

AAFP
*national
conference*

FAMILY MEDICINE RESIDENTS
& MEDICAL STUDENTS
JULY 25–27, 2019
KC, MO

EXHIBIT, SPONSORSHIP, AND ADVERTISING MEDIA KIT

KANSAS CITY CONVENTION CENTER



aafp.org/nc/exhibit

WHAT IS THE AAFP?

The American Academy of Family Physicians (AAFP) is the professional medical society for family physicians since 1946. Today, the AAFP represents 131,400 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 3,000 attendees come to gain insight, connect with peers and faculty, find an ideal residency program, explore career options, and expand leadership skills. The expansive Expo Hall is a significant draw for attendees who are eager and excited to connect with exhibitors throughout the three-day conference.

Why Exhibit?

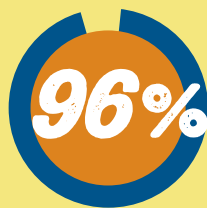
Capitalize on this opportunity to establish or strengthen relationships with the next generation of family physicians. Meeting with exhibitors at National Conference helps residents and medical students navigate their careers in family medicine. It is the place they come to explore residency programs,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



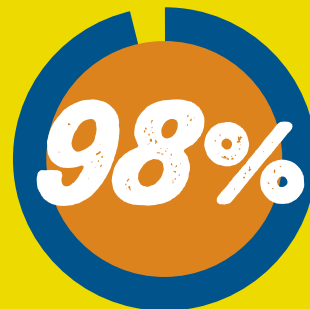
EXHIBITOR POST EVENT SURVEY FEEDBACK



90%
of exhibitors rated their
experience at National
Conference as good or
excellent



96%
of exhibitors said it
is important for their
organization to exhibit at
National Conference



98%
OF EXHIBITORS SAID THEY WOULD RECOMMEND
NATIONAL CONFERENCE TO OTHER EXHIBITORS

FOR MORE INFORMATION OR CUSTOMIZED SOLUTIONS CONTACT:

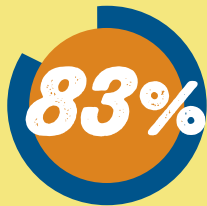
Julia Ozark, CEM | AAFP | 913-906-6297 | jozark@aafp.org

WHY EXHIBIT *continued*

ATTENDEE POST EVENT SURVEY FEEDBACK



of attendees rated
National Conference as
good or excellent



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



of attendees would
recommend National
Conference to their peers



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

**3,043 medical
students and
residents attended
National Conference
in 2018**

**8.8 hours = average
time spent in the
Expo Hall**

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EXHIBIT INFORMATION

Kansas City Convention Center • Halls D & E • Kansas City, MO

Exhibit Days and Hours

NEW Thursday, July 25 3–5 p.m.

Resident/Attendee only Expo Hall Time

Thursday, July 25 5–8 p.m. Expo Hall Grand Opening

Friday, July 26 9:30 a.m.–5 p.m.

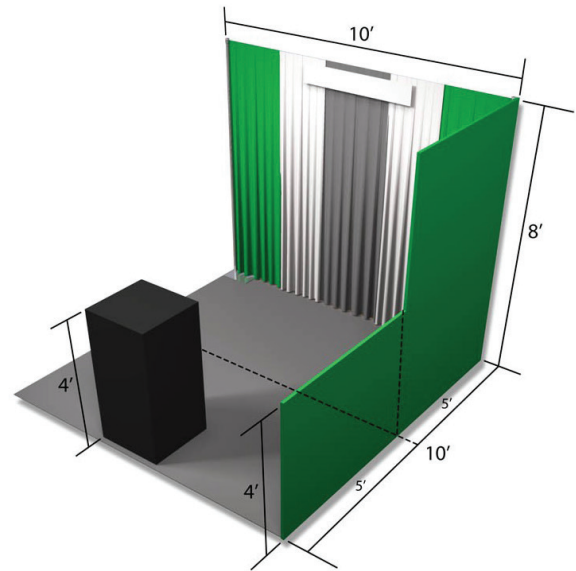
Saturday, July 27 8:30 a.m.–1 p.m.

Exhibit Space Rates

10' x 10' Booth \$1,350

Each 10' x 10' booth includes:

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



**Complete your online exhibit agreement
(available March 1) to reserve booth space:**

aafp.org/nc/exhibit

[ACCESS THE ONLINE FLOOR PLAN](#)

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

March 1 – Open Booth Assignments

INSTALLATION OF EXHIBITS

Thursday, July 25

7 a.m.–3 p.m.

DISMANTLING OF EXHIBITS

Saturday, July 27

1–3 p.m.

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PRINT 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, including:

- Educational programming
- Social activities
- Exhibitor listed by booth number
- Exhibitors listed by category
- Exhibiting residency programs listed by state

Rate Information

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

Specifications

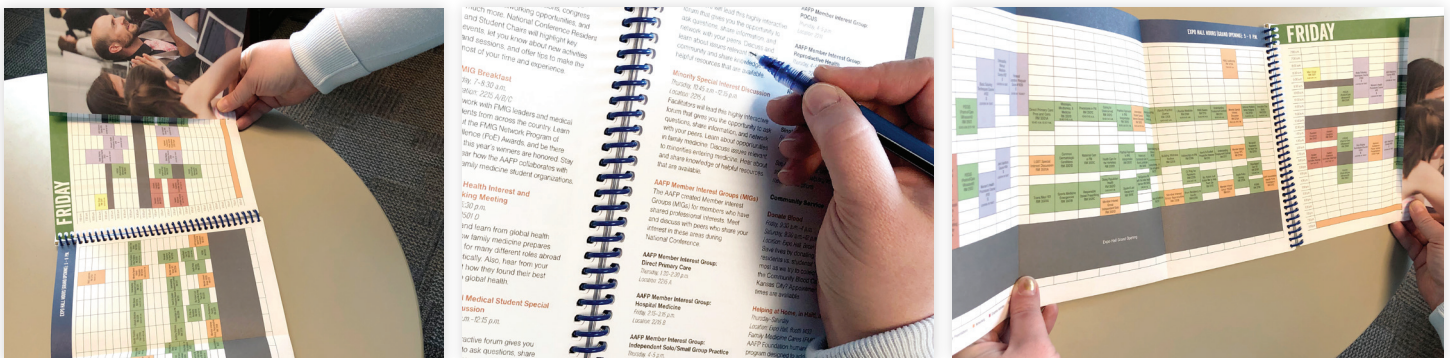
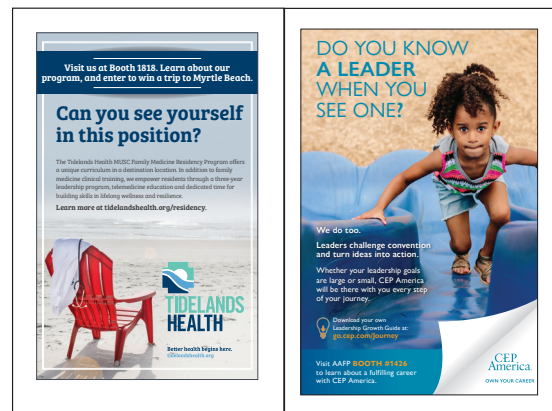
Size: 5.625" (W) x 8.5" (H)

File Format: Vector, .eps, or hi-res PDF for printing

Deadlines

Space reservation due: April 10

Materials due: May 3



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DIGITAL ADVERTISING

Mobile App

Put your brand in the spotlight with the essential National Conference attendee resource, rated “highly valued” by 98% of attendees in 2018.

As the premier supporter, your company receives:

- Up to (3) rotating banners on the dashboard page
- Custom tab on dashboard page
- (1) alert each day the Expo Hall is open
- Logo watermark on “My Schedule” tab
- Preferential placement at top of Exhibitor List (Premium Partner)
- Acknowledgements on the website, mobile app, and Official Program and Exhibit Guide

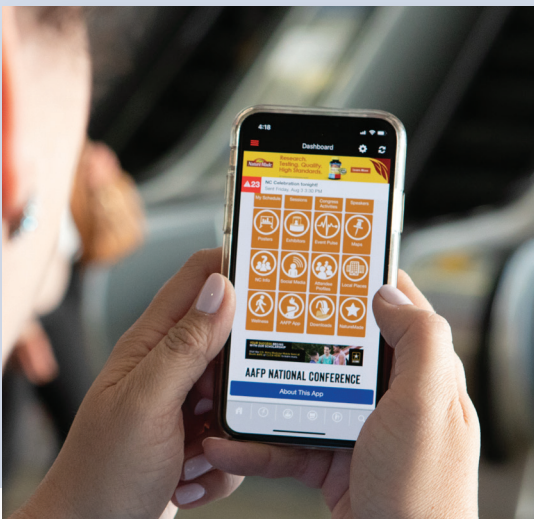
In 2018, there were 6,286 downloads of the National Conference app—a 56% increase from 2017—and 120,833 dashboard views.

Deadlines

Space reservation due: April 19

Materials due: May 3

Opportunity	Placement	SOV (Share of Voice)	Advertising Rate	Specs
Banner Ad	Dashboard (bottom of screen)	100%	\$3,500	640 x 110 (.jpg or .png; 300 ppi)
Alerts	Message Center	33%	\$750 (Limit ~2 per day) Thursday-Saturday	<ul style="list-style-type: none"> • Subject Line: 29 character limit including spaces • Message/Content: no character limit

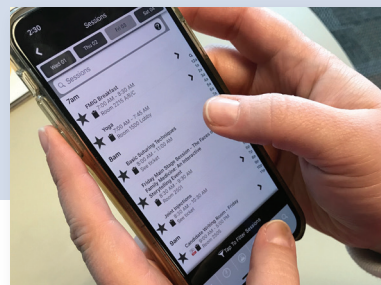


Mobile App Upgrade

\$250

Your company will have the ability to:

- Display your logo on the mobile app exhibit floor plan and exhibitor listing.
- Upload three PDF documents to your exhibitor profile within the app.



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DIGITAL ADVERTISING *continued*

NEW Medical Student & Resident Email \$3,500 per

Receive distinct visibility with prominent email advertising to member medical students and residents. National Conference emails deliver key event details and timely information to a captive audience of prospective and registered attendees. The National Conference message reaches more than 37,000 medical students and 11,000 residents.

These monthly emails averaged a 24% open rate in 2018. Monthly emails are versioned with information tailored to segmented audience types.

Advertising Includes:

- Display rectangle ad: 300 x 250 pixels
- Advertorial: 65-character headline, 300-character body copy excluding spaces



Pre-Event

These promotional emails are sent prior to registration deadlines and promote key features to drive attendee registration. By advertising in these emails, you will reach an expansive audience averaging 23,000 active AAFP member medical students and residents each month.

Monthly Promotional Emails (March – July)

March

- Ad space and art deadline: *March 8*
- Planned send date: *March 22*

April

- Ad space and art deadline: *April 5*
- Planned send date: *April 19*

May

- Ad space and art deadline: *May 8*
- Planned send date: *May 23*

June

- Ad space and art deadline: *June 6*
- Planned send date: *June 20*

July

- Ad space and art deadline: *June 24*
- Planned send dates: *July 2, 8, and 15*

National Conference Mobile App Launch Email

June

- Ad space and art deadline: *May 17*
- Planned send dates: *June 1*

Advance Registration Deadline Email

June

- Ad space and art deadline: *June 13*
- Planned send date: *June 27*

Post-Event Email

It's a wrap! Post-event recap emails capture highlights from National Conference. Round out your marketing campaign with this opportunity to reach approximately 37,000 AAFP member medical students and 11,000 residents.

- Ad space and art deadline: *July 31*
- Planned send date: *August 14*

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DIGITAL ADVERTISING *continued*

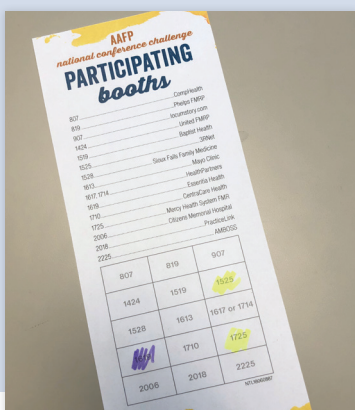
Event Website

Digital marketing provides targeted visibility and measurable ROI before, during, and after National Conference. Build brand awareness, increase your online presence, and influence your target audience with premium advertising on the official event site. The online destination for up-to-the-minute information on registration, schedules, networking and events, Expo Hall, and meeting news.



Ad Type	Page Placement	SOV	Ad Specs (pixels)	Advertising Rate	2018 Metrics (February-August)
Leaderboard	Homepage About Schedule Programming Hotel & Travel Events Expo Hall <i>Includes all primary navigation and internal pages</i>	33-100% based upon advertising participation	728 x 90 320 x 50	\$9,500 per supporter	68,140 Unique Pageviews
Skyscraper	About Programming Hotel & Travel Events Expo Hall <i>Includes all primary navigation and internal pages</i>	33-100% based upon advertising participation	160 x 600	\$6,500 per supporter	29,039 Unique Pageviews

TRAFFIC GENERATOR



National Conference Challenge

\$500 per sponsor

(15 available)

Distributed in each registration bag, attendees receive a challenge card which you can use to recruit them directly to your booth. Take advantage of this fun and creative way to initiate conversations. Once complete, attendees drop off their challenge card and are entered in multiple drawings for a chance to win prizes provided by the AAFP.

Deadline

Application due: May 17

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BRAND AWARENESS

Mobile Charging Stations

\$2,500

(two available locations in the main lobby)

\$2,000

(three main aisle locations available in the Expo Hall)

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.

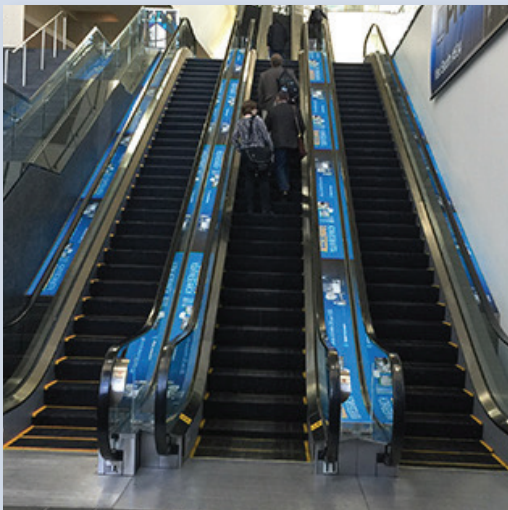
- Sponsor receives custom artwork and branding on the charging unit.



Deadlines

Space reservation due: June 7

Materials due: June 21



Escalator Clings

\$3,000 per (2 available)

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

Deadlines

Space reservation due: June 7

Materials due: June 21

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BRAND AWARENESS *continued*

Main Lobby and/or Expo Hall Banners \$2,000

Capture immediate attention by sponsoring one or more of the main lobby or Expo Hall banner locations.

Specifications:

Size: 10' (W) x 5' (H)

Deadlines

Space reservation due: June 7

Materials due: June 21



Registration Bags

\$8,500 (exclusive opportunity)

An attendee favorite and take-home item. Registration bags are given to each attendee with custom design opportunities on the front of the bag for the sponsor, with the option to place one insert in the bag. Insert provided by sponsor.

Deadlines

Space reservation due: April 5

Materials due: April 12

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BRAND AWARENESS *continued*

Lanyards

\$6,500 (exclusive opportunity)

Capture the attention of thousands of attendees wearing your company's name on the badge lanyard during the entire event. This invaluable marketing item will be offered to each attendee as they pick up their badge.

Deadlines

Space reservation due: April 5

Materials due: April 12



NEW Rejuvenation Station

\$15,000

Support the well-being initiative at National Conference by sponsoring the massage therapist rejuvenation experience. Attendees can enjoy a foot massage or 10-minute chair massage.

The sponsorship benefits include:

- Massage vouchers distributed at booth
- Booth signage
- Acknowledgements on the event website, attendee event updates, mobile app, and Program and Exhibit Guide

Deadlines

Space reservation due: June 7

Materials due: June 21

Hydration Station

\$5,000 (exclusive opportunity)

Help ensure attendees stay refreshed and hydrated at National Conference. Sponsorship includes your company's 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.

Deadlines

Space reservation due: June 7

Materials due: June 21



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BRAND AWARENESS *continued*

National Conference T-shirts

**\$8,000 for exclusive sponsor or
\$4,500 per sponsor (two sponsors available)**

Place your logo on the sleeve of the popular National Conference T-shirt. Attendees race to this destination to claim their shirts and wear them with pride. T-shirts are given to all registered students and residents.

Deadlines

Space reservation due: April 5

Materials due: April 12



NEW Digital Headshot Booth

\$9,500

The Headshot Booth, located in the Exhibit Hall next to the CareerLink booth, offers attendees the opportunity to have professional portraits taken by an expert photographer while at National Conference. As the sponsor of this popular service, attendees will have you to thank for being able to walk away from the event with a new headshot for their professional use. Market your company with one of the best traffic drivers the Expo Hall has to offer.

Deadlines

Space reservation due: June 7

Materials due: June 21



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NETWORKING

NEW Regiception

\$15,000 (exclusive opportunity)

Be the first to greet and mingle with National Conference attendees by sponsoring the Regiception, Wednesday, July 24, from 4-7 p.m. This special event combines registration with a reception where attendees can pick up their badge, network with fellow peers and enjoy light refreshments. In 2018, 700 students and residents took advantage of this fun event.

Sponsor benefits:

- Customizable company signage throughout event space
- Prominent sponsor acknowledgement on promotional collateral
- Opportunity to create a signature drink
- Opportunity for company representatives to network with attendees



Deadlines

Space reservation due: April 3

Materials due: May 1

National Conference Celebration

\$15,000 (exclusive opportunity)

Extend your brand reach to the National Conference Celebration, where attendees gather Friday night with their peers to enjoy live music, dancing, and celebrating the family medicine specialty.

Sponsor benefits:

- Company name and logo on digital and printed marketing collateral promoting the event
- Company name and logo or video message on the entertainment stage
- Signage at the event
- Reserved VIP seating



Deadlines

Space reservation due: April 3

Materials due: May 1

MARK YOUR CALENDAR • EXHIBIT RESERVATIONS FOR NATIONAL CONFERENCE 2019 • OPEN MARCH 1

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