **Unlimited Networking Opportunities:** Cultivate connections with family physicians throughout their career journey.

# EMPOWER PRIMARY CARE AT FMX



The future of healthier communities starts with your brand at FMX—the AAFP’s premier family medicine conference. This can't-miss event brings together family physicians and care teams shaping the future of primary care—from emerging leaders to experienced doctors—serving diverse populations of all ages, communities and health needs.

Join us in Nashville, Oct. 20-24, 2026, and discover how your brand can help improve health outcomes for millions.

**>> Look inside for premium exhibit and sponsorship opportunities.**

# ABOUT FMX

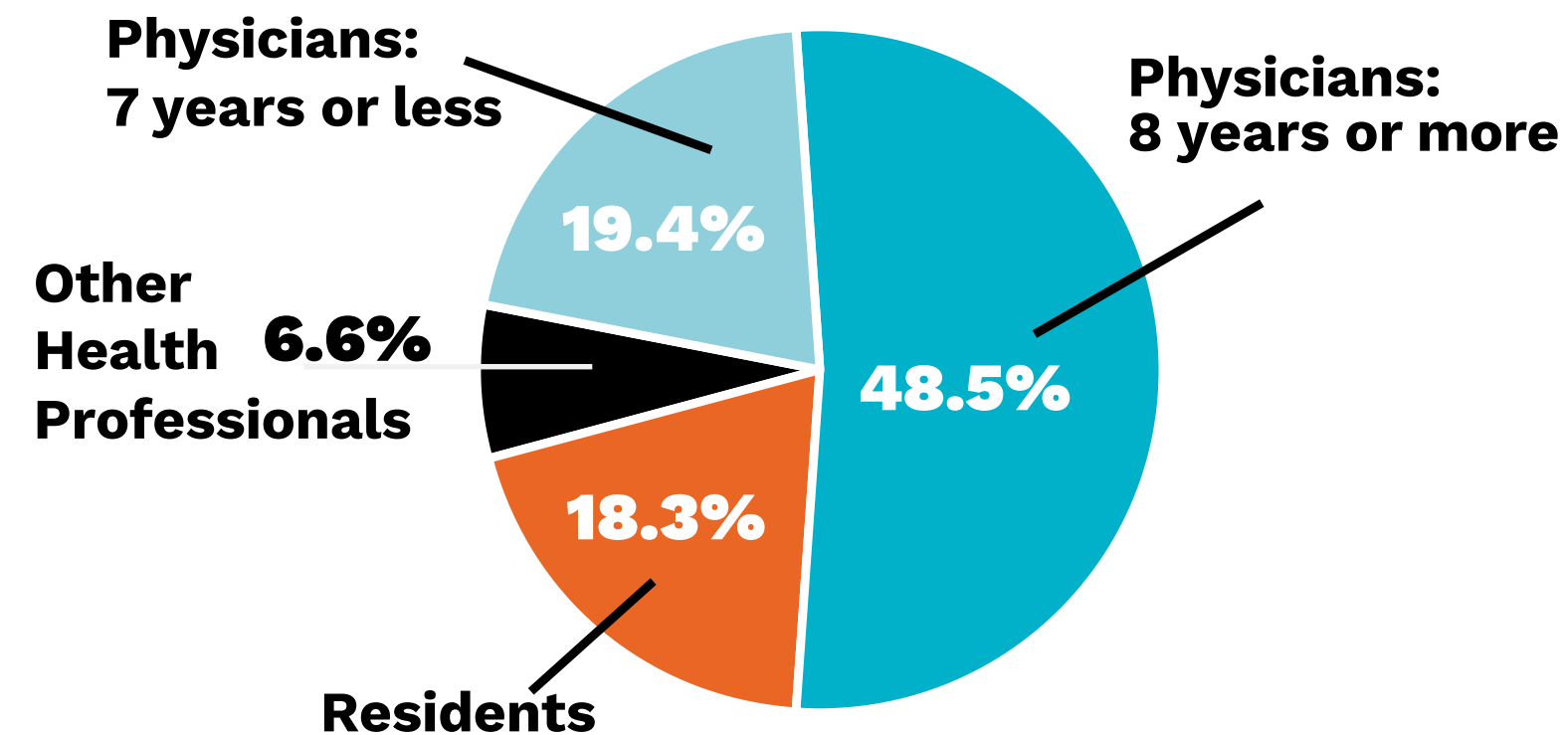
## By the Numbers: Attendee Breakdown

### MEDICAL DEGREE

**MD 84%**  
**DO 16%**



### WHO ATTENDS\*



### TOP CONDITIONS TREATED BY FAMILY PHYSICIANS

- Diabetes
- Hypertension
- Cholesterol
- Cough/Cold
- Obesity
- Arthritis
- Adult vaccinations
- Dermatological problems
- Reflux disease/heartburn
- Women's health
- Mental health

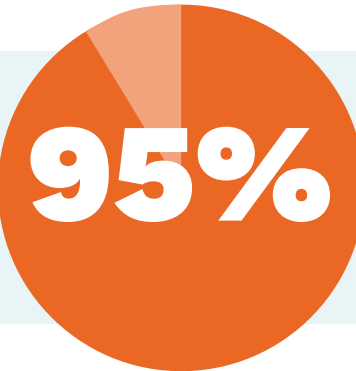
**3.5 Hours** Time attendees spent in The Xchange each day

\*non-exhibitor/vendor/presenter/staff attendees

# ABOUT FMX

## What Attendees Said...

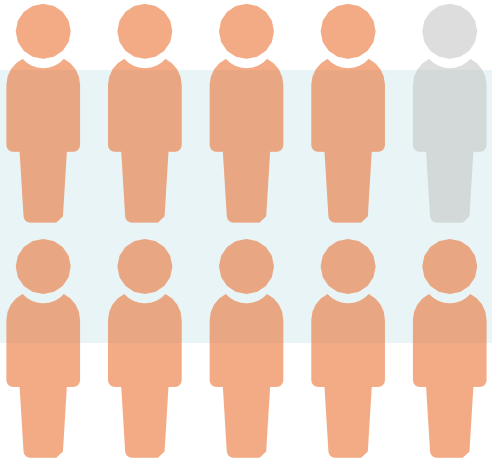
**SEE HOW FMX RANKS  
AMONG ATTENDEES.**



Visited The Xchange



Would recommend  
FMX to their  
colleagues



**9 out of 10**  
Deemed FMX a  
unique experience

“As always, very well organized. Consistently one of the best conferences I go to each year. Thanks for all the hard work in organizing every year.”

—FMX ATTENDEE

### **THE XCHANGE: KEY ATTENDEE DRIVERS**

- Evaluate products and services for patient care
- Learn about educational resources and career opportunities
- Access products and services for practice
- See the latest technology and purchase products
- Network with industry leaders and faculty

“I like the enthusiasm for family medicine that I get from the conference and the spark I bring back to my practice afterwards.”

—FMX ATTENDEE

# ABOUT FMX

## Why Exhibit?

**95% OF ATTENDEES AT FMX 2025 VISITED THE XCHANGE.**

Exhibiting at FMX puts you face-to-face with leading health care decision makers in family medicine.

### **GAIN QUALIFIED PROSPECTS**

Meet key decision makers, generate hundreds of leads and secure sales all in one place.

### **SHOWCASE YOUR SOLUTIONS**

Share your latest technology, products and services with health care decision makers and influencers.

### **BUILD LASTING CONNECTIONS**

Cultivate lasting customer relationships and strengthen existing ones among family physicians.

### **MAXIMIZE YOUR REACH**

Explore opportunities to present educational content or conduct presentations.

### **WANT ADDITIONAL EXPOSURE**

**AT FMX 2026?** Become an FMX sponsor! Leverage a variety of marketing tactics to drive traffic to your booth.

**"FMX is one of the greatest conferences I've attended in the past 10 years."**

—FMX EXHIBITOR

**Think of the leads you can make—**ensure your brand is where the family medicine community comes together.

**RESERVE YOUR BOOTH!**



# ABOUT FMX

## Exhibitor Location and Hours

Reserve your booth today to secure a prime location!



### LOCATION

Music City Center  
201 Rep. John Lewis Way  
S. Nashville, TN 37203

### THE XCHANGE HOURS

Wednesday, Oct. 21 | 5–7:30 p.m. | GRAND OPENING RECEPTION  
Thursday, Oct. 22 | 9 a.m.–3:15 p.m.  
Friday, Oct. 23 | 9 a.m.–3:15 p.m.

### THE XCHANGE DEDICATED HOURS

Wednesday, Oct. 21 | 5–7:30 p.m. | GRAND OPENING RECEPTION  
Thursday, Oct. 22 | 9–10 a.m. | 12:30–1:15 p.m. | 2:15–3:15 p.m.  
Friday, Oct. 23 | 9–10 a.m. | 11 a.m.–1:15 p.m. | 2:15–3:15 p.m.

# ABOUT FMX

## Standard Booth

Showcase your products, services and solutions in a high-traffic exhibit hall designed to foster meaningful conversations and lasting partnerships. You'll have the opportunity to engage directly with family physicians and health care decision makers who influence patient care every day.



### INCLUDED IN YOUR PAID EXHIBIT SPACE\*:

- 4 exhibit badges for each 10 x 10 booth or equivalent.
- Pre- and post-attendee registration mailing list to market your participation at FMX (for those who opted in for mailings)\*
- Exhibitor listing in The Xchange Map\*, FMX mobile app and FMX website to market your participation at FMX

*\*Pre- and post- attendee registration mailing list are subject to a one-time use. All promotions must be approved by the AAFP prior to sending or deployment.*

*Note: Pricing is for exhibit space only. Additional furnishings (i.e. tables, chairs, carpet, lead management, etc.) are available for purchase starting June 1.*

# EXHIBIT OPPORTUNITIES

Take advantage of Early Bird Exhibit Pricing now through March 31, 2026!

BOOTH SIZE	Early Bird Pricing (Until March 31, 2026)			April 1, 2026		
	PRICE	ISLAND SURCHARGE	TOTAL PRICE	PRICE	ISLAND SURCHARGE	TOTAL PRICE
10' x 10'	\$3,500	N/A	\$3,500	\$3,950	N/A	\$3,950
10' x 10' Corner	\$3,700	N/A	\$3,700	\$4,150	N/A	\$4,150
20' x 20' Island	\$14,000	\$3,500	\$17,500	\$15,800	\$3,950	\$19,750
20' x 30' Island	\$21,000	\$5,250	\$26,250	\$23,700	\$5,925	\$29,625
20' x 40' Island	\$28,000	\$7,000	\$35,000	\$31,600	\$7,900	\$39,500
30' x 30' Island	\$31,500	\$7,875	\$39,375	\$35,550	\$8,888	\$44,438
20' x 50' Island	\$35,000	\$8,750	\$43,750	\$39,500	\$9,875	\$49,375
30' x 40' Island	\$42,000	\$10,500	\$52,500	\$47,400	\$11,850	\$59,250
30' x 50' Island	\$52,500	\$13,125	\$65,625	\$59,250	\$14,813	\$74,063
40' x 40' Island	\$56,000	\$14,000	\$70,000	\$63,200	\$15,800	\$79,000
40' x 50' Island	\$70,000	\$17,500	\$87,500	\$79,000	\$19,750	\$98,750
50' x 50' Island	\$87,500	\$21,875	\$109,375	\$98,750	\$24,688	\$123,438



# BOOTH UPGRADE OPPORTUNITIES

## Standard Turnkey Booth

Upgrade your 10 x 10 booth to a fully furnished setup and get everything you need for a successful FMX. Exhibitors who choose to upgrade will receive:

- 6' table
- 2 chairs
- Wastebasket
- Booth ID sign
- 10 x 10 classic carpet

Purchase turnkey packages and other booth furnishings through Freeman. Find detailed pricing in the Freeman Service Kit starting June 1.

## Premium Turnkey Booth Furnishing Package

This package includes premium furnishings and essentials, creating a professional booth designed for maximum impact and a seamless exhibit experience.

- 3M fabric graphic wall (exhibitor provides artwork)
- 38 1/8" x 35 3/4" cabinet with logo graphics
- 10 x 10 classic carpet
- 10 x 10 carpet padding
- Malba chairs in gray
- 30" x 36" butcher block table
- Wastebasket
- Cleaning – booth vacuuming, first night

# 2026 HIGHLIGHTS

## **Opportunities to Ensure Your Brand Stands Out**

Explore unique sponsorships guaranteed to optimize your exposure as a leading health care partner, such as:

- Eye-catching citywide branding
- Memorable attendee experiences
- Exceptional convention center placements
- Thought leadership visibility

# 2026 HIGHLIGHTS

## Citywide Branding

Maximize ROI and unlock your brand's potential with all-new options outside the convention center.

### Extend your reach beyond the convention center!

Keep your brand top of mind as attendees move between meetings, unwind after sessions and explore the city.

Capture their attention with strategic advertising around hotels, restaurants and local hot spots. From billboards to transit ads and street-level displays, seize this opportunity to connect with your audience throughout their event journey!

Opportunities include:

- Rideshare promotions
- Hotel branding
- Digital mobile billboards
- Airport marketing

Call for pricing and deadlines.\*

\*All citywide advertising must be secured through AAFP using its preferred provider.



# 2026 HIGHLIGHTS

## Experiences and Opportunities

Enhance the FMX attendee experience while increasing your visibility and brand recognition.

### The Wreck Room - Exclusive

Break the mold with a sponsorship opportunity that's as unique as it is thrilling! The Wreck Room gives attendees an unforgettable way to blow off steam—smashing, breaking and destroying items in a safe, controlled environment. As the exclusive sponsor, your brand takes center stage in this exhilarating attraction. Be the ultimate “stress buster” and keep attendees talking long after the event.

Investment: \$20,000

Specs: High-resolution logo placement (JPG or PNG)

Purchase by: August 14

Materials due: August 21



### Light Up Rotating Digital Kiosk

Elevate your brand with our stunning illuminated kiosk. Strategically positioned in high-traffic areas, this sleek, modern display ensures your message shines brightly and commands attention. Featuring vivid backlighting and an eye-catching design, your graphics will stand out and leave a lasting impression. With four sides for maximum visibility, this kiosk puts your brand at the center of the action—captivating attendees' eyes. Don't miss this unforgettable promotional opportunity!

Investment: \$15,000

Availability: 2 opportunities

Specs: 39 1/16" x 95 3/16" each panel

Purchase by: August 14

Materials due: August 21



# 2026 HIGHLIGHTS

## Experiences and Opportunities

Enhance the experience of FMX attendees while increasing your visibility and brand recognition.



### NEW ! The Logo Latte Lounge Branded Coffee Bar Experience

Imagine guests stepping into The Xchange and greeting the rich aroma of freshly brewed espresso—served from a custom coffee bar with your logo featured in latte foam art. It's an unforgettable first impression that feels both premium and personal.

This sponsorship includes a full-service espresso and coffee station staffed by professional baristas who prepare custom beverages throughout the event. Coffee bars naturally draw continuous foot traffic, giving your organization high-visibility exposure as attendees return again and again for their favorite pick-me-up.

Position your brand at the center of connection, comfort and conversation.

Investment: \$25,000

Availability: 2 opportunities (Thursday and Friday in the Xchange)

Specs: Provided upon purchase

Purchase by: August 3

Materials due: August 17

\*\*Exclusive opportunity available, inquire on pricing

# 2026 HIGHLIGHTS

## Experiences and Opportunities

Enhance the experience of FMX attendees while increasing your visibility and brand recognition.



### Registration Recognition: First Impression— Exclusive

Showcase your logo and booth number at the event registration area! This sponsorship includes on-site registration signage at registration and in your booth, organization logo featured on all registration iPad screens, a spot in the attendee registration confirmation email and visibility on both the mobile app and event website.

Investment: \$10,000

Specs: Logo on ipads – 1456x180 pixels

Signage -High-resolution,  
4-color logo (JPG or PNG)

Purchase by: June 30

Materials due Upon purchase

### Golf Simulator – Exclusive

This is the ultimate golfing experience! Attendees can test their “virtual” driving and putting skills in between sessions and have a chance to win the \$10,000 hole-in-one challenge! Sponsor receives branding and logo placement on the simulator, on-site signage near the simulator and in your booth.

Investment: \$12,000

Specs: Provided upon purchase

Purchase by: August 3

Materials due: August 17



### Be the Heartbeat of Fun: Life Size Operation Game – Exclusive

Inject some “operational” excitement into FMX with a Life-size Operation Game! Your brand will take center stage as attendees test their skills with this nostalgic favorite. Your logo will be predominantly displayed at the game.

Ready to take it to the next level? Add a twist with an Operation challenge for attendees to tackle. Stand out and connect with attendees in a truly unique way.

Investment: \$3,500

Specs: High-resolution, 4-color logo (JPG or PNG)

Purchase by: August 14

Materials due: August 21



# 2026 Highlights

## Experiences and Opportunities

Enhance the experience of FMX attendees while increasing your visibility and recognition

### NEW ! Exhibit Hall Dormers

Make a bold impression the moment attendees arrive at the Xchange. With unmatched reach and high-impact placement, vertical dormers ensure your brand stands tall at the heart of the venue. Ad material provided by sponsor.

Investment: \$7,500 per display

Availability: 6 opportunities

Specs: 576 x 1152 pixels JPG, PNG, or MP4 (no audio)

Purchase by: August 14

Materials due: August 21



### NEW ! Corner Wrap Displays

Command attention from every angle with a corner wrap display positioned at the entrances of the Xchange. These vibrant LED installations deliver exceptional visibility for attendees coming and going. With this high-impact sponsorship opportunity your brand will be seen from both directions of the main expo hall concourse. Ad material provided by sponsor.

Investment: \$7,500 per display

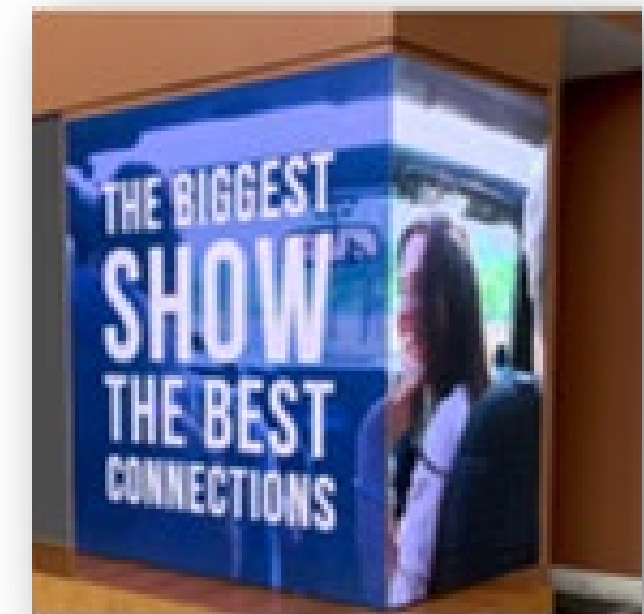
Availability: 6 opportunities

Specs: Side A – 10' x 7' - 960 x 1080 pixels (PNG, JPG or MP4)

Side B - 4' x 7' - 640 x 1080 pixels (PNG, JPG or MP)

Purchase by: August 14

Materials due: August 21



# 2026 Highlights

## Experiences and Opportunities

Enhance the experience of FMX attendees while increasing your visibility and brand recognition.

### NEW! Fill it Forward: Reusable Water Bottle - Exclusive

Opting to reuse is a meaningful way to care for both people and the planet. Join the movement by sponsoring Fill it Forward—a reusable water bottle that attendees can use during the event and long after it ends. Just two uses of this bottle are enough to offset its production emissions. Inspire attendee participation, reduce single-use waste and help create a measurable, positive impact.

Investment: \$35,000

Specs: High-resolution, one-color logo (JPG or PNG)

Purchase by: August 14

Materials due: August 21



### Water Station with a Fizzy Twist!

Unlock a unique sponsorship opportunity at FMX with Bevi—the smart water dispenser that combines natural hydration with sustainability. Offering zero-calorie and low-calorie flavored water options, along with classic still and fizzy water, Bevi delivers refreshment at the push of a button. Your company's name will be prominently displayed on signage and promotional materials, ensuring maximum visibility in high-traffic areas.

Investment: \$8,500

Availability: 2 opportunities

Specs: High-resolution, 4-color logo (JPG or PNG)

Purchase by: July 1

Materials due: August 21



# 2026 HIGHLIGHTS

## Experiences and Opportunities

Enhance the experience of FMX attendees while increasing your visibility and brand recognition.

### NEW! Family Medicine Escape Experience

Drive traffic to your booth with this story-driven, escape room–style experience. Your company becomes a key part of the adventure as attendees solve puzzles that guide them to participating exhibit booths—unlocking the next step in the storyline at each stop. Instead of passive foot traffic, you get meaningful, face-to-face conversations with attendees who are motivated to visit, stay and interact. Get Real Engagement and built-in lead capture. Game played during Expo Hall hours on Friday.

\*Please note this sponsorship requires a minimum of 10 spots secured for activation.

Investment: \$1,950  
Specs: Provided upon purchase  
Purchase by: July 24  
Materials due: August 7



### NEW! Webinar Opportunity

Showcase your organization’s expertise by sharing a webinar on a topic relevant to family medicine physicians, care teams or residents. Your session will be promoted on our Event Content Hub for 12 months following the conference, providing extended visibility and engagement with this targeted audience. This is an excellent opportunity to share valuable insights, elevate your brand and connect with family medicine professionals.

Investment:  
60 minutes: \$5,000  
30 minutes: \$2,500  
Specs: Provide webinar file to host on Event Content Hub  
(specs to be provided upon purchase)  
Due Date: Content to be reviewed by the AAFP.



# 2026 HIGHLIGHTS

## Experiences and Opportunities

Enhance the experience of FMX attendees while increasing your visibility and brand recognition.

### Map Your Journey Wall – Exclusive

The “Map Your Journey” wall is a personalized display that traces the milestones, memories and meaningful places on our attendees’ medical journeys. A custom map connects their unique perspectives with colorful strings, resulting in an awe-inspiring display. Place your company’s logo on this ultra-popular experience.

Investment: \$4,500  
Specs: High-resolution, 4-color logo (JPG or PNG)  
Purchase by: August 3  
Materials due: August 17



### Puzzle Rx – Word Search

This giant Medical term word search puts your brand at the center of an engaging, interactive experience for attendees. This unique activity challenges participants to find key medical terms while providing a fun, memorable and collaborative attendee activity.

As the sponsor, your logo and booth number will be prominently featured, offering high visibility and association with education, creativity and engagement. Participants will interact with your branded puzzle, creating a meaningful and lasting impression. The visually impressive display encourages photo-taking and sharing, amplifying your brand’s reach organically.

Investment: \$1,200  
Availability: 2 separate word searches and placements  
Specs: High-resolution, 4-color logo (JPG or PNG); Custom word suggestions  
Purchase by: August 3  
Materials due: August 17



### NEW! Digital Engagement Wall

Strategically positioned in a high-traffic area, this bright, high-resolution digital display ensures your content stands out—whether you’re showcasing a product launch, directing foot traffic, or amplifying your brand story. With flexible formats, full-motion graphics and real-time content updates, digital messaging delivers unmatched visibility and engagement in the convention center. Ad material provided by sponsor.

Investment: \$5,000  
Availability: 6 opportunities  
Specs: 1920 x 1080 pixels; JPG, PNG, or MP4 (no audio)  
Purchase by: August 3  
Materials due: August 17



# ENGAGE

## **Boost Your ROI**

Connect in innovative ways—before, during and after the conference.

Sponsorships include:

- Hands-on advertising
- Digital advertising
- Conference emails
- Website spotlights
- Conference mobile app
- Social media

# ENGAGE

High-impact touchpoints that surprise attendees mid-event and re-energize engagement.

## Doctor's Bag\*

Reach attendees before they arrive at the convention center by advertising in the Doctor's Bag distributed to attendees' hotel room doors. This opportunity provides excellent visibility for your promotional materials and puts your message right into attendees' hands.

Sponsorship includes:

- One promotional insert inside the bag (size and weight restrictions apply). Get creative with two-sided ads, die cuts and color.
- Distributed to each attendee's hotel room at all hotels in the AAFP room block.
- Delivered overnight on Tuesday for immediate visibility and Wednesday morning before the day starts!

Investment: \$10,000

Availability: Multiple

Quantity: Sponsor provides 4,000 pieces

Specs: No larger than 8 1/2" x 11"; 4 ounces maximum weight

Purchase by and materials due: August 18

## Doctor's Bag Premier — Exclusive

Inside out! Advertise on the outside of the Doctor's Bag that is distributed to attendees' hotel room doors. The AAFP will brand the opposite side of the bag.

Sponsorship includes:

- Your branding on one side of the bag.
- One promotional insert inside the bag.
- Doctor's Bags distributed to each attendees' hotel room at all hotels in the AAFP room block.
- Delivered overnight on Tuesday for immediate visibility and Wednesday morning before the day starts!

Investment: \$17,000

Quantity: Sponsor provides 4,000 pieces

Specs: Max 9" x 6", up to two colors plus black for logo artwork

Purchase by and materials due: July 17

Note: Plastic bags are made of biodegradable materials and the ink and paper for inserts must be recyclable.

\* A minimum of five pieces must be reserved for activation. If a hotel cannot accommodate the door drop, the bags will be provided upon guest check-in.

\*\* The AAFP is contracting with a full-service fulfillment house. If the fulfillment house produces the inserts, materials are due August 12. If sponsor provides inserts, the material deadline is August 18



# ENGAGE

Get in attendees' hands and increase your brand's visibility by staying top of mind throughout FMX.

## FMX Program Guide

REACH: APPROX. 4,000

Share your message inside the highly valued and visible FMX Program Guide\*. The comprehensive handbook is used daily by attendees to review course descriptions, determine their schedules and discover social and networking opportunities.

Availability: Limited  
Purchase by and materials due: August 3

### Inside-front Cover Ad

Investment: \$12,500  
Ad specs: 6.5" x 9.75" (no bleed)

### Inside-back Cover Ad

Investment: \$12,500  
Ad specs: 6.5" x 9.75" (no bleed)

### Back Cover Ad

Investment: \$16,000  
Ad specs: 6.5" x 9.75" (no bleed)

### Full-page Ad

Investment: \$10,500  
Ad specs: 6.5" x 9.75" (no bleed)

### Half-page Horizontal Ad

Investment: \$4,500  
Ad specs: 6.5" x 4.625" (no bleed)



### ARTWORK CHECKLIST

- Exact size specified
- No crop marks required
- 300 dpi
- CMYK (no spot colors)
- Accepted formats: PDF/JPEG/TIFF

SPECS THROUGHOUT PROSPECTUS LISTED AS WIDTH X HEIGHT.



# ENGAGE

Get in attendees' hands and increase your brand's visibility by staying top of mind throughout FMX.



## The Xchange Map

REACH: APPROX. 4,000

Maximize your marketing and drive attendees to your booth when you place your ad inside the stand-alone map of The Xchange. Boost your visibility and draw attendees to your booth! This is a must-have resource with the event floor plan and exhibitor listing. Get noticed where it matters most.

Investment: \$7,500 per ad  
Availability: 3 opportunities  
Specs: 6.5" x 9.75" (no bleed)  
Purchase by and materials due: August 27

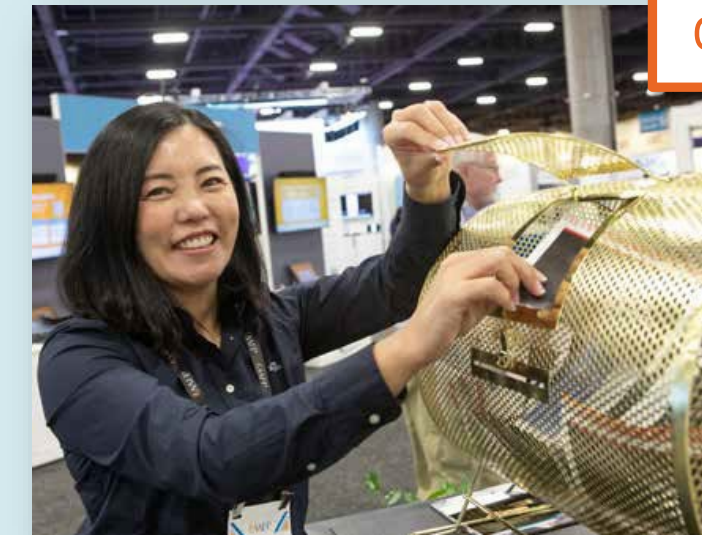
### ARTWORK CHECKLIST

- Exact size specified
- No crop marks required
- 300 dpi
- CMYK (no spot colors)
- Accepted formats: PDF/JPEG/TIFF

SPECS THROUGHOUT PROSPECTUS  
LISTED AS **WIDTH X HEIGHT.**



Contact us to learn about other AAFP conferences.



## The Xchange Passport Challenge

As a supporting participant of The Xchange FMX Passport Challenge, your company can join in the fun while greatly increasing your booth traffic and attendee engagement. Attendees visit participating booths with their Passport Challenge card, and exhibitors stamp the card after each visit. Completed cards enter attendees into a prize drawing.

Investment: \$1,200  
Availability: 24 opportunities  
Specs: High-resolution logo (JPG or PNG)  
Purchase by: August 3  
Materials due: August 27

# ENGAGE

## DIGITAL ADVERTISING

Emails, mobile apps, website, social media—digital marketing provides targeted visibility and measurable ROI before, during and after FMX.



### FMX Website Advertising

Maximize your exposure to both registered and prospective attendees of FMX with your advertisement positioned in a horizontal ad on the listed pages. Through its location on the website page, this sponsorship messaging achieves a high impact.

Following pages available:

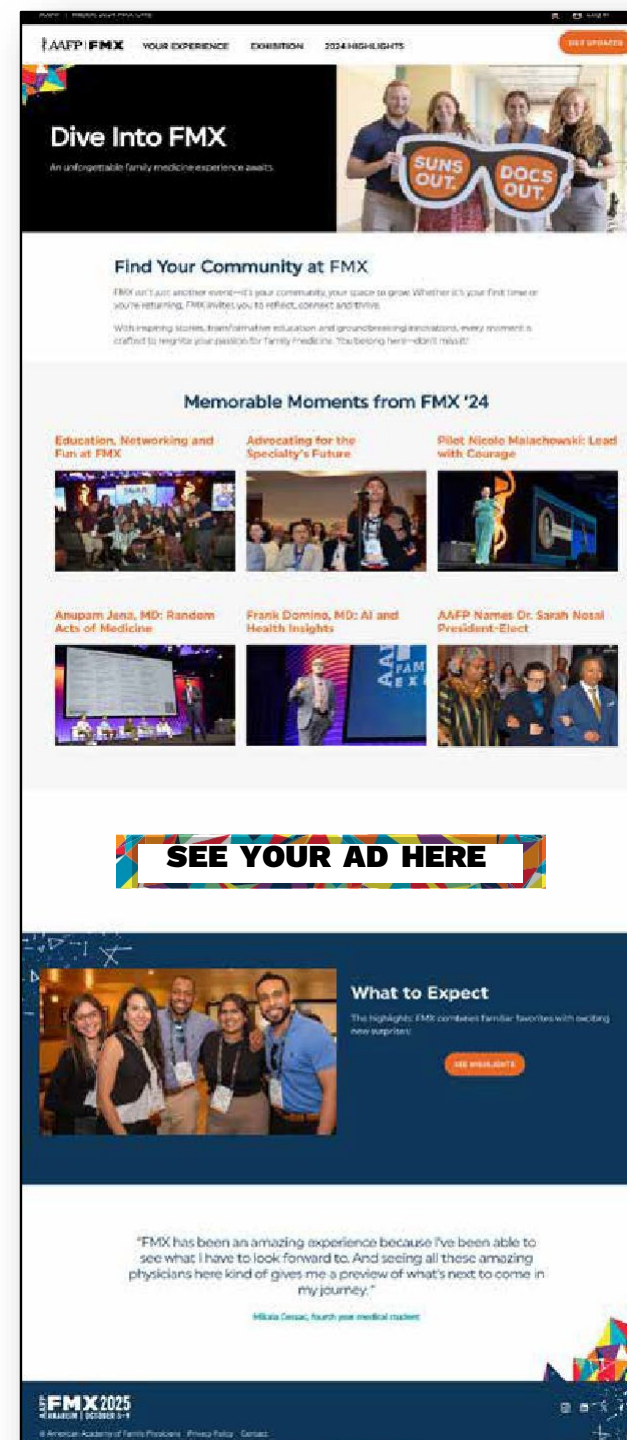
- Registration
- Your FMX Experience
- Plan Your Trip
- The Xchange (attendee-facing)

Investment: \$9,000 – Exclusive per page OR  
\$3,750 per page

Specs: 728 x 90 and 320 x 50 pixels (JPG or PNG)

Ads due: 2 weeks after purchase

*Please note: Ad placed upon approval*



### Digital Ad Retargeting

Reach engaged AAFP members with Digital Ad Retargeting! Keep your brand in front of AAFP's highly engaged audience—family physicians and medical professionals who are actively interested in the future of health care. With digital ad retargeting, you can reconnect with users who have already interacted with AAFP content, ensuring your message reaches those most likely to engage.

This powerful tool helps you stay top of mind, increase brand awareness and drive meaningful conversions by delivering personalized ads where AAFP members are already browsing online. Maximize your impact and connect with the right audience in a highly targeted, effective way!

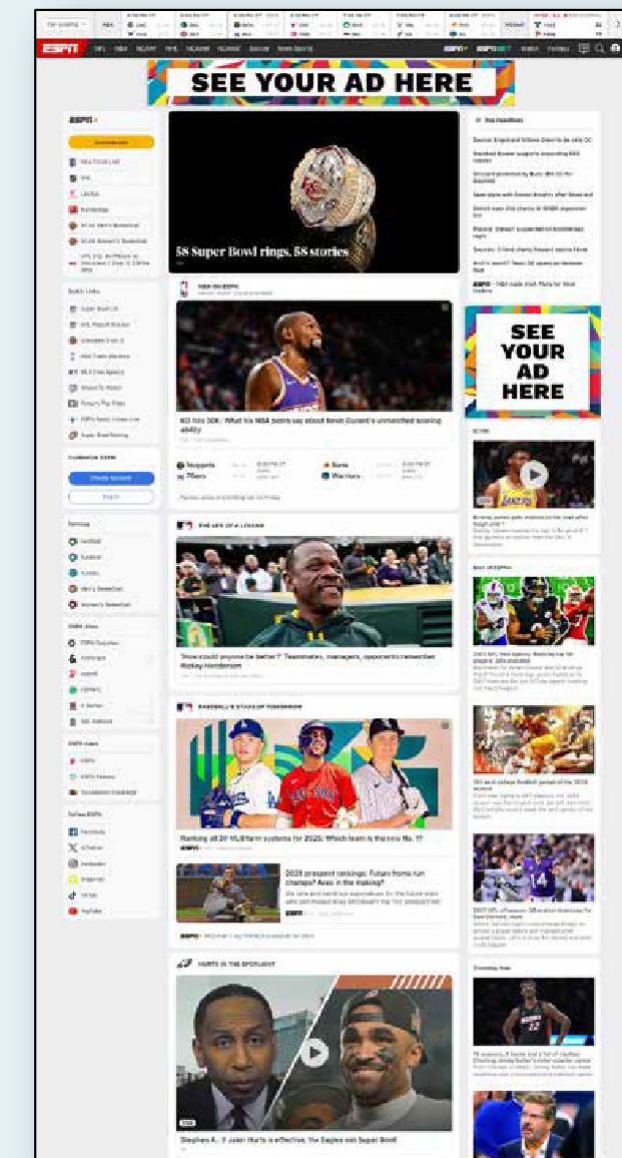
Investment starts at: \$9,000

Availability: Limited

Specs: 728 x 90 and 300 x 250 pixels (JPG or PNG)

Purchase by: July 6

Materials due: July 16



# ENGAGE

SPECS THROUGHOUT PROSPECTUS LISTED AS **WIDTH X HEIGHT**.

## DIGITAL ADVERTISING

Emails, mobile apps, website, social media—digital marketing provides targeted visibility and measurable ROI before, during and after FMX.



### Pre-Event Promotional Emails

Boost your brand's reach with exclusive advertising in our pre-event emails! These targeted emails are sent to prospective attendees, driving registration and delivering key event updates and information. Your ad will be prominently featured in one of four emails, ensuring high visibility with an audience ready to engage. Each ad includes a click-through URL, making it easy to connect interested readers directly to your site.

Don't miss this opportunity to capture attention and drive engagement before the event even begins!

### Event Preview Emails

Secure prime advertising in one of four targeted emails sent to approximately 70,000\* health care professionals before key deadlines\*\* to boost registration. These emails highlight event features, provide timely updates and engage a highly interested audience. Sponsor provides ad materials, including a click-through URL.

Investment: Banner ad – \$5,500 | Box ad – \$3,250

Availability: 1 Banner ad  
2 Box ads

Specs: Banner ad – 600 x 150 pixels (JPG or PNG)  
Box ad – 300 x 250 pixels (JPG or PNG)

Purchase by: April 30

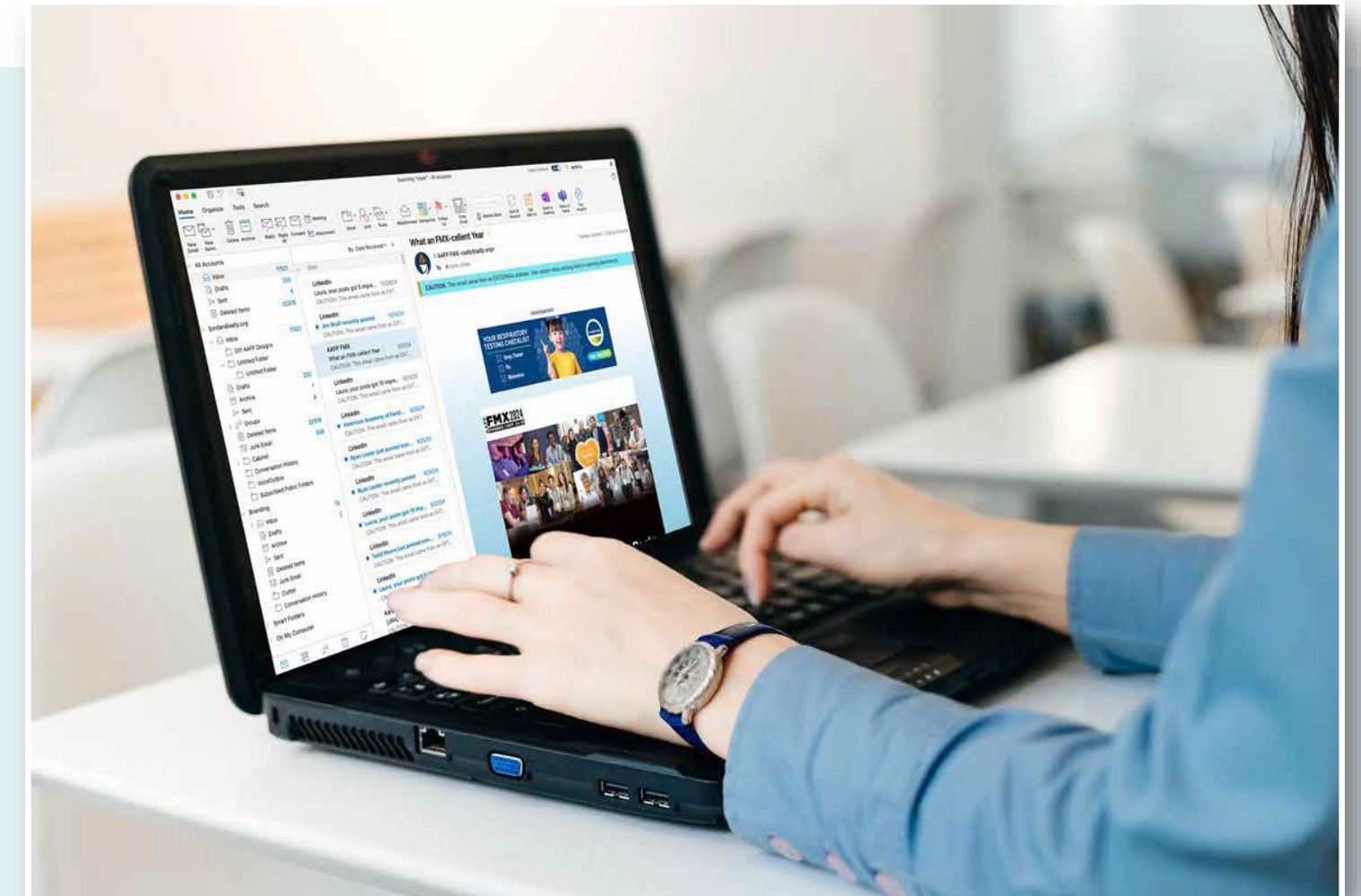
Materials due: 3 weeks prior to email send

\*Number is subject to change.

\*\*Date subject to change.

#### SPECIAL NOTES:

AAFP member email addresses are not available for purchase. No other opportunity offers exclusive exposure like the FMX Event Email Updates.



# ENGAGE

SPECS THROUGHOUT PROSPECTUS LISTED AS WIDTH X HEIGHT.

## DIGITAL ADVERTISING

Emails, mobile apps, website, social media—digital marketing provides targeted visibility and measurable ROI before, during and after FMX.



### Pre-Event Attendee Emails

Boost your brand's visibility with exclusive advertising in our pre-event emails! These targeted emails go directly to attendees, keeping them informed with key event updates and essential information. Plus, with a direct click-through URL, you'll seamlessly connect potential customers to your website. Don't miss this opportunity to make an impact and spark engagement before the event even begins!

#### Attendee Know-Before-You-Go Email

Put your brand in the spotlight before FMX even begins! This must-read attendee email shares can't-miss event highlights. Sponsor provides ad materials, including click-through URL.

Investment: Banner ad - \$5,000 | Box ad - \$3,500  
Availability: 1 Banner  
                  2 Box ads  
Specs: Banner ad – 600 x 150 pixels (JPG or PNG)  
          Box ad – 300 x 250 pixels (JPG or PNG)  
Purchase by: August 5  
Materials due: August 12

#### Attendee Email for The Xchange

Drive attendance to your booth with your own targeted messaging inside this attendee email. This email highlights key areas within The Xchange, including professional development, Solution Sessions, Med Talks and more. Sponsor provides ad materials including click-through URL.

Investment: \$6,000  
Availability: 6 opportunities  
Specs: Image: 600 x 400 pixels (JPG or PNG)  
          Headline: 50 characters max (including spaces)  
          Body copy: 65 character minimum to 100 characters max (including spaces)  
Purchase by: August 22  
Materials due: August 27

#### Attendee Email for Trailblazing Education

Promote your session with targeted pre-event visibility. This attendee email highlights Trailblazing Education programming and directs attendees to your session. Sponsor provides ad materials including click-through URL.

Investment: \$6,000  
Availability: 6 opportunities  
Specs: Image: 600 x 400 pixels (JPG or PNG)  
          Headline: 50 characters max (including spaces)  
          Body copy: 65 character minimum to 100 characters max (including spaces)  
Purchase by: August 22  
Materials due: August 27

#### Attendee Email for Satellite CME

Calling all Satellite CME presenters! This promotional email is sent with specific emphasis on Satellite CME. Reach your target audience and draw attention to your event. Sponsor provides ad materials including click-through URL.

Investment: \$6,000  
Availability: 6 opportunities  
Specs: Image: 600 x 400 pixels (JPG or PNG)  
          Headline: 50 characters max (including spaces)  
          Body copy: 65 character minimum to 100 characters max (including spaces)  
Purchase by: August 22  
Materials due: August 27

#### SPECIAL NOTES:

AAFP member email addresses are not available for purchase. No other opportunity offers exclusive exposure like the FMX Event Email Updates.

# ENGAGE

SPECS THROUGHOUT PROSPECTUS LISTED AS WIDTH X HEIGHT.

## During- and Post-conference Emails

Together, FMX Daily Emails and Post-FMX Emails offer a powerful one-two punch: real-time visibility during the event and sustained engagement after attendees return home.



### Daily Recap Emails

Delivered each evening after daily programming concludes, FMX Daily Emails recap the day's top moments—highlighting key sessions, themes and experiences attendees just participated in. With the Xchange closed, these emails reach attendees when they are decompressing, reviewing their day and planning follow-up actions. Sponsor provides ad materials including click-through URL.

This placement is ideal for:

- Reinforcing brand recall after in-person conversations
- Highlighting resources, tools, or offers attendees can explore later
- Staying visible while attendees reflect on what resonated most

Dates available:

- Tuesday, October 20
- Wednesday, October 21
- Thursday, October 22
- Friday, October 23

Investment: Banner ad -\$7,500 | Box ad -\$5,000

Availability: 1 Banner

2 Box ads

Specs: Banner ad- 600 x 150 pixels (JPG or PNG)

Box ad – 300 x 250 pixels (JPG or PNG)

Purchase by: August 22

Materials due: August 27

### Post-FMX Emails

When FMX concludes and attendees return home, Post-FMX Emails provide a powerful opportunity to continue the conversation—reaching audiences when they have time to follow up, explore solutions and take action.

#### FMX Attendees – Exclusive

Reconnect with attendees after the event while their FMX experience is still fresh. This placement is well suited for follow-up messaging, resource sharing and next-step engagement beyond the show floor. Sponsor provides ad materials including click-through URL.

Reach: Approx. 4,000

Investment: \$8,500

Specs: 600 x 150 pixels (JPG or PNG) and Click-through

URL Purchase by and materials due: August 28

#### All Other AAFP Active Members – Exclusive

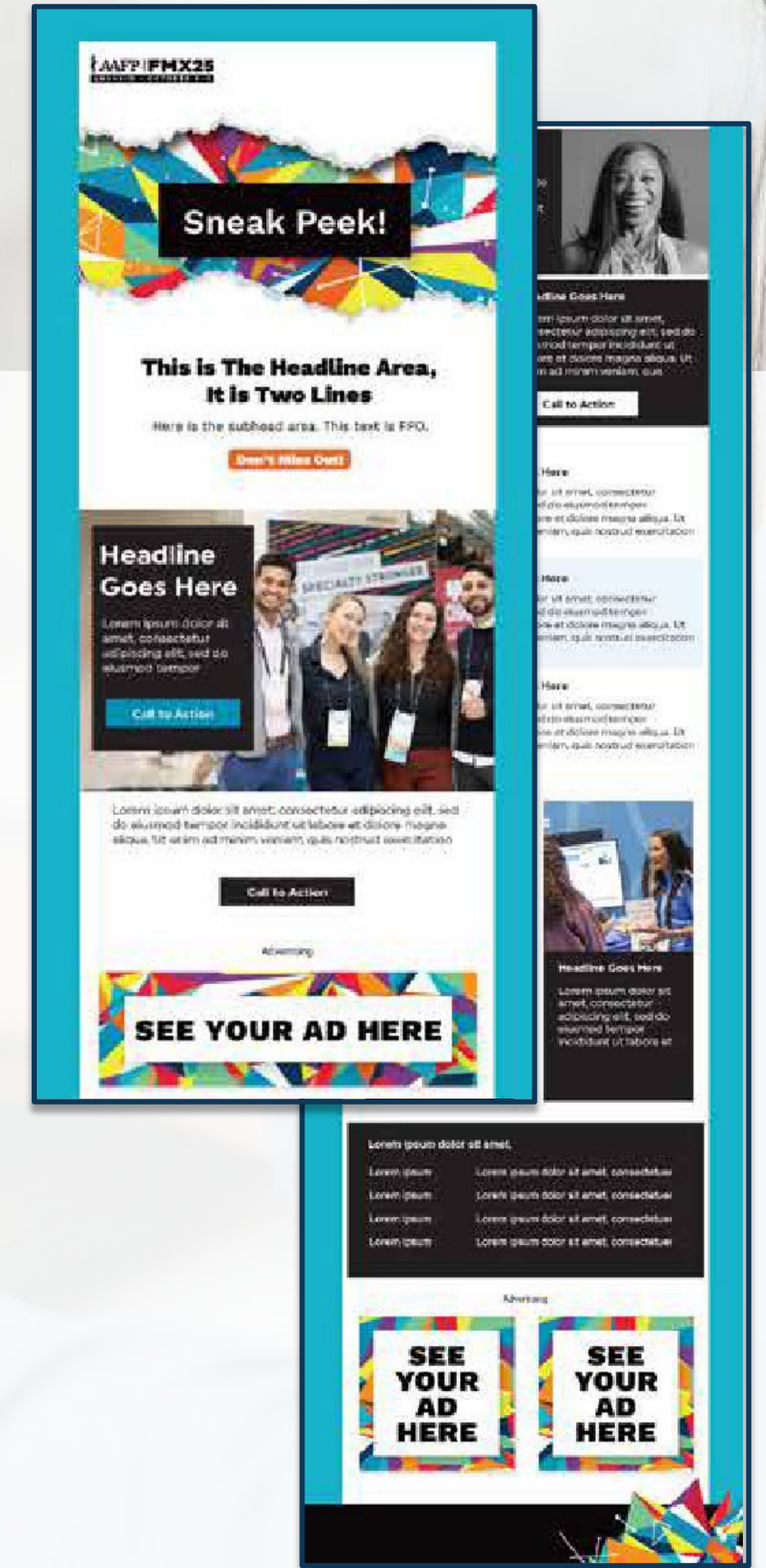
Extend your reach to AAFP members who were unable to attend FMX, using timely post-event content to generate awareness and new leads. Sponsor provides ad materials including click-through URL.

Reach: Approx. 50,000

Investment: \$10,500

Specs: 600 x 150 pixels (JPG or PNG), Click-through URL

Purchase by and materials due: August 28



#### SPECIAL NOTES:

AAFP member email addresses are not available for purchase. No other opportunity offers exclusive exposure like the FMX Event Email Updates.

# ENGAGE

## DIGITAL ADVERTISING

Emails, mobile apps, website, social media—digital marketing provides targeted visibility and measurable ROI before, during and after FMX.



### Mobile App Premier Sponsor – Exclusive

This exclusive opportunity puts your brand directly in attendees' hands. Attendees will see your logo and ads when logging on for the most up-to-date information to plan their day.

- Up to 3 promotional ads within the app.
- Acknowledgment on pre-conference email, website and FMX Program Guide.

Investment: \$15,000

Purchase by: August 3

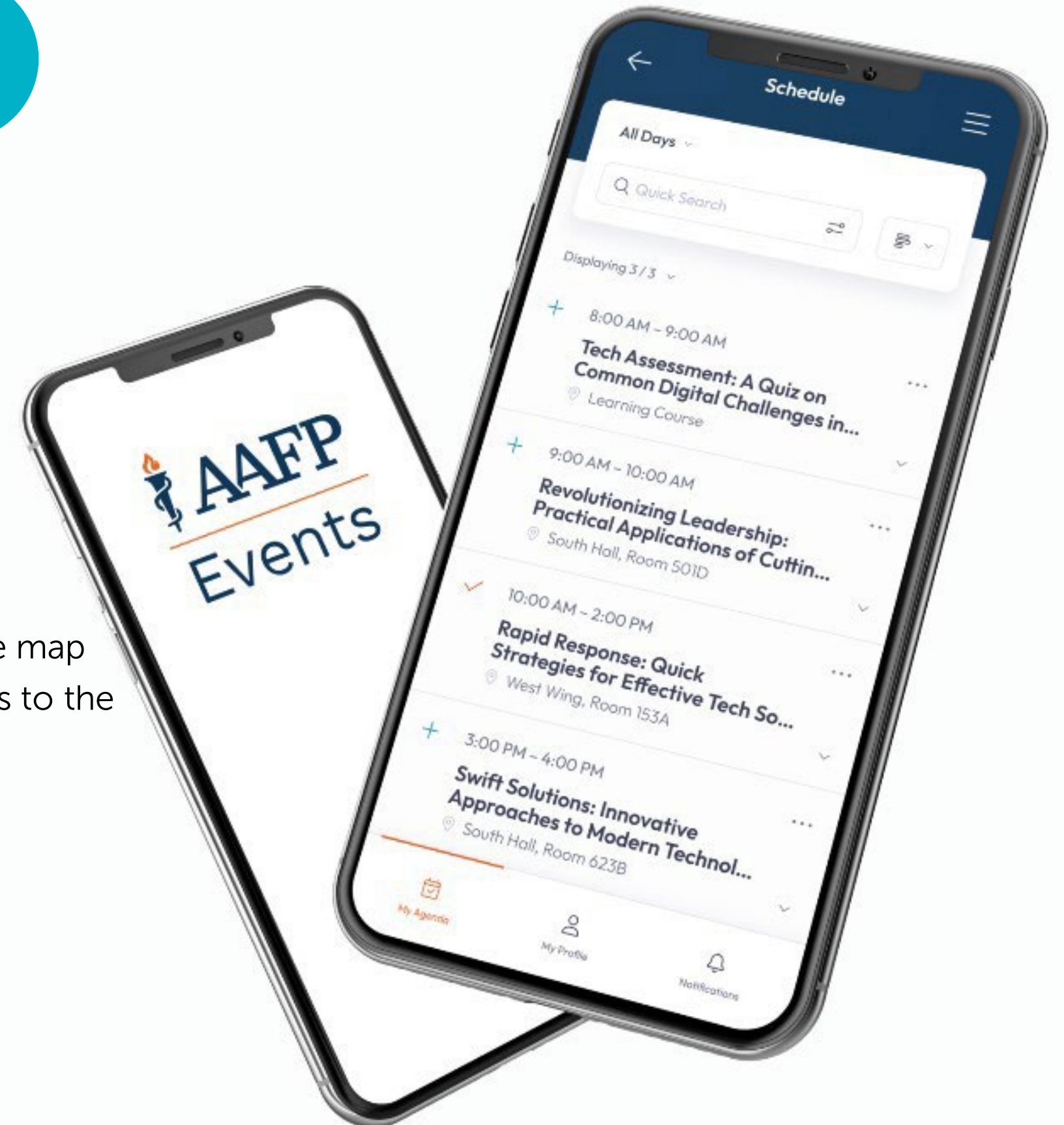
Materials due: August 15

### Mobile App Upgrade

Display your company logo on The Xchange map and exhibitor listing and upload up to 5 PDFs to the exhibitor's mobile app listing for download.

Investment: \$450

Purchase by: August 3



\*August 3 deadline applies.

# ENGAGE

## Social Media

Extend your FMX presence beyond the show floor with AAFP's highly engaged social audience.



### FMX – Branded Event Social Posts

Position your organization alongside FMX through professionally designed, FMX-branded social posts shared across AAFP's primary social channels (AAFP, LinkedIn, Facebook and X). These posts build awareness before and during FMX, reinforcing your presence with a highly engaged community of family physicians and care team members.

Your brand will be showcased within an FMX-branded template alongside your logo, tagged handles and approved messaging—clearly highlighting your partnership with FMX and your role in advancing family medicine.

Audience Reach: 150,000+ followers across AAFP social channels

This placement is ideal for:

- Increasing brand awareness ahead of FMX
- Reinforcing visibility during the event
- Aligning your organization with AAFP's mission and trusted voice

Investment: \$5,000 (Includes one promotional post prior to FMX and one during the event)

Availability: 3 opportunities

Specs: High-resolution logo (JPG or PNG)

Sponsor provides social media handles, click-through URL and suggested content

Purchase by: August 25

Materials due: Two weeks after purchase

*Note - Final content subject to AAFP review and approval*



Number of Followers



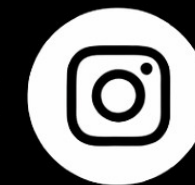
80.9K



56.9K



30K



23.2K

# ENVIRONMENT

## **Make a Statement That Stands Out**

Imagine your brand, big and bold, greeting everyone for the entire week of FMX:

- In the convention center
- In The Xchange
- In partnering AAFP hotels

# ENVIRONMENT

## IN THE CONVENTION CENTER

Put your brand where FMX moments begin and decisions are made.

### Premium Engagement Wall

Magnify your message by displaying your ad on this jumbo screen in a high-traffic area of the convention center. Customize your display with dynamic video or static, high-resolution images to generate thousands of brand impressions throughout the week.

Investment: \$15,000 per display

Availability: 6 opportunities

Specs: Side A - 6'W x 10' - 1920 x 2160 pixels

Side B - 62' x 10" - 15360 x 2160 pixels

Image - PNG or JPG; Video - 30 second.format .mov

Deliver content in two pieces: side A and side B

Purchase by: August 3

Materials due: August 14



### Sponsored Education Digital Schedule Wall

Take your investment to the next level with a high-visibility digital ad. Located in the bustling area of the convention center, this display boosts brand recognition, guides attendees to your Solution Session, Trailblazing Education, Med Talk or Satellite CME Presentation, and drives traffic to both your session and exhibit booth.

Investment: \$7,500

Availability: Limited

Specs: 80" monitor, 1080 pixels x 1920 pixels static image (vertical); file format PDF (16:9)

Purchase by: August 12

Materials due: August 21

# ENVIRONMENT

## Your Unique Ideas Wanted

Is there a sponsorship opportunity you'd love to see but don't see listed? Let us know!

## IN THE CONVENTION CENTER

Reach a captive audience as they absorb the excitement of moving through bright, energizing spaces.

### Column Wraps

Make a bold statement at FMX by placing your logo and message front and center. These strategically placed wraps in high-traffic areas ensure maximum visibility, letting family physicians know you're here and ready to connect.

Investment: \$15,000 per column  
Availability: Limited  
Specs: Provided upon purchase  
Purchase by: August 14  
Materials due: August 21



### Main Stage LED Entrance Signage

Location, location, location! This premium advertising opportunity is in a highly visible placement as attendees enter and exit Main Stage. Showcase your brand in a big way on the LED monitor.

Investment: \$6,500  
Availability: 6 opportunities  
Specs: 16'W x 4'6"H 3840 x 1080 pixels (PNG, JPG or MP4)  
Purchase by: August 14  
Materials due: August 21



# ENVIRONMENT

## IN THE CONVENTION CENTER | Reach a captive audience as they absorb the excitement of moving through bright, energizing spaces.

### Attendee Lanyards\*- Exclusive

Get noticed and receive immediate brand recognition when you sponsor this exclusive opportunity. Needed for all on-site access to educational programming and networking events. Each person will receive this accessory upon check-in.

Investment: \$6,500  
Specs: 34.25 mm x 15 mm (black or white or 4-color logo)  
Purchase by: June 29  
Materials due: July 16

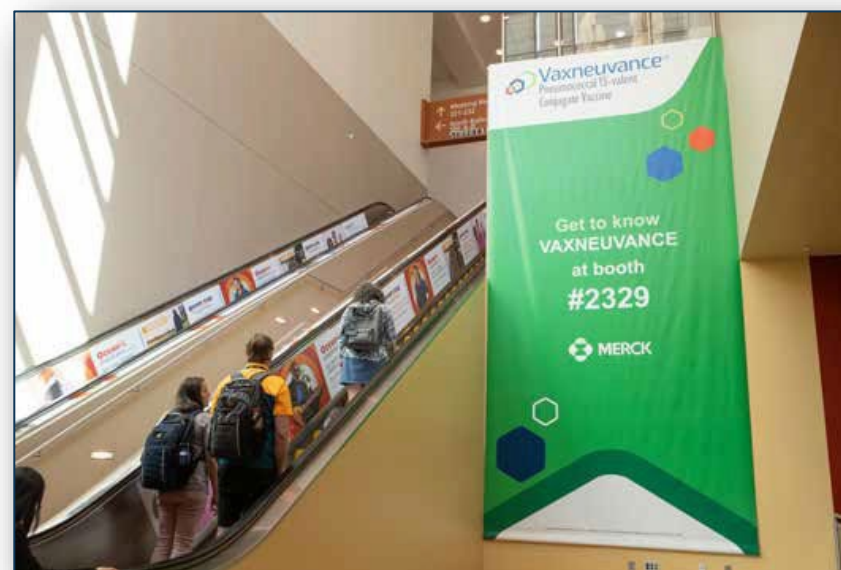
*\*Please note: Pharmaceutical and medical device exhibitors may not participate based on the CMSS Code for Interactions with Companies.*



### Banner Signage

Spotlight your brand in a massive way by displaying your message in a high-traffic area of the convention center. Your prominent banner can't be missed!

Investment: \$15,000  
Availability: Limited  
Specs: Provided upon purchase  
Purchase by: August 14  
Materials due: August 21

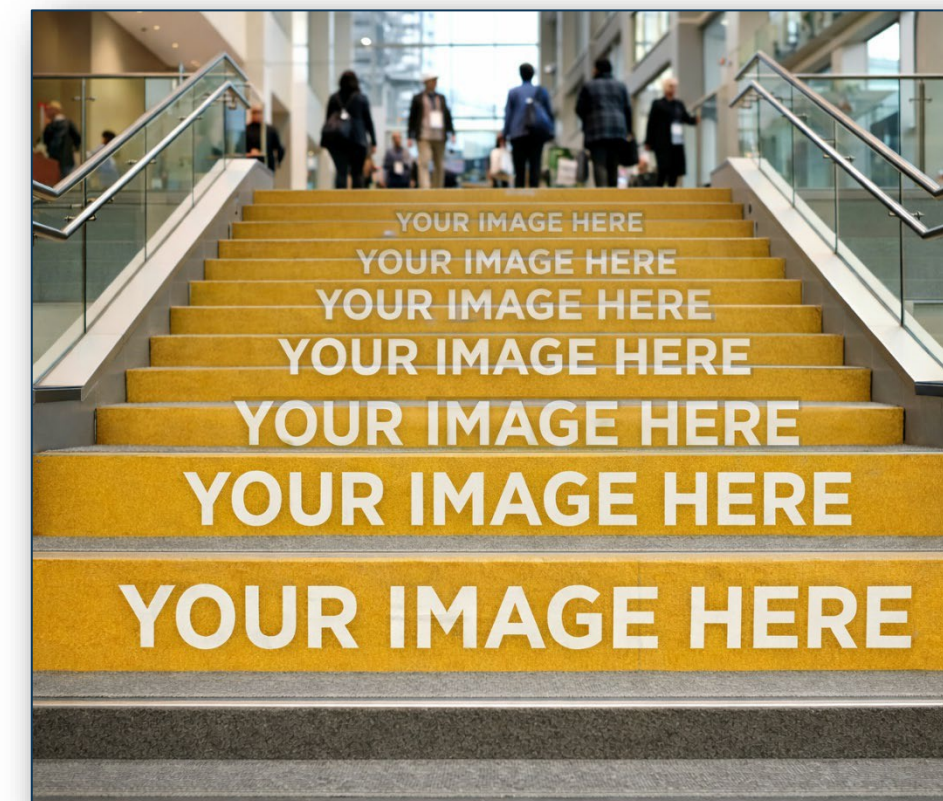


### Stair Clings

Turn attendee movement into unavoidable brand exposure with stair clings placed along heavily trafficked stairways between floors. As attendees move between sessions throughout the day, your message becomes part of their journey—delivering repeated impressions in a highly visible, unexpected format.

Stair clings create a memorable visual experience while reinforcing your brand at moments of transition, when attention is naturally high. This placement is ideal for sponsors looking to maximize exposure beyond traditional signage.

Investment: \$20,000  
Availability: Limited  
Specs: Provided upon purchase  
Purchase by: August 14  
Materials due: August 21



# ENVIRONMENT

## IN THE CONVENTION CENTER | Reach a captive audience as they absorb the excitement of moving through bright, energizing spaces.



### Make a 3-Story Statement

Command attention with a towering cube display that puts your brand front and center. Customize all three stories of the cube to showcase your unique message, ensuring unmissable visibility.

Placed strategically in high-traffic areas of the convention center, these stacked cubes guarantee your message reaches attendees throughout the event. With exclusive sponsorship of the entire cube, your brand will stand tall and leave a lasting impression!

Investment: \$15,000

Availability: Limited

Specs: 3 cubes, each cube includes four panels; Each panel is 36" x 36" (JPG or PNG)

Purchase by: August 3

Materials due: August 17

### Escalate Your Presence

Your brand, their journey. Maximize one of the most visible branding opportunities in the convention center—the escalators! Place your message directly in front of attendees as they travel between floors, education sessions, events and The Xchange.

Investment: \$27,500

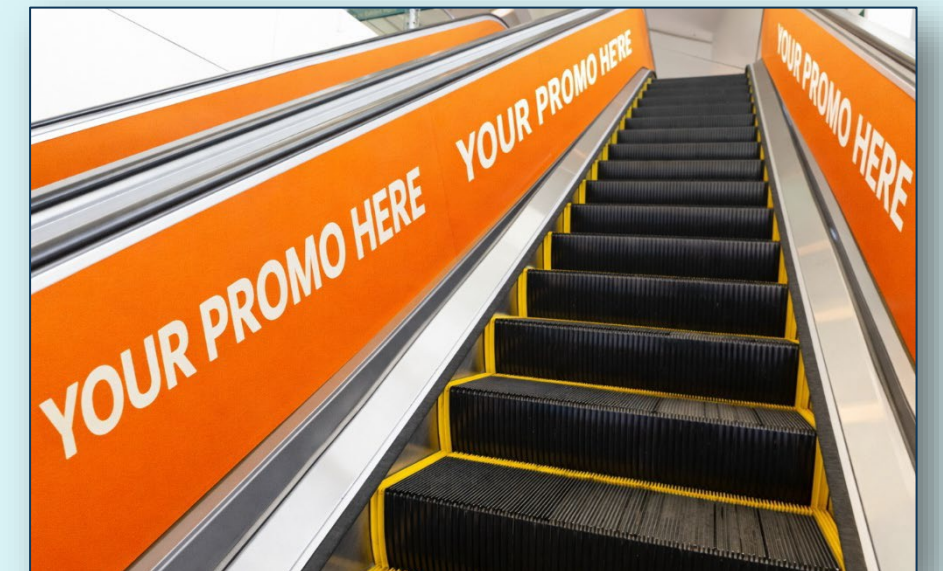
Availability: Limited (Side wall and Runners)

Specs: Provided upon purchase

Purchase by: August 3

Materials due: August 17

\* Call for more details and placement.



# ENVIRONMENT

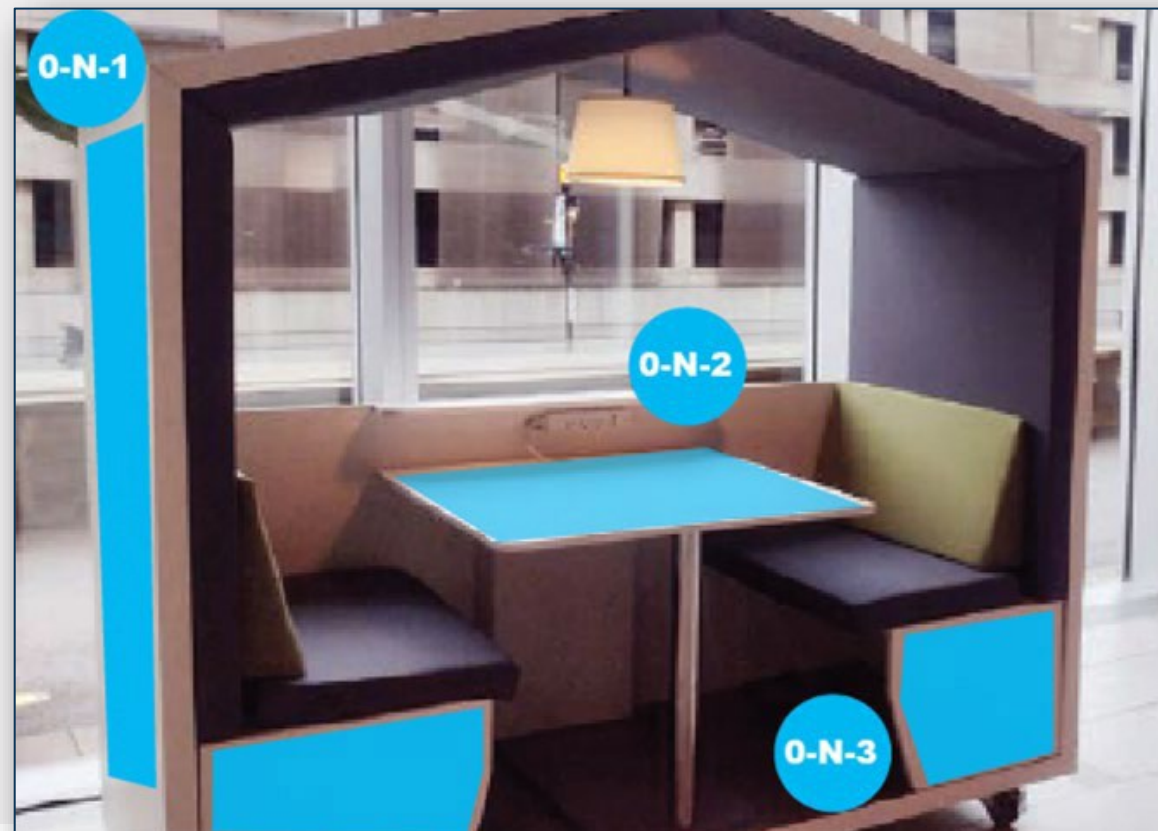
## IN THE CONVENTION CENTER

Reach a captive audience as they absorb the excitement of moving through bright, energizing spaces.

### NOOK Event Pods

Create the perfect blend of comfort and functionality with a Nook Event Pod! These semi-private meeting spaces offer attendees a quiet, comfortable environment to conduct business, check emails and catch up on updates. Ideal for showcasing your brand, the pods feature seating for two, electricity and internet connectivity, allowing you to highlight your brand while providing a comfortable, branded space for attendees to connect. This is the perfect opportunity to make a lasting impression in a high-traffic conference area!

Investment: \$5,000  
Availability: 4  
Specs: Side: 35.25" x 59"  
Tabletop: 33" x 31"  
Wedge: 19.5" x 15.25"  
Purchase by: August 3  
Materials due: August 17



### Photo Booth Kiosk – Exclusive

SMILE and make an unforgettable impression at FMX! Your brand logo will be prominently displayed on the photo booth kiosk and digital picture frame with an AAFP branded backdrop.

As attendees snap photos and share them on social media, your logo reaches a wider audience—amplifying your brand’s visibility and engagement. This fun, interactive experience encourages social sharing and makes your brand part of the memories attendees take home.

Investment: \$1,500  
Specs: High-resolution reversed white logo (PNG)  
Purchase by: August 3  
Materials due: August 17



# ENVIRONMENT

## IN THE CONVENTION CENTER

Reach a captive audience as they absorb the excitement of moving through bright, energizing spaces.



### Cups and Connections – Coffee Break

Give FMX attendees an extra pep in their step with a caffeine boost. Get noticed and drive traffic to your booth by sponsoring a dedicated coffee break in The Xchange. Your organization's logo and booth number will be placed on coffee sleeves, napkins and on location signage. Promote networking and engagement during each break!

Investment: \$10,000  
Availability: Multiple  
Specs: High-resolution logo (JPG or PNG)  
Purchase by: August 3  
Materials due: August 17

### Charging Table or Locker\*

Mobile use is constant throughout FMX, making charging stations crucial for attendees. Brand this highly sought-after location for attendees to relax and recharge their devices. You'll receive customizable design and branding opportunities in a high-traffic location.

Investment: \$5,000 Table | \$7,500 Locker  
Availability: Limited  
Specs: Provided upon purchase  
Purchase by: August 3 | Materials due: August 17  
*\*AAFP has final discretion on placement.*



### Life-Size Coloring Wall

Promote your brand at a fun engagement activity. Your logo will be integrated into a life-size coloring book page. See your brand highlighted during FMX in event photos and social media posts.

Investment: \$1,800  
Availability: 2 opportunities  
Specs: High-resolution logo (JPG or PNG)  
Purchase by: August 3  
Materials due: August 17



# ENVIRONMENT

## IN THE Xchange

Invest in these innovative ways to make your brand stand out and lead attendees directly to your booth.

### The Xchange Floor Entrance Branding

Make a lasting first impression with The Xchange Floor Entrance Branding! Place your brand front and center on a floor graphic at one of the main entrances to The Xchange, ensuring maximum visibility as attendees enter the expo hall.

This prime location allows you to promote your exhibit booth and capture attention right from the start, guiding attendees directly to your space and increasing traffic to your booth.

Make sure your brand is the first thing they see!

Investment: \$15,000

Availability: 2 opportunities

Specs: 10' x 5' (JPG or PNG)

Purchase by: August 3

Materials due: August 17



### Aisle Sign Danglers

Attendees rely on hanging aisle graphics to navigate The Xchange. Stand out from the other exhibitors by promoting your location. Place your logo and booth number prominently on The Xchange aisle signs and drive traffic to your booth.

Investment: \$2,500 per set of 2

Availability: Multiple

Specs: 30" x 24" at bottom of sign (JPG or PNG)

Purchase by: August 3

Materials due: August 17



# ENVIRONMENT

## Your Unique Ideas Wanted

Is there a sponsorship opportunity you'd love to do but don't see listed? Let us know!

## KEY CARDS

Throughout FMX, thousands of attendees will travel between various Nashville hotels and the convention center. Be sure your branding is part of their experience.

### Hotel Key Cards-Exclusive

Put your company's brand in the palm of FMX attendees' hands—literally. As the exclusive Hotel Key Card sponsor, your logo will dominate and ensure repeat brand awareness every time attendees enter their hotel rooms. Promote your brand as soon as guests check in!

Investment: \$32,500

Specs: Details provided upon purchase

Purchase by: August 3

Materials due: August 17



# EDUCATE

## **The No. 1 Reason Family Doctors Attend FMX**

Attendees are here to learn the latest and greatest in family medicine. Help them learn more about your products and services that will help them practice smarter, not harder.

- Sponsored Education
- Med Talks located in the Innovation Theater
- Solution Sessions (formerly Product Theaters)
- Satellite CME Symposia

# Trailblazing Sessions

Engage and educate family physicians through a high-impact, sponsored educational session held in the convention center. These focused sessions provide a unique opportunity to share insights, showcase expertise and connect directly with up to 100 attendees in a professional, learning-forward environment.

Eligibility: Sponsors must purchase an FMX exhibit booth to qualify.

Sponsorship Includes:

- 60-minute session, including live Q&A
- Seating for up to 100 attendees
- Basic audiovisual
- Food and beverage provided by AAFP
- Listing in the online session catalog, mobile app, FMX Program Guide\* and on-site schedule signage on the digital wall and outside the meeting room
- Attendee pre-registration mailing list
- Lead capture device
- Link to session included in sponsored education email communication

Investment: \$45,000

Availability: Limited

Specs: Provided upon purchase

Purchase by: July 22

Materials due: August 3

*\*August 3 deadline applies.*

## Education Amplifier Package

Elevate your sponsored educational session with a comprehensive visibility package designed to extend reach and drive attendance. This add-on amplifies your session through strategic placements that keep your brand top of mind before and during FMX.

Package Includes:

- Digital ad on the sponsored education digital monitor
- Prominent placement on the Digital Engagement Wall
- Full-page ad in the FMX Program Guide\*

Investment: \$10,000

Availability: Limited

Specs: Provided upon purchase

Purchase by: July 22

Materials due: August 3



# Solution Sessions

Solution Sessions are among the most popular FMX activities, with three out of four attendees reporting they find them valuable. These sessions offer a focused opportunity to educate and engage family physicians, residents, and health care professionals through sponsor-led education delivered in The Xchange.

Eligibility: Sponsors must purchase an FMX exhibit booth to qualify.

Sponsorship Includes:

- 45-minute educational session, basic audio visual, and live Q&A
- Seating for up to 100 attendees
- Food and beverage provided by AAFP
- Listing in the online session catalog, FMX Program Guide\*, Mobile App, Doctor's Bag, and on-site sponsored education signage at the Theater and outside The Xchange
- Branded logo on earbuds provided to attendees for use during the session and to keep after
- Attendee pre-registration mailing list
- One lead capture device
- Links to the Solution Sessions schedule in attendee email communications about The Xchange

Thursday, October, 22

11:15 a.m.–12p.m.

12:30p.m.–1:15 p.m.

Friday, October, 23

11:15 a.m.–12p.m.

12:30–1:15 p.m.

Investment: \$45,000

Availability: Limited

Specs: Provided upon purchase

Purchase by: July 22 | Materials due: August 3

*\*August 3 deadline applies.*



## Solution Session Amplifier Package

Elevate your sponsored Solution Session with a comprehensive visibility package designed to extend reach and drive attendance. This add-on amplifies your session through strategic placements that keep your brand top of mind before and during FMX.

Package Includes:

- Full-page ad in FMX Program Guide\*
- Digital ad on the sponsored education digital monitor
- Branded insert in the Doctor's Bag distributed at FMX host hotels

Investment: \$12,500

Availability: Limited

Specs: Provided upon purchase

Purchase by: July 22 | Materials due: August 3

## Med Talks

Drive traffic to your booth with Med Talks. Located on The Xchange floor, these attendee-favorite, 15-minute sessions provide sponsors with a high-visibility platform to showcase solutions and engage directly with family physicians, residents and health care professionals. Med Talks foster meaningful, face-to-face education and dialogue—creating strong momentum that continues as attendees visit your booth.

Eligibility: Sponsors must purchase an FMX exhibit booth to qualify.

Sponsorship Includes:

- Listing in the online session catalog, FMX Program Guide\*, mobile app, Doctor's Bag and on-site sponsored education signage at the Theater and outside The Xchange
- Attendee pre-registration mailing list
- One lead capture device
- Link to Med Talk schedule in The Xchange attendee-facing email

Investment: \$12,000

Availability: October 22 or 23

Specs: Provided upon purchase

Purchase by: July 22

Materials due: August 3

*\*August 3 deadline applies.*



# Satellite CME Events

This is a standout opportunity to connect directly with the heart of primary care. By hosting a satellite CME course at FMX host hotels, your organization can deliver focused, evidence-based education to attendees who care for patients across every age, condition and setting. This is a powerful way to strengthen your impact on the future of family medicine.

Sponsorship includes:

- Link to the session catalog in the Satellite CME attendee-facing email
- Pre-registered attendee mailing list
- One lead capture device
- Listing displayed on the online session catalog, FMX Program Guide\*, mobile app and the on-site sponsored education signage and Satellite Exhibitor Locator Map

Investment: \$44,000

Availability: Limited

Materials due: August 3

## Satellite CME Locator Map

This map outlines the CME educational opportunities outside the convention center and directs attendees to find your session by listing your title, speaker and location of event.

Investment: \$5,500 Full-page | \$3,500 Half-page

Availability: 2 per size

Specs: Full-page, no bleed 3.27" x 8" Half-page, no bleed 3.27" x 4"

Purchase by: August 3 | Materials due: August 17

*\*August 3 deadline applies.*



## Satellite CME Amplifier Package

Elevate your satellite CME session with a comprehensive visibility package designed to extend reach and drive attendance. This add-on amplifies your session through strategic placements that keep your brand top of mind before and during FMX.

Package Includes:

- Full-page ad in the FMX Program Guide\*
- Digital ad on the sponsored education digital schedule wall
- Session listing in a dedicated email highlighting Satellite CME.

Investment: \$12,500

Availability: Limited

Specs: Provide upon purchase

Purchase by: July 22 | Materials due: August 3

# EVENTS

## **Connect With Family Docs Where They Gather**

Sponsor those special moments, both big and small, that attendees can only find at FMX.

- Main Stage
- The Xchange Grand Opening Reception (exhibit hall)
- Networking and Career Opportunities
- Socializing and Downtime

# EVENTS

**Main Stage is the premier platform that brings all attendees together at FMX!**

## **Main Stage Spotlight – Pre-show Video Bumper**

Capture the attention of a highly engaged audience with a Pre-show Video Bumper before the Main Stage presentation begins! This is your chance to promote your brand and drive attendees to your booth, website, social media and more.

Your video will play in the 10-15 minute preview loop right before Main Stage starts, ensuring your message is front and center as attendees settle in. With this prime exposure, your brand will be fresh in the minds of FMX attendees from the moment they arrive!

Investment: \$12,000

Availability: Limited

Specs: 60-second video ad, 1920 x 1080 pixels,  
16.9 Ratio .mov or .mp4

Purchase by and materials due: August 17



# EVENTS

## NETWORKING AND CAREER

Sponsor one of many exclusive meetups for family physicians as they reconnect and recharge throughout the week.

### Resident and New Physician - Exclusive

Create an inspiring environment where new physicians and residents can come together to exchange ideas, tackle challenges and build meaningful connections. By hosting this event, you'll unite the future of family medicine and foster valuable networking opportunities among passionate individuals.

Sponsor receives signage at event, listing in the online session catalog, mobile app and in the FMX Program Guide\*.

Investment: \$18,000

Specs: High-resolution logo (JPG or PNG)

Purchase by: July 22

Materials due: August 3



### Professional Headshots – Exclusive

Attendees can stop by for a complimentary professional photo taken by an expert photographer during FMX.

Sponsor receives signage at station, listing in the FMX Program Guide\* and mobile app.

Investment: \$10,000

Specs: High-resolution logo (JPG or PNG)

Purchase by: August 3

Materials due: August 17



# EVENTS

## SOCIALIZING AND DOWN TIME

Give attendees new ways to relax and recharge throughout FMX.



### Primary Care Commons – Networking Lounges

Put your brand on display in this prime location, where attendees take a break and discuss everything happening at FMX. It's an ideal spot to promote your company's presence and keep your brand top of mind.

Sponsorship includes listing in the FMX Program Guide\*, mobile app and online session catalog. Sponsors will interact with attendees, gaining valuable insights to their needs, challenges and emerging trends in family medicine.

Investment: \$15,000  
Availability: Limited  
Specs: High-resolution logo (JPG or PNG)  
Purchase by: August 3  
Materials due: August 14

*\*August 3 deadline applies.*



# EVENTS

## SOCIALIZING AND DOWN TIME

Give attendees new ways to relax and recharge throughout FMX.

### Paws 4 A Break – Exclusive

Stand out from the pack and leave a “pawsitive” impression with this playful sponsorship inside The Xchange. This was a can’t-miss opportunity in 2025. Attendees love stopping by to snap photos and cuddle a furry pup. Promote your brand and booth number with signage at this must-attend experience.

Sponsor also receives acknowledgment in the FMX Program Guide\*, online session catalog and logo floor clings.

Investment: \$14,000

Specs: High-resolution logo

Purchase by: August 3

Materials due: August 17



*\*August 3 deadline applies.*

### Relax and Recharge – Exclusive

Give attendees a moment to unwind and refresh with chair massages provided by qualified massage therapists. Located at the Relax & Recharge Station, this dedicated space offers a soothing break from the conference as attendees relax, reset and re-energize.

Sponsor receives acknowledgment in the FMX Program Guide\* and online session catalog.

Investment: \$18,000

Specs: High-resolution logo

Purchase by: July 1

Materials due: August 17



## Your Unique Ideas Wanted

Is there a sponsorship opportunity you'd love to see but don't see listed? Let us know!

Let's collaborate to make your vision a reality and ensure your presence at FMX stands out!

Jill Vetter | 913-951-8943 | [jvetter@aaafp.org](mailto:jvetter@aaafp.org)

