What is the DPC Summit?
The goal of the Direct Primary Care Summit 2017 is to continue advancing the growing awareness and adoption of the direct primary care (DPC) model of care delivery and payment as a meaningful alternative to the fee-for-service (FFS) payment paradigm.

The fifth annual DPC Summit builds upon the success of the prior conferences to help foster a broad-based DPC movement as the model garners continued attention among primary care physicians, policy makers, employers, and commercial insurance carriers alike. This year will also feature innovation and advocacy within the movement.

Attendee Profile
The DPC Summit organizers project a total of 250-300 attendees for the 2017 DPC Summit. The event agenda has been developed to meet the needs of a core audience of physicians interested in taking practical, immediate next steps in establishing their DPC practices.

The 2016 Summit attendees were predominantly physicians (69.8%), either in the process of transitioning into a DPC setting (38%) or participating to get more information on this innovative model of care delivery (51%). Nearly 75% of the attendees came for the first time.

Summit Sponsorship and Exhibitor Levels

Exhibitor ($2,500)
- Tabletop exhibit space, draped
- Attendee mailing list (name and city/state unless member’s permission is given to provide office address)
- Two exhibitor badges (additional registrations available at $350 each)
- Access to all Summit meals and refreshments
- Booth amenities include:
  - One - 6-foot draped table
  - Two chairs
  - Electrical outlets
  - Wastebasket
  - Wi-Fi

Unique Sponsorship Opportunities
Please contact Bethany Burk at (913) 906-6000, ext. 4172 for pricing and availability of the following sponsorship opportunities.
- Registration and Exhibit Opening Reception
- Summit Happy Hour
- Lunch (Saturday or Sunday)
- Program Ads: Full or half page, limited availability
- Student Scholarship Fund

For more information about sponsorship opportunities or to secure sponsorships, contact Bethany Burk at bburk@aafp.org or (913) 906-6000, ext. 4172.