



EXHIBIT, SPONSORSHIP, AND ADVERTISING MEDIA KIT

aafp.org/nc/exhibit

THE EVENT

Since 1973, National Conference has invited students and residents to find out firsthand just what it means to be a part of the specialty. National Conference provides an opportunity to gather together with medical students and residents, and impact the future leaders of medicine.

The First-Ever Virtual National Conference

The American Academy of Family Physicians' (AAFP) National Conference is the premier place to reach medical students and residents all focused on their future.

Thousands of medical students and residents come to gain insight, connect with peers and faculty, expand leadership skills, and much more.

This year, in light of COVID-19 and with respect to the health and safety of all involved, we will be hosting this can't-miss event virtually.



Why Exhibit Online

Nowhere else can you establish or strengthen relationships with the next generation of family physicians transforming health care. By exhibiting at National Conference Online, you'll reach thousands of residents and medical students looking to explore residency programs, connect with potential employers, and gather the information about their next career step.

Don't miss your opportunity to connect with future health care leaders.

ATTENDEE POST EVENT SURVEY FEEDBACK

99%

of attendees would recommend National Conference to their peers

97%

of attendees rated National Conference as good or excellent

98%

of exhibitors said they would recommend National Conference to other exhibitors

88%

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

VIRTUAL EXHIBITOR INFORMATION

NATIONAL CONFERENCE ONLINE BOOTH DETAILS

Thanks to innovative technology, this can't-miss event will offer motivating Main Stages, dedicated exhibit hours, virtual branded booths, interviewing capabilities, networking opportunities, and more! What's even better? We're offering it all at a reduced cost to you.

New Format—Same Dates

The event takes place as originally scheduled from July 30–Aug 1.

What's included

"Virtual floors" within the exhibit hall allow attendees to easily find you based on geography, categories, areas of interest, etc.

Your virtual booth investment will still include:

- Six exhibit virtual badges/passes
- Pre-registrant mailing file
- Booth promotion including description, URL, program/product category listings, new to show listing, and residency program by state listing
- Lead capturing for post-show follow-up

PLUS—new in the virtual environment—you'll receive:

- Ability to upload a promotional video, logo, branding, and schedule public demos in your virtual booth
- Opportunity to pre-schedule one-on-one video chats, private interviews/demos, and more
- More dedicated exhibit time, compared to an in-person event, where sessions and networking events aren't taking place

Investment

Even with the added value this format offers, transitioning National Conference to a virtual event will reduce AAFP's event costs, so we want to pass some of the savings along to you. The exhibitor fee is being reduced from \$1350 to \$1000.

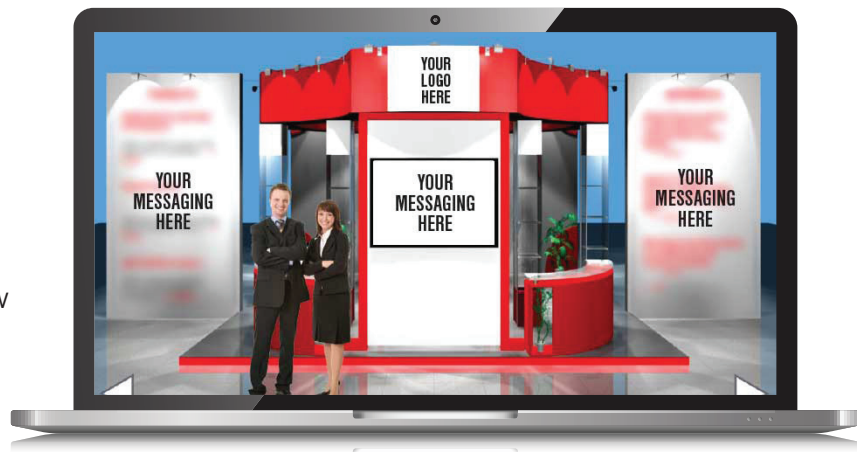


EXHIBIT HOURS

Thursday, July 30

4–7 p.m. | Virtual Expo Hall Grand Opening/
Dedicated Expo

Friday, July 31

11 a.m.–4 p.m. | Virtual Expo Hall Open
11 a.m.–1 p.m. | Dedicated Expo
3–4 p.m. | Dedicated Expo

Saturday, August 1

11 a.m.–4 p.m. | Virtual Expo Hall Open
11 a.m.–1 p.m. | Dedicated Expo
3–4 p.m. | Dedicated Expo

MEDIA KIT/SPONSORSHIP OPPORTUNITIES

NEW PLATFORM. NEW WAYS TO ELEVATE YOUR VISABILITY WITH FUTURE DOCS!

Thanks to innovative technology, this can't-miss event will offer motivating Main Stages, a dedicated virtual expo hall, interviewing and networking opportunities, and more—all at a reduced cost to you.

BEFORE THE CONFERENCE

Boost your brand presence before the conference even begins with these high-profile opportunities.

AAFP National Conference Email Advertising

Investment: \$3,500 each

National Conference emails deliver key event details and timely information to a captive audience of prospective and registered attendees. With the entire conference online, our 37,000 medical students and 11,000 residents will be watching their inbox for all the need-to-know details about the first-ever National Conference online.

- Mid-June: Virtual Event Details—**SOLD**
- Late June: Main Stage Session Details—**SOLD**
- Early July: Registration Discount Ends Soon!
- Mid-July: Need-to-Know Conference Details
- Early August: Post-Event Communication—**SOLD**

National Conference Event Website

Investment: Options Available! Details Below.

The site serves as the “go-to” spot for need-to-know conference details. It will be updated regularly and the AAFP will be directing attendees to get important updates here. Amplify your brand presence across the entire site through targeted visibility and measurable ROI with website advertising options*. In 2019, the site received +100K unique visitors and 165K+ page views!

- Leaderboard Investment—\$9,500 each (only 2 left!)
- Skyscraper Investment—\$4,500 each (only 3 available!)

**Skyscraper does not run on Homepage*

Welcome Bag

Investment: Options Available! Details Below.

Greet attendees with a special offer or promo in our virtual welcome bag. The AAFP will invite attendees to access the welcome bag leading up to the conference. Within each digital bag, you'll have your own branded placement for attendees to get more information or take advantage of your special offer.

Premium **Only 4 spots available!**

Investment: \$500

- 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

Investment: \$250

- Logo/Key Visual
- Company Name
- Description
- 90 Days of Exposure
- External Link to your Website
- Video Message or PDF Available for Download

SPONSORSHIP AND ADVERTISING OPPORTUNITIES *(CONTINUED)*

DURING THE CONFERENCE

Take advantage of premium branding and virtual booth driving opportunities in one of three high-profile areas. Attendees will enter the conference through the Virtual Lobby and spend time each day in the Exhibit Hall and Networking Lounge.

Exhibit Hall Lobby Premier Signage Opportunity **(SOLD)**

Investment: \$5,000

You will not only have the largest sign in the virtual lobby—placed front and center—but your signage will be interactive so attendees can click through right to your booth.

Exhibit Hall Lobby Digital Signage **(Only 6 spots available)**

Investment: \$1,000

Placed in rotation front and center in the virtual lobby, attendees will see your messaging each time they enter the virtual platform.

Expo Hall Premier Banner Placement

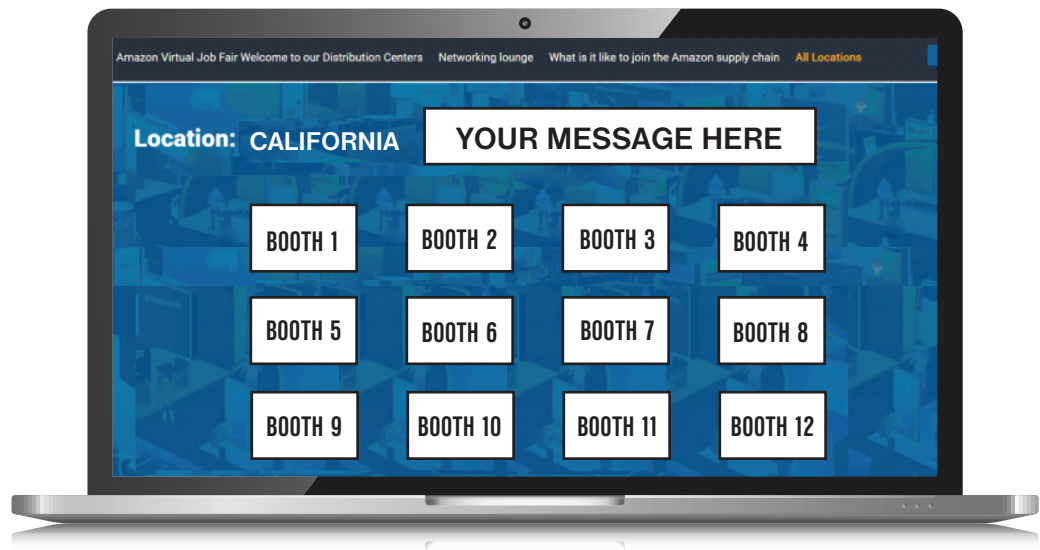
Investment: \$750

Each virtual floor will see virtual foot traffic, as attendees navigate to and from various booths they want to visit. Each floor will feature one advertiser's messaging prominently displayed above the booths on that particular floor. Even better, your ad will take visitors directly to your booth with just one click.

Networking Lounge Banners **(Only 6 spots available)**

Investment: \$1,000

This is the go-to spot for networking events and breaktime between sessions. Place your brand prominently within the space on a rotating banner.



SPONSORSHIP AND ADVERTISING OPPORTUNITIES (CONTINUED)

Amplifier Package

Investment: starting at \$2,400

This package is designed specifically to lead traffic to directly your booth AND save you money! Harness the collective power of a variety of National Conference communications—all sharing details about your company and booth space! PLUS, earn a 15% discount with this amplifier package, which includes:

- **Virtual Welcome Bag:** Greet attendees before the conference with a special offer or digital handout inviting them to learn more about what you offer before the conference.
- **Exhibit Hall Banner Advertising:** Your banner will be placed in rotation on digital billboards in high-profile areas of the virtual space.
- **Digital Program Guide Full Page Ad:** Posted to the main navigation, this guide will be used daily by attendees for quick access to need-to-know conference details. You can even add a video and a link that brings attendees directly to your booth!
- **Gamification Challenge Traffic Driver:** This virtual scavenger hunt will drive attendees straight to your booth, providing fun and the chance to compete for prizes throughout the conference.
- **Post Event Attendee List:** Once the conference wraps, we'll share a comprehensive list of attendees for valuable follow-up conversations.

Conference Alerts

Investment: \$750

Sponsor these “can’t-miss” push notifications that will pop up on attendees’ screens, alerting them about upcoming sessions, networking opportunities, and more. One click and attendees will be taken directly to your booth to your booth.

Video Breaks

Investment: \$1,500

Capture the attention of attendees with video ads that autoplay between sessions. Use the time to introduce or elevate your brand and invite attendees to your booth to start or continue a conversation.

Digital Program Guide Full Page Ad

Investment:

- \$1,200 Industry/Non-residency
- \$750 Residency
- \$400 Video Ad Upgrade

Contact Mark McGuire to place your ad:

Mark.McGuire@communitybrands.com

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 details, plenary session details, networking opportunities, FAQs, and more. You can even add a video and a link that brings attendees directly to your booth!

SPONSORSHIP AND ADVERTISING OPPORTUNITIES (CONTINUED)

NETWORKING & ENGAGEMENT

Socializing looks different now. Bring some light-hearted fun and networking opportunities to surprise and delight attendees.

Trivia Night Exclusive Sponsor

Investment: \$6,500 (SOLD)

Invite attendees to let loose and show off their smarts with this highly visible, exclusive turnkey sponsorship opportunity. Engage the audience and interact with the next generation of health care leaders. The AAFP will promote the event and provide prizes.

Gamification Challenge Traffic Driver

Investment: \$600

Everyone loves a little friendly competition. Attendees will be directed to visit your booth to answer a question you've posed. Correct answers are rewarded with a digital badge. The first person to collect all required badges within the selected window will win a prize valued at up to \$500!

Gamification Challenge Leaderboard Sponsor (SOLD)

Investment: \$5,000

Put your brand front and center with this exclusive sponsorship opportunity. The leaderboard will be placed in a high-profile area of the virtual convention center so attendees can get details on challenges and check on their challenge progress to see if they've won a prize.

Breaktime Sponsors – DETAILS COMING SOON!

Investment: TBD

Sponsor some fun! From a virtual yoga break to inviting attendees to show off their “pawsitively” perfect office assistants, take advantage of the chance to connect with attendees in a social way during their virtual breaks. Have your own unique idea to network and engage? Give us a call to discuss customized opportunities.

