



2021 EXHIBIT, SPONSORSHIP, AND ADVERTISING MEDIA KIT

aafp.org/nc/exhibit

the event

Since 1973, the American Academy of Family Physicians has invited attendees to the National Conference of Family Medicine Residents and Medical Students to discover just what it means to be a part of the specialty. National Conference invites brands like yours to impact the future leaders of family medicine. Thanks to innovative technology, this one-of-a-kind event will offer motivating Main Stages, dedicated exhibit hours, interviewing capabilities, networking opportunities, and more!

Adventure Awaits

This year's National Conference will be unlike ever before. The American Academy of Family Physicians (AAFP) is excited to bring National Conference back to the virtual stage on an innovative new platform and invites you to connect with close to 2,300 medical students and over 1,400 family medicine residents.

In times of crisis, like the global pandemic of 2020, family medicine shines. This new health care environment has greatly impacted how students and family medicine residents learn and train. National Conference is a unique and important chance for them to engage with other students and connect. Take this opportunity to align your brand with future leaders.

As the only national event for family medicine residents and medical students, the next generation of family physicians turn to National Conference for unique and personalized encounters with residencies, sponsors, and exhibitors.

Leverage this opportunity to help family medicine students and residents to continue their training, prepare them for their careers, or find future success through your unique offering.



Our attendees are gearing up for a journey toward family medicine and they need your contribution to their professional toolkit.

Save the Date
AAFP National Conference
July 29–31, 2021

national conference profile

Our virtual platform opens new doors to engage with medical students and family medicine residents in a fresh and innovative way. National Conference is the only event of its kind in the nation—and we know that your sponsorship experience should be uniquely built for you, too.

MAKE AN IMPRESSION

94%

of previous exhibitors would recommend National Conference to their peers

85%

of attendees felt National Conference content was valuable enough to share

92%

of previous exhibitors agree that a presence at National Conference is an important connection for their brand

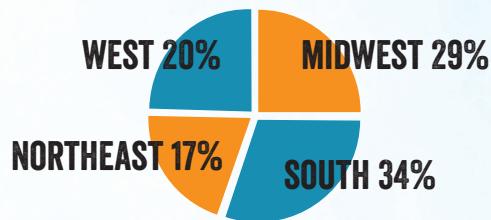
2,293

med students attended the first-ever virtual National Conference in 2020

WHO ARE NATIONAL CONFERENCE ATTENDEES?

MEDICAL STUDENTS	
FIRST AND SECOND YEAR:	317
THIRD YEAR:	308
FOURTH YEAR:	1,668
FAMILY MEDICINE RESIDENTS	
RESIDENTS REGISTERED AS EXHIBITORS:	1,176
RESIDENT REGISTERED AS ATTENDEES:	226
	= 3,695

WHERE DO NATIONAL CONFERENCE ATTENDEES LIVE?



WHO SHOULD EXHIBIT?



become an exhibitor

With social distancing measures in place, we understand the value of making connections more than ever before. Our virtual exhibit space is an ideal solution, offering the opportunity to engage, interact with, and influence the future generation of family physicians.

Why Exhibit?

A Unique Reach

National Conference is the largest gathering of family medicine students and residents in the country. This is your opportunity to connect with them in one place

Make a Lasting Impact

Put your brand directly in front of thousands of resident and medical student attendees who represent the future of family medicine.

An Engaged Audience

As the only national event of its kind, National Conference is the must-attend event for medical students and family medicine residents. It's a captive audience you can count on.

A Flexible Schedule

We have dedicated exhibit hours in the morning and afternoon to allow for flexibility in scheduling your booth staff and more engagement with limited-time access.

Designated Networking

Extend your reach beyond your virtual exhibit. You're invited to participate in scheduled networking sessions, where you can engage with attendees in a facilitated group setting.

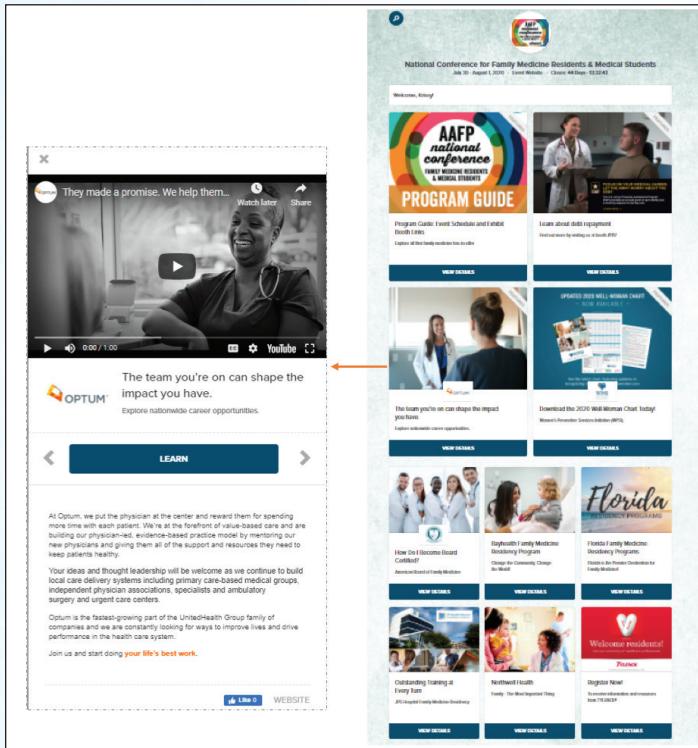
Exhibit Package Price: \$1,175

Includes:

- Six complimentary virtual badges with full meeting access within the virtual platform
- Access to medical students and residents within the virtual platform
- Booth promotion—upload your logo, booth description, program/product categories, url, video, and handouts
- Listing in the Virtual Official Program & Exhibit Guide
- Promotion of exhibit list and live floor plan in email blasts and on the expo hall webpage
- Schedule 1:1 virtual meetings within the platform
- Pre-registrant attendee mailing file
- Lead data capture from anyone who steps inside your virtual exhibit space

sponsorship opportunities

National Conference is the only event of its kind. Medical students and family medicine residents join from all over the country. Connect with, recruit, and influence close to 2,300 medical students and over 1,400 family medicine residents. And with these opportunities, you can make an impact before, during and after the conference.



Benefits to the sponsor

• Pre-National Conference:

Exposure to all attendees via the Welcome Email

• During National Conference:

Visibility to all attendees via the Daily eNews

• Post National Conference:

Visibility to all attendees via the Post-show Email and accessible for 90 days post conference

Virtual Doctor's Bag

Investment: Options Available!

Say hello to leads when you take advantage of an advertising space in our virtual Doctor's Bag. Loaded with special offers and helpful attendee information, the Doctor's Bag engages medical students and residents as soon as they get started. Choose your ad type from a list of flexible options and add a customized link. Plus, with access to real-time performance stats and editing capability, you can change your messaging to engage even more attendees.

Bonus! Your content is available for 90 days after National Conference.

PREMIUM (Limited supply—only 6 available)

- Premier placement within the platform
- Logo/key visual
- Company name
- Description
- 90 days of exposure
- External link to your website
- Video message or pdf available for download

STANDARD

- Logo/key visual
- Company name
- Description
- 90 days of exposure
- External link to your website
- Video message or pdf available for download

email and enews

The virtual experience starts in the inbox. Make your brand a part of National Conference communications that reach our entire audience of medical students and family medicine residents. Align yourself with key event details and important timely information, guaranteed to be read by attendees.

Promotional Emails

2020 NC Promo email stats by audience:

Attendee	Influencer
28.27% open rate	28.61% open rate
6.45% click rate	3.63% click rate

About the opportunity

Garner prominent advertising in a series of five promotional emails targeted to prospective National Conference attendees aimed at driving registration.

Benefits to the sponsor

Gain distinct visibility in National Conference emails that deliver timely and relevant event promotions to a captive audience.

Special note: AAFP member email addresses are not available for purchase. National Conference emails offer exclusive exposure to attendees not available via any other opportunity.

Reach

- Student/Resident audience: approximately 36,000
- Influencers audience: 1,700
 - Influencers include: Family Medicine Interest Group Faculty Advisors, Clerkship Directors, Family Medicine Pre-Doctoral Program Directors, Family Medicine Chairs/ Contacts, Medical Directors

Timing: Emails sent prior to conference to promote conference registration. Timing varies based on opportunity purchased

SPECS

Graphic ad: 500 x 200

Advertisorial: 400 max character count

Click through URL

Materials due:

Early June: May 25

Mid June: June 8

Early July: June 29

Attendee Email: Post Show

About the opportunity

It's a wrap! Post-event recap email capturing highlights from National Conference; featuring historically high click rates for advertisers.

Reach: All National Conference Attendees

SPECS

Graphic ad: 500 x 200

Advertisorial: 400 max character count

Click through URL

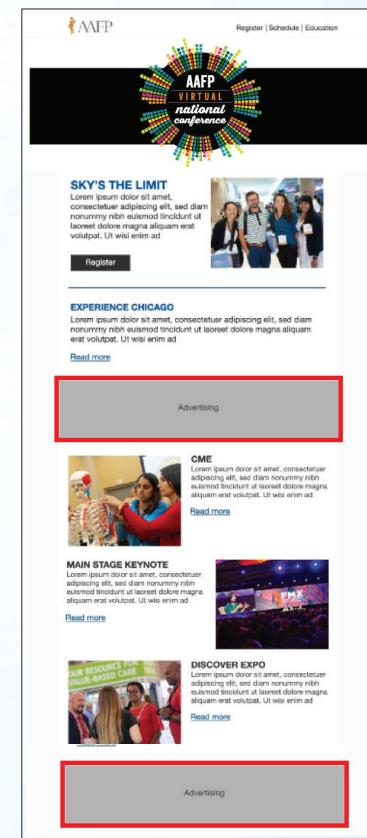
AAFP conference email stats:

61.24% open rate

17.59% click rate

Materials due:

June 30



email and enews (CONTINUED)

NEW! Attendee Welcome Email

About the opportunity

The email all attendees eagerly look for! It includes vital information for a successful conference such as platform navigation video, event schedule link, platform login and access information, event guidelines, and the program guide.

Special note: AAFP member email addresses are not available for purchase. National Conference emails offer exclusive exposure to attendees not available via any other opportunity.

Benefits to the sponsor

A high-impact opportunity to get your brand in front of attendees and start generating traffic to your virtual booth—before the event even begins!

Reach: All National Conference attendees

Timing: Week of July 26, 2021

SPECS

Leaderboard: 600 x 150 pixels (jpg or png)

Medium Box: 300 x 250 pixels (jpg or png)
Click through URL

Welcome email metric:

- 81.62% open rate
- 70.37% click rate

Materials due:

June 30

NEW! Daily eNews

About the opportunity

Daily eNewsletter previews the next day's info to each user after they register for National Conference programming line-up, making it easier for attendees to engage during the virtual experience.

Special note: AAFP member email addresses are not available for purchase. Triggered to each user after they register for National Conference emails; offers exclusive exposure to attendees not available via any other opportunity.

Benefits to the sponsor

A high-visibility opportunity for advertisers to increase attendee engagement with daily ad placements to highlight your brand and drive awareness to your virtual booth.

Reach: All National Conference attendees

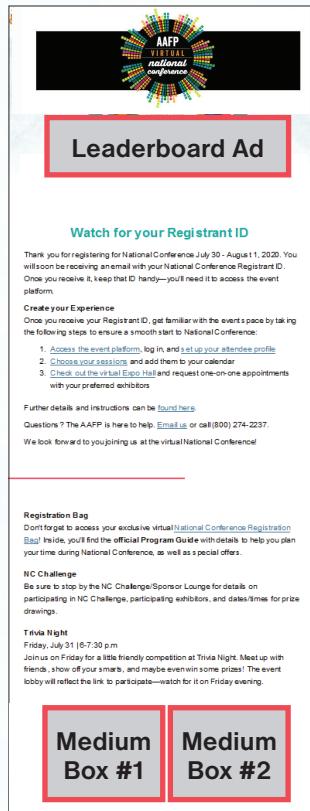
Timing: Daily, July 29–31, 2021

SPECS

Leaderboard: 600 x 150 pixels (jpg or png)

Medium Box: 300 x 250 pixels (jpg or png)

Click through URL



AAFP Conference emails:

AAFP Conference

Daily eNews metrics:

- 56.02% open rate
- 31.5% click rate

AAFP Average:

- 26.32% open rate
- 2.44% click rate

Materials due:

June 30

keep the engagement going

Take advantage of opportunities to get your brand in front of National Conference attendees before, during, and after the conference. Our new digital offerings for sponsors make it simple to engage through high visibility inbox opportunities, ad spots on highly trafficked web pages, and more.

National Conference Program and Exhibit Guide Full-Page Ad

Share your message inside the highly valued and visible digital National Conference Program & Exhibit Guide. This guide, posted to the main navigation, will be used daily by attendees for quick access to

need-to-know conference details, like platform navigation instructions, exhibitor information, plenary session details, networking opportunities, FAQ, and more. **Bonus!**

You can even add a video and a link that brings attendees directly to your virtual exhibit space.



Materials due:

June 30

Post Event Attendee List

Once the conference wraps, we'll share a comprehensive list of attendees including names and mailing addresses for valuable follow-up conversations.

Reservation Deadline:

June 10

Artwork Due:

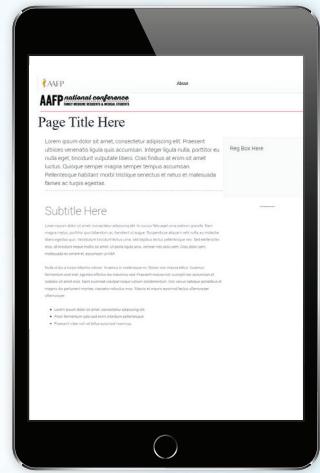
June 30

National Conference Event Website

Put your brand at the center of the action with our event website opportunities. The website houses all of the necessary information our attendees will be looking for, so you can count on regular web traffic.

The National Conference website's useful information and dynamic design bring in more than **100K page views and unique visitors**—and they'll be looking at you! We offer ads in three sizes with measurable ROI.

- Leaderboard
- Skyscraper
- **NEW!** Medium Box



Please note: There is a two week lead time to be added to the site.

AD TYPE	PAGE PLACEMENT	SOV	AD SPECS
Leaderboard	<ul style="list-style-type: none">• Homepage• About• Schedule• Educational Programming• Events• Expo Hall: <i>includes primary navigation and internal pages</i>	33-100% based upon advertising participation	728 x 90
Skyscraper* and Medium Box	<ul style="list-style-type: none">• About• Schedule• Educational Programming• Events• Expo Hall: <i>includes primary navigation and internal pages</i>	33-100% based upon advertising participation	Skyscraper: 300 x 600 pixels Medium Box: 300 x 250 pixels

**Skyscraper does not run on Homepage*

keep the engagement going (CONTINUED)

Registration Confirmation Email— EXCLUSIVE SPONSOR

Take advantage of prominent advertising in registration confirmation email to National Conference registrants. You'll experience distinct visibility in National Conference emails that deliver relevant event details to a captive audience. Please note: AAFP member email addresses are not available for purchase. National Conference emails offer exclusive exposure to attendees not available via any other opportunity.

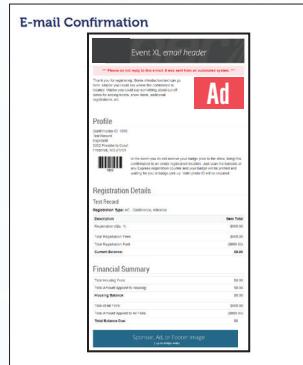
Reach: All National Conference registrants

Timing: Triggered to each user after they register for National Conference

Lead time: 2 weeks

SPECS

Sidebar graphic in confirmation email: 190W x 220H



Conference T-Shirt

Be remembered by attendees on the best souvenir from any conference: the T-shirt! Snag a spot for your logo to appear on the back of the fan-favorite conference t-shirts. Every registered attendee will receive their free t-shirt before National Conference even begins.

Materials due:

June 15



Bring Your own Networking Session

This experience is what you make it—literally!

Connect with conference attendees through a networking session of your own design. Bring an activity to inspire engagement and excitement for all of our attendees, like '80's night, sports trivia, mixology, scavenger hunt, bingo, or any other virtual activity you can think of. You provide the fun, and we'll provide the virtual room to host it.

Main Stage Presence

Align your brand with the highlight of the weekend—Main Stage! With content tailored to our entire audience, attendees will be at the peak of their attention as they listen to our Main Stage speakers.

- Logo Placement – 12 spots available!
- Slide Advertisement – 4 spots available!
- Video Advertisement – 2 spots available!

Materials Due:

June 21

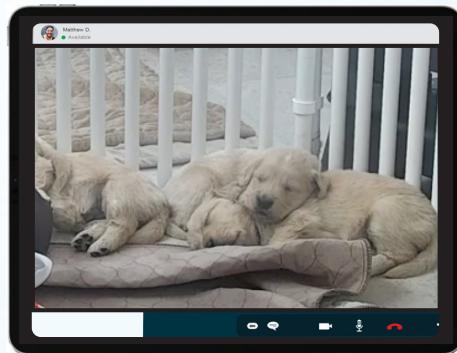
Brain Break: Puppy and Kitten Cam

Give attendees an adorable moment of relaxation and paw-sitivity. Sponsor one of two embedded live feeds, featuring puppies and kittens playing, napping, and being cute. This is a fun opportunity to align your brand with an exclusively feel-good memory from National Conference.

Materials

Due:

June 21



sponsor today. impact tomorrow.

All it takes is one moment for your brand to influence thousands of future family doctors. Our virtual sponsorship opportunities provide you with the measurable visibility you need to build brand awareness. Choose your adventure—we have packages to fit every budget and goal. Make your presence one to remember!

		Sponsorship Opportunities	Price	Inventory
BEFORE PROMOTION	Email Advertising	Registration Promotion Graphic Ad.....	\$3,500	5
		Registration Promotion Advertorial	\$3,500	5
		Registration Promotion to Influencers Graphic Ad	\$3,500	5
		Registration Promotion to Influencers Advertorial.....	\$3,500	5
		Registration Confirmation	\$4,500	1
	National Conference Website Ads	Leaderboard	\$9,500	3
		Skyscraper.....	\$6,500	3
		Medium Box	\$3,500	3
	Welcome Email (1 email exclusive)	Leaderboard	\$5,500	1
		Medium Box	\$4,500	2
ATTENDEE RESOURCES	Daily eNews (3 emails)	Leaderboard	\$4,500	3
		Medium Box	\$3,500	6
	Virtual Doctor's Bag	Premium Placement.....	\$1,000	6
		Standard Placement.....	\$500	-
	National Conference Program and Exhibit Guide	Full Page: Inside Front Cover	\$1,500	1
		Full Page: Inside Back Cover	\$1,350	1
		Full Page	\$975	10
		Video (Need to purchase ad placement first)	\$275	10
	Welcome Gift	Conference T-Shirt Logo	\$300	12
	Networking	Bring Your own Networking Session.....	\$350	6
	Digital Advertising	Mainstage Preview: Logo (12/page)	\$150	48
		Mainstage Preview: Slide Ad.....	\$300	8
		Mainstage Previews: Video Ad.....	\$500	4
DURING TRAFFIC DRIVERS	Experience	Brain Break: Puppy Cam.....	\$1,500	1
		Brain Break: Kitty Cam.....	\$1,500	1
	Email Advertising	Attendee Thank you - Graphic Ad	\$3,500	1
		Attendee Thank you - Advertorial.....	\$3,500	1
	Attendee Mailing File			\$195
				-
AFTER PROMOTION				



PAVE THE PATH TO NATIONAL CONFERENCE 2021

FOR MORE INFORMATION OR CUSTOMIZED SOLUTIONS CONTACT:

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