

SOAR

TOGETHER, WE RISE

Family Medicine Experience (FMX) unites family physicians who are eager to spark new change in health care.

Join us, and let's work together to see family medicine soar.

THE IMPORTANCE OF FAMILY MEDICINE

Family physicians provide care to the largest percentage of the population—more than any other specialty. Population wellness and health equity are greatly impacted by the work of family physicians in their communities.

1 in every 5 office visits are made to **family physicians**



Family medicine accounts for **90%** of the nation's \$3.5 trillion in annual health care expenses



THE IMPACT OF THE AAFP

For 75 years, the American Academy of Family Physicians (AAFP) has been a trusted source. We're proud to offer our members valuable tools, solutions, and insights.

129,600 members strong—that includes practicing family physicians, medical students, and residents



Chapters in each of the 50 states, the District of Columbia, Uniformed Services, Guam, Puerto Rico, and the Virgin Islands

EXHIBITING AT FMX JUST MAKES SENSE

91% of 2023 exhibitors said FMX exceeded or met expectations

88% of 2023 exhibitors said the AAFP has a positive reputation in the industry



WHY EXHIBIT

92% of attendees visited The Xchange in 2023

3.8 Hours Average time attendees spent per day in The Xchange



THE POWER OF FMX

This premier event showcases the AAFP's best offerings: the latest education, patient and practice solutions, and networking opportunities.

ATTENDEES LOVED FMX 2023

98% | CME key influencer for attending FMX

96% | would recommend FMX to their colleagues

88% | describe FMX as a unique experience

SECURE YOUR SPOT TO:

- Gain qualified prospects
- Showcase your solutions
- Educate decision-makers and influencers
- Build lasting relationships
- Maximize your reach

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

— FMX '23 EXHIBITOR