BREAKING BOUNDARIES

EXHIBITOR + SPONSORSHIP OPPORTUNITIES

FMX Virtual
SEP. 28–OCT. 2, 2021
WHY EXHIBIT?

Last year, our first-ever virtual Family Medicine Experience (FMX) proved that connecting with one another can happen from anywhere. And this year is going to be even better!

The Xchange is our reimagined, enhanced exhibitor environment. You’ll engage with a captive audience of family physicians plus:

- **IMPROVE LEAD CAPTURE**
  Includes increased visibility to promote your brand and boost lead generation to secure qualified prospects

- **DISTINGUISH CAREER RECRUITERS**
  Creates a different environment for career recruiters to build brand awareness

- **STREAMLINE OFFERINGS**
  All exhibit package offerings and inclusions prioritize exhibitor needs and include traffic drivers

- **INCLUDE GAMIFICATION**
  Enhances gamification opportunities and provides dedicated times in The Xchange to increase attendee traffic

- **EASILY FILTER EXHIBITORS**
  Includes search bar and product tag functionality

- **CLEARLY COMMUNICATE TO ATTENDEES**
  Increases communications for exhibitors and sponsors earlier in the planning process to set companies up for success

- **OFFER NON-BOOTH OPTIONS**
  Identifies sponsorship opportunities that do not require an exhibit booth to assist with company goals like brand awareness

- **PROVIDE MORE ACCESS TO THE XCHANGE**
  More time for attendees to explore exhibitor resources on their own time and setup one-on-one time to meet with you as well as robust reporting functionality to know who visited

BREAK BOUNDARIES AT FMX! CONTACT: JILL VETTER | 913-951-8943 | JVETTER@AAFP.ORG
ABOUT FMX 2021

WHO IS THE AAFP FAMILY PHYSICIAN?

- **Female**: 46%
- **New Physicians**: 25%
- **International Medical School Graduates**: 21%
- **Rural Practicing Physicians**: 16%
- **Doctors of Osteopathic Medicine**: 14%
- **Practice in an Office Setting**: 84%
- **Employed Physicians**: 72%
- **Direct Primary Care Physicians**: 5%

WHAT REGIONS ARE THEY FROM?

- **West**: 32%
- **Midwest**: 30%
- **South**: 22%
- **Northeast**: 14%
- **International**: 2%
## ABOUT FMX 2021

### WHAT DID ATTENDEES SAY ABOUT FMX 2020?

- **I would recommend FMX**
- **FMX is a must-attend event**
- **FMX is a unique experience**

- 5,000+ attendees in 2020
- 4 out of 5 will attend regardless of format (virtual or in-person)

### WHY DID THEY VISIT THE EXHIBIT HALL?

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient Care</td>
<td>51%</td>
</tr>
<tr>
<td>Latest Technology</td>
<td>46%</td>
</tr>
<tr>
<td>Educational Resources</td>
<td>44%</td>
</tr>
<tr>
<td>Practice Products</td>
<td>39%</td>
</tr>
</tbody>
</table>
EXHIBIT AT FMX

Join us in The Xchange with enhanced connection technology, live polling, and multiple resource listings. If you’re looking for additional visibility outside of your booth, invest in one of our main exhibitor tracks for increased brand awareness. The three main exhibitor tracks include:

Trailblazers  Innovators  Groundbreakers
EXHIBIT AT FMX

INSIDE YOUR VIRTUAL BOOTH IN THE XCHANGE | $3,100

NEW IN 2021!
Powerful AI technology recommends your booth to interested attendees based on topics selected during registration. Your booth will be displayed to qualified leads on the homepage as well as in a full exhibit listing for all attendees. You will also receive four exhibit badges and access to all sessions, plus the full list of pre-registered attendees for further promotion.

This year’s booth includes the following features to help you connect with your target audience, share thought leadership, and receive valuable attendee feedback:

1. Logo included in top left of booth
2. Video player with ability to embed Vimeo, YouTube, and Wistia video content
3. Customizable description for company or product information
4. 1:1 meeting functionality with booth staff through the “Meet the Team” during designated time periods (through Platform or your organization’s Zoom, WebEx, etc)
5. Multiple downloadable resources and documents including PDFs, presentations, links, and more (up to 10MB)
6. NEW! Live polling questions
7. Social media links including Facebook, Twitter, Instagram, and LinkedIn
8. Company contact information such as phone, email, and website
9. Standard logo listing on The Xchange page (220 x 130 pixels) (jpg or png)
10. Ability to select key topic tags to recommend your booth to attendees through the AI technology tool
11. Downloadable reports of booth visitors that includes attendee contact information, interests, and pre-registration list

HAVE MORE THAN ONE PRODUCT?
Your booth can include multiple URLs and resources.

DID YOU KNOW?
In 2020, there were:
- 81,811 booth engagements
- 46,833 booth visits
- 8,572 sponsor resource downloads

BREAK BOUNDARIES AT FMX! CONTACT: JILL VETTER | 913-951-8943 | JVETTER@AAFP.ORG
EXHIBIT AT FMX

TRAFFIC DRIVERS

**Enhanced for 2021!** Gamification is back and better than ever to drive interaction between FMX attendees, exhibitors, and sponsors.

The **FMXpedition Challenge** is open to all FMX attendees and consists of three games. Participants can earn points for specific exhibitor interactions. The more points a participant earns, the greater their chance at winning some fabulous prizes throughout the week.

**FMXpedition Challenge**

With every visit to an exhibitor booth, attendees can rack up points and increase their odds of winning great rewards.

- 1 point – Like a booth
- 3 points – Download a PDF or brochure
- 20 points – Schedule a meeting

**Plus!** Enhanced exhibit packages provide point multipliers for further engagement.

**The Xchange Hidden Logo**

During dedicated hours within The Xchange, we’ll hide the FMX logo on one partner’s page. Attendees will be rewarded with 20 points if they find and click on the FMX logo.

In addition, a Golden Logo will be concealed on a priority exhibitor’s page each day. The first attendee to screenshot the Golden Logo and email it to AAFP will receive a $25 gift card in addition to 30 points for finding and clicking on the page.

**The Xchange Trivia Crossword Game**

We’ll release a new trivia crossword game daily based on the details found in our exhibitor booths. We’ll work with your team to identify clues that require real participation with your booth to figure out the answers.

Each day, whoever completes the crossword will be awarded gamification points, while the first attendee to complete each day can win a $100 gift card.

**How the Point System Works**

Throughout the event (and in sponsorable email recaps) we’ll share a live leaderboard of attendees with the most FMXpedition Challenge points. At the close of the event, we’ll verify attendee point totals and send out a reward that corresponds with their total points, such as FMX swag, digital gift cards, etc.

HOW THE POINT SYSTEM WORKS
**TRAILBLAZERS | $28,000**

This track offers the base package (page 7) along with additional enhancements to keep your brand front and center, like exclusive branding opportunities, email marketing, push notification opportunities, and more.

**Best For**
Exhibitors looking for the most features and exposure throughout FMX. This tier comes with enhanced training around 1:1 meeting capabilities to ensure key booth staff are prepared, along with premium advertising placements within the platform.

**Brand Visibility**
- Premium logo listing location at the very top of The Xchange page (380 x 224 pixels) (jpg or png)
- Premiere advertising banner placement on the homepage
- Opportunity to click through to booth or external website
- (2) push notifications (1 pre-event, 1 during event days) sent to all attendees
- (1) logo placement on Attendee Welcome pre-event email
- Full-page ad in the FMX Program and Exhibit Guide
- Logo linked to booth on our enhanced exhibitor “Thank You” page inside the FMX Program and Exhibit Guide

**Booth Expansions**
- 10x multiplier for gamification to encourage attendee traffic to your booth for engagement with polling questions and resources

**Brand Extension**
- Take time off your design team with pre-made, co-branded FMX social media templates, for quick and easy social content (designed for LinkedIn, Instagram, Twitter, Facebook) for Trailblazers to post on their social channels
  - (1) FMX participation announcement
  - (1) Reminder to register and to visit your booth
  - (1) FMX is live! Reminder to visit your booth
EXHIBIT AT FMX

INNOVATORS | $15,000

This track offers the base package (page 7) along with opportunities to increase brand awareness through digital ad placement, branded exhibit booth modifications, and enhanced gamification elements.

Best For
Exhibitors looking for the most features and exposure throughout FMX.

Brand Visibility
- Priority logo location on The Xchange page (280 x 165 pixels)
- Half-page ad in the FMX Program and Exhibit Guide
- Logo linked on “Thank You” page to exhibitors inside the FMX Program and Exhibit Guide
- (1) push notification sent to all attendees during event days driving traffic to your booth

Booth Xpansions
- 5x multiplier for gamification to encourage attendee traffic to your booth and engagement with polling questions and resources

GROUNDBREAKERS | $7,500

This track offers the base package (page 7) along with increased visibility for your brand and enhanced booth modifications that are unique to package purchasers.

Best For
Exhibitors who want a strong presence but are less interested in driving 1:1 meetings and prefer to offer resources instead.

Brand Visibility
- Prime logo location on The Xchange page (220 x 130 pixels)
- Shared spread logo placement inside the FMX Program and Exhibit Guide with all Groundbreakers
- Logo linked on “Thank You” page to exhibitors inside the FMX Program and Exhibit Guide

Booth Xpansions
- 3x multiplier for gamification to encourage attendee traffic to your booth and engagement with polling questions and resources
Don’t miss an opportunity to have all eyes on you at FMX 2021. These virtual sponsorship opportunities are designed with your goals and our attendees top of mind. Segmented into pre-, during, and post-event offerings, these opportunities will create a lasting brand affinity with FMX attendees.
PRE-EVENT EMAIL MARKETING

Don’t risk attendees not knowing your name—include your company ad on the key pre-registration and early bird FMX emails that highlight need-to-know attendee information with a reach of over 5,000 attendees.

**Early Bird Deadline:**
Mid-July | $5,500 Materials due: July 1

**Advanced Registration Deadline:**
Mid-August | $6,500 Materials due: August 1

**Specs:** Leaderboard ad, 550 x 150 pixels (jpg or png)
**Sent to approximately:** 70,000 active members

**DID YOU KNOW?**
Attendee emails had a 65.02% open rate in 2020.

REGISTERED ATTENDEE EMAILS (APPROXIMATELY 5,000)

**Registration Confirmation Email | $9,250**
Key logo placement on the confirmation email ensures your brand is seen by each attendee after registration. Attendees likely view this more than once—getting additional views for more impact.
Logo specs: 190 x 220 pixels (jpg or png)

**Your Virtual Assistant Email | $10,000**
Leaderboard ad: 550 x 150 pixels (jpg or png) | $10,000
Medium Box ad: 250 x 250 pixels (jpg or png) | $5,000
Materials due: August 16

**Attendee Welcome Email**
Leaderboard ad: 550 x 150 pixels (jpg or png) | $7,000
Materials due: August 16

**DIGITAL ADS**

Gain exposure before FMX officially kicks off by including your company ad on the FMX website. This website is the main source of information gathering and attendee registration.

**FMX website, “large space” | $15,000**
Leaderboard ad: 728 x 90 pixels (jpg or png)
Mobile ad: 320 x 50 pixels (jpg or png)

**FMX website, “small space” | $8,500**
Medium Box ad: 250 x 250 pixels (jpg or png)

**FMX website – Schedule page, “large space” | $7,500**
Leaderboard ad: 728 x 90 pixels (jpg or png)

DID YOU KNOW?
Attendee emails had a 65.02% open rate in 2020.
SPONSOR AT FMX

PRE-EVENT

SOCIAL PROMOTION

Increase your brand presence on social media to reach thousands of active users—whether it’s from the AAFP social channels with 150,000+ family physician followers (across LinkedIn, Instagram, Facebook, and Twitter) or your own channel of dedicated followers.

AAFP Social Media Post | $3,000
Receive brand recognition with an FMX-branded post shared from the four AAFP channels (LinkedIn, Instagram, Twitter, and Facebook)

Templated Social Media Kit | $1,500
Take time off your design team with pre-made, co-branded FMX social media templates, for quick and easy social content (designed for LinkedIn, Instagram, Twitter, and Facebook) for sponsors to post on their social channels
- (1) FMX participation announcement
- (1) Reminder to register and to visit your booth
- (1) Reminder to visit your booth

Join us at FMX 2021
Breaking Boundaries
on Sept. 28-OCT. 2 in
the virtual FMXpo Hall.
SPONSOR AT FMX

DURING THE EVENT

PLATFORM PROMOTION

Communications

Deploy a push notification to all attendees at specific times during FMX. These notifications will be available in the top right-hand corner of all platform pages.

General Push Notification | $2,500
Share reminders, discount codes, visit our booth, etc.

Gamification Notifications | $3,500
Encourage additional booth participation with a “power hour”— attendees will receive triple the points when they enter your booth within a designated hour.

Digital Advertising

After the event kicks off, the platform will be a hotspot for attendee traffic. Gain additional exposure by including your company ad on the FMX platform. Ads are available for purchase by day, but a bundle discount is available for a full event purchase (five days).

1. Featured rotator (1180 x 378 pixels) | $4,500
2. Split rotator (590 x 378 pixels) | $3,500 | Great for brands with multiple products!
3. Billboard rotator (1180 x 110 pixels) | $3,000
4. Billboard rotator full width (1440 x 134 pixels) | $4,000
The FMXpedition Challenge not only drives attendees to exhibitor booths, but it also sparks competition. Attendees will be constantly checking where they stand, so the challenge comes with a leaderboard that includes digital ad space for the sponsor.

Additionally, standings will be announced in the event morning emails with recognition of your brand as the leaderboard sponsor.

**SURPRISE AND DELIGHT**  
Create a lasting impression at FMX 2021 by sponsoring a gifting opportunity for attendees prior to the start of the event.

**Blue Light Glasses | $16,500**  
Shared via in-platform notification (2,000 glasses)

**Grocery Delivery Credit | $10,000**  
Share a $15 credit code for Amazon Grocery or meal delivery via a branded email (500 redeemable codes)

**Surprise and Delight Notification | $7,000 (4 Opportunities Available)**  
Share a $5 credit code for a coffee delivery (1,000 redeemable codes).
**EMAIL MARKETING**

Historically, email marketing is a surefire way to catch the attention of already-interested family physicians and drive traffic to your virtual booth.

**Event Morning Emails | $4,000**

Every morning of the event, emails will be sent to all attendees encouraging them to log in, highlighting key moments from the previous day, and detailing what to expect for the upcoming day.

**Specs:**
- Leaderboard ad: 550 x 150 pixels (jpg or png) | $4,000
- Medium Box ad, 250 x 250 pixels (jpg or png) | $3,000

**Materials due: August 16**

**DIGITAL ADVERTISING**

**FMX Program and Exhibit Guide Ad Placement**

Align your brand with event details inside this comprehensive piece used daily by attendees to review course descriptions, determine their schedules, and discover social and networking opportunities. Multiple sizes and placement options available.

**Specs:**
- Spread: 1638 x 1173 pixels. (jpg or png) | $12,000
  - Full-page ad: 722 x 1051 pixels (jpg or png) | $10,000
  - Half-page ad: 722 x 489 pixels (jpg or png) | $8,000

**Materials due: August 16**

**Digital Doctor’s Bag Ad Placement | $1,500**

A modern take on the event bag. Own a dedicated section of each of the main email communications pre- (FMX welcome email), during (event morning emails) and post-event (accessible 90 days post-show) to drive booth traffic. Metric report will be provided. Placements available the following formats.

- Static ad: Logo, 145 x 95 pixels | Featured image, 540 x 396 pixels (upload image and crop to size)
- Video: Youtube, Vimeo, or Wistia address
- Appointment request: Form options – email address, name, phone, best date/time for an appointment (all tailored to your needs)

**Materials due: August 16**
**SPONSOR AT FMX**

**DURING THE EVENT**

**SOCIAL PROMOTION**
Leverage AAFP's 150,000+ followers across social media platforms (Instagram, Facebook, Twitter, LinkedIn) to drive traffic to your booth by reminding attendees your booth is open and available.

**AAFP Social Media Post During Event | $5,000**

**DID YOU KNOW?**
In 2020, there were 15,861 impressions from paid social media exhibit hall promotions.

**DURING THE EVENT**

**ENTERTAINING EXTENSIONS**
These sponsorship opportunities provide extensive reach with a large format virtual experience that all attendees can participate in together.

**Family Medicine Magic | Inquire for details**
Bring in a magician for a virtual evening event to surprise and delight the crowd with an astounding and interactive digital magic show.

**Mixology | Inquire for details**
Mix things up by sponsoring this happy hour networking event where attendees can follow along with a live mixologist to create delicious concoctions from home.

**DURING THE EVENT**

**MAIN STAGE SESSION ADVERTISING**
What better way to integrate yourself organically than by advertising before a Main Stage session? In addition to branding within a session, you’ll be featured on the homepage title card to alert attendees when Main Stage starts or ends.

**Inclusions**
- Applicable for non-CME Main Stage (1 hour+)
- (1 hour+) and mini stage (30-45 minute) sessions
- Pre-show bumper in preferred format
- Hyperlinked logo (to website or exhibitor booth) card on the session page after the session description

**Formats**
- Pre-show video bumper (1-minute each) | $6,750
- Pre-show graphic bumper | $4,500
- Logo sponsor | $500 (6 logos per page)

**DURING THE EVENT**

**SOCIAL PROMOTION**
Leverage AAFP’s 150,000+ followers across social media platforms (Instagram, Facebook, Twitter, LinkedIn) to drive traffic to your booth by reminding attendees your booth is open and available.

**AAFP Social Media Post During Event | $5,000**

**DID YOU KNOW?**
In 2020, there were 15,861 impressions from paid social media exhibit hall promotions.

**DURING THE EVENT**

**ENTERTAINING EXTENSIONS**
These sponsorship opportunities provide extensive reach with a large format virtual experience that all attendees can participate in together.

**Family Medicine Magic | Inquire for details**
Bring in a magician for a virtual evening event to surprise and delight the crowd with an astounding and interactive digital magic show.

**Mixology | Inquire for details**
Mix things up by sponsoring this happy hour networking event where attendees can follow along with a live mixologist to create delicious concoctions from home.

**DURING THE EVENT**

**MAIN STAGE SESSION ADVERTISING**
What better way to integrate yourself organically than by advertising before a Main Stage session? In addition to branding within a session, you’ll be featured on the homepage title card to alert attendees when Main Stage starts or ends.

**Inclusions**
- Applicable for non-CME Main Stage (1 hour+)
- (1 hour+) and mini stage (30-45 minute) sessions
- Pre-show bumper in preferred format
- Hyperlinked logo (to website or exhibitor booth) card on the session page after the session description

**Formats**
- Pre-show video bumper (1-minute each) | $6,750
- Pre-show graphic bumper | $4,500
- Logo sponsor | $500 (6 logos per page)
SPONSOR AT FMX

EMAIL MARKETING

Don’t let your event relationship with attendees expire. Stay top of mind by sponsoring post-event emails that capture 5,500 (estimated attendance) attendees attention for highlights and follow-up information.

“Thank you for joining us” email | $7,500
Leaderboard ad, 550 x 150 pixels (jpg or png)

“Reminder to check out On Demand content” email | $5,500
Leaderboard ad, 550 x 150 pixels (jpg or png)

“It’s not over yet – join us next year” email | $5,500
Leaderboard ad, 550 x 150 pixels (jpg or png)

Materials due: August 16

Have other ideas for sponsorship opportunities?
Let us know! We are happy to work with you on custom offerings to best suit your needs.
SPONSOR AT FMX

BREAKTIME SPONSORSHIPS
Add some fun! Amplify your exposure between CME sessions by providing attendees a way to stay engaged and connected inside the virtual event.

---

**FMX Radio | $2,500**
Curate a FMX playlist that is released each day of the event. Sponsors supporting digital ads on the FMX Radio page. Billboard ad: 1180 x 110 pixels (jpg or png).

---

**Animal Fan Cam | $2,500**
Partner with an aquarium, zoo or puppy playtime livestream to offer a live look at animals around the work. Sponsored digital ads will live on the page. Billboard ad: 1180 x 110 pixels (jpg or png).

---

**Yoga Classes | $1,500**
Provide a variety of fitness classes like yoga, stretching or body weight workouts for attendees to participate in together. Sponsor receives dedicated digital ad space in all communications and on the event page.

---

**Social Feed | $2,500**
Whenever FMX attendees use #AAFPFMX to share photos and comments on their favorite social channels, their content will show up on a user-generated page within the platform. Make sure your sponsored digital ad is there to welcome them as they visit the page to read daily FMX chatter! Billboard ad: 1180 x 110 pixels (jpg or png).
LEARN AT FMX

Craving an opportunity to showcase your thought leadership, highlight your specialty, and connect with attendees beyond your exhibit booth? These versatile learning formats are designed to help your company achieve these goals, and more.
LEARN AT FMX

PRODUCT THEATERS | $28,500
A 45-minute presentation session open to all attendees, designed to showcase trending industry topics. Price includes:

- Simulive/live format type with live chat and Q&A functionality
- Company name affiliation alongside session on the agenda page
- FMX pre-registration attendee mailing list
- Lead retrieval resources and analytics
- Live polling questions

Best For
Recommended for exhibitors

Xpansion Opportunities
$15 meal delivery card for the first 200 attendees that login and stay for the entire presentation | $4,500

- Company ad on product theater announcement email | $5,000
  - Image: 80 x 50 pixels
  - Headline: 50 characters max (including spaces)
  - Body: 110 characters max (including spaces)

Materials due: August 6

SATELLITE CME SYMPOSIUM | $28,500
An education session that allows companies to broaden their marketing reach to FMX attendees who are seeking to maximize their learning experience by earning credits. Price includes:

- Simulive/live format type with live chat and Q&A functionality
- Lead retrieval resources and analytics
- Amplification email for Satellite CME | $5,000

Best For
Non-exhibitors seeking to educate FMX attendees and gain new prospects

Materials due: August 6

MED TALK | $7,500
A 15-minute educational session that raises awareness on trending industry topics. Price includes:

- Pre-recorded session format with live chat and Q&A functionality
- FMX pre-registration attendee mailing list
- Lead retrieval resources and analytics

Best For
Exhibitors only

WHY IT WORKS
- Interact with attendees beyond your booth without the commitment of a full-length product theater
- Minimize day-of stress with a pre-recorded content format only
- Invest in attendee connection at a lower, entry level price

NEW OFFERING ALERT!

WHY IT WORKS
- Interact with attendees beyond your booth without the commitment of a full-length product theater
- Minimize day-of stress with a pre-recorded content format only
- Invest in attendee connection at a lower, entry level price

Sustainable Online Learning Programs, Beyond “The Push to Virtual”
November 16, 9:30 AM - 10:00 AM

For organizations planning to re-format their programs as a result of COVID-19, moving from on-site learning and continuing education programs to an online platform can put the learning program at risk of maintaining content for the new audience, not meeting the needs of the attendees.

Community Brands’ Learning Solutions, Ingrid, will share the secrets, demonstrated examples of how associations are confidently expanding their online learning programs to appeal to a wider audience of members.

- Discover what to consider when scaling an online learning program to meet the needs of a new audience.
- Explore how a flexible learning solution provides powerful analytics that meet future content needs.
- Learn tips and tactics for delivering content in an automated module.

SUPPORTED BY

Sponsors

Downloads

Learning Member Site

AAFP.ORG/FMX
LEARN AT FMX

CAREER FAIR BOOTH | $2,950
Recruiters can easily network and connect with candidates looking to broaden their career opportunities.

Price Includes
- Virtual booth space for one day over a four-hour time block
- Standard logo inclusion on main Career Fair listing page
- Logo included in top left of booth
- Video player with ability to embed Vimeo, YouTube, and Wistia video content
- Company contact information
- Customizable description for company or product information
- Downloadable resources and documents including PDFs, presentations, links, and more (up to 10MB)
- “Meet the Team” section for booth staff or recruiters with meeting scheduling functionality
- Social media links including Facebook, Twitter, Instagram, and LinkedIn
- Downloadable reports of booth visitors, including attendee contact information and interests
- Select key topic tags to recommend your booth to attendees through the AI-technology tool

Best For
Recruitment or career companies

Xpansion Opportunities
- Premium logo placement on main Career Fair listing page | $1,250
- Priority logo placement on main Career Fair listing page | $750
- Company ad on Career Fair announcement email | $1,500
  Image: 80 x 50 pixels
  Headline: 50 characters max (including spaces)
  Body: 110 characters max (including spaces)

Materials dues: August 6

NEW OFFERING ALERT!

WHY IT WORKS
- Increase meaningful connections and qualified leads by attracting attendees who are specifically interested in this track to the Career Fair
- Stand out from the sea of exhibitors and remove the need for unqualified competition
- Staff smarter with one-day participation rather than the duration of the full event
At FMX we value our partnerships with exhibitors and sponsors alike, so this year we’re stepping up our game to increase your engagement and exposure with FMX attendees. AAFP will run and operate an attendee engagement experience—the FMXpedition Challenge—that should allow all exhibitors and sponsors to participate without any compliance or legal issues.
NEXT STEPS

MAY 2021
Reach out to Jill Vetter (jvetter@AAFP.org) to confirm your exhibitor package, sponsorship commitment, gamification participation or to inquire about custom opportunities.

AUGUST 2021
Participating companies to begin virtual platform training and receive access to the platform page upon completion. Once logged in, companies should upload content to confirm format and design and select final booth staff and schedule.

SEPTEMBER 28 – OCTOBER 2, 2021
It’s event time! Companies conduct day-of responsibilities and pull reports for live reporting, if applicable.

JUNE 2021
Participating companies begin brainstorming around content ideas, booth inclusions and staffing with internal teams. Teams to be on the lookout for upcoming training information.

EARLY SEPTEMBER 2021
Final confirmation and approval needed from all participating companies, exhibitor booths, sponsorship assets, product theater content, gamification participation, etc.

LATE OCTOBER 2021
AAFP provides post-event recap form for companies to share highlights and key learnings from FMX 2021.
The following pricing structure showcases all FMX 2021 exhibitor and sponsorship opportunities in easy to view templates. This allows you to compare pricing to find what works best for your goals and budget.
# OFFERING PRICING RECAP: EXHIBIT AT FMX

Commit to an exhibit package before June 30 and receive 15% off any package (excludes base offering, Career Fair offering, and non-profit pricing).

<table>
<thead>
<tr>
<th>Offering</th>
<th>Price</th>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Trailblazers</td>
<td>$28,000</td>
<td>5</td>
</tr>
<tr>
<td>Innovators</td>
<td>$15,000</td>
<td>10</td>
</tr>
<tr>
<td>Groundbreakers</td>
<td>$7,500</td>
<td>15</td>
</tr>
<tr>
<td>Base Offering - Virtual Booth</td>
<td>$3,100</td>
<td>100</td>
</tr>
<tr>
<td>Virtual Booth (Non-Profit)</td>
<td>$2,750</td>
<td>25</td>
</tr>
<tr>
<td>Career Fair Virtual Booth</td>
<td>$2,950</td>
<td>65</td>
</tr>
</tbody>
</table>

**Early Bird Pricing Discount!**
# Offering Pricing Recap: Sponsor at FMX

<table>
<thead>
<tr>
<th>Pre-Event</th>
<th>During the Event</th>
<th>Post-Event</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Offering</strong></td>
<td><strong>Price</strong></td>
<td><strong>Quantity</strong></td>
</tr>
<tr>
<td>FMX Website (Small)</td>
<td>$8,500</td>
<td>3</td>
</tr>
<tr>
<td>FMX Website (Large)</td>
<td>$15,000</td>
<td>3</td>
</tr>
<tr>
<td>FMX Website Schedule Page Ad (Large)</td>
<td>$7,500</td>
<td>3</td>
</tr>
<tr>
<td>Email Marketing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Your Virtual Assistant Leaderboard</td>
<td>$10,000</td>
<td>1</td>
</tr>
<tr>
<td>Your Virtual Assistant Medium Box Ads</td>
<td>$5,000</td>
<td>2</td>
</tr>
<tr>
<td>Registration Confirmation</td>
<td>$9,250</td>
<td>1</td>
</tr>
<tr>
<td>Attendee Welcome: Leaderboard</td>
<td>$7,000</td>
<td>1</td>
</tr>
<tr>
<td>Attendee Welcome: Box Ad</td>
<td>$3,500</td>
<td>2</td>
</tr>
<tr>
<td>Early Bird Registration</td>
<td>$5,500</td>
<td>1</td>
</tr>
<tr>
<td>Pre-registration</td>
<td>$6,500</td>
<td>1</td>
</tr>
<tr>
<td>Social Promotion</td>
<td></td>
<td></td>
</tr>
<tr>
<td>AAFP Social Media Post</td>
<td>$3,000</td>
<td>3</td>
</tr>
<tr>
<td>Social Media Kit</td>
<td>$1,500</td>
<td>10</td>
</tr>
</tbody>
</table>

| **Offering** | **Price** | **Quantity** |
| Digital Advertising | | |
| Featured Rotator* | $4,500 | 40 |
| Split Rotator* | $3,500 | 40 |
| Billboard Rotator, Full Width* | $4,000 | 40 |
| Billboard Rotator* | $3,000 | 40 |
| Leaderboard Sponsorship | $6,500 | 1 |
| Digital Doctor’s Bag | $1,500 | 15 |
| Program Guide Spread Ad with Video | $12,000 | 2 |
| Program Guide Full-page Ad | $10,000 | 6 |
| Program Guide Half-page Ad | $8,000 | 8 |
| Email Marketing | | |
| Morning Emails Leaderboard | $4,000 | 5 |
| Morning Emails: Box Ad | $3,000 | 10 |
| Social Promotion | | |
| AAFP Social Media Post | $5,000 | 5 |
| Social Feed Sponsor | $2,500 | 1 |
| Main Stage Advertising | | |
| Pre-show: Video Bumper | $8,750 | 2 |
| Pre-show: Graphic | $4,500 | 8 |
| Pre-show: Logo Slide | $500 | 24 |
| Platform Communications | | |
| General | $2,500 | 8 |
| Gamification | $3,500 | 4 |
| Virtual Coffee | $7,000 | 4 |
| Surprise and Delight | | |
| Bluelight Glasses | $16,500 | 1 |
| Grocery Credit | $10,000 | 1 |
| Virtual Coffee | $7,000 | 4 |

| **Offering** | **Price** | **Quantity** |
| Email Marketing | | |
| Thank You for Joining Us Leaderboard | $7,500 | 1 |
| Reminder for On Demand Leaderboard | $5,500 | 1 |
| It’s Not Over Yet Leaderboard | $5,500 | 1 |

**Discount Opportunities**

- Purchase all ads in “Attendee Welcome” and receive 15% off
- Purchase all “Morning Emails” and receive 15% off
- Make your digital ad static: purchase 4/4 spots for a single day and receive 15% off
- Make your digital ad last: purchase 1/4 spots for 5/5 days and receive 15% off

* Purchase 1 to 4 spots that will display for 1 to 5 days
## OFFERING PRICING RECAP: LEARN AT FMX

<table>
<thead>
<tr>
<th>OFFERING</th>
<th>PRICE</th>
<th>QUANTITY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Product Theaters</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Live session with Q&amp;A (can be pre-recorded with live Q&amp;A if desired)</td>
<td>$28,500</td>
<td>40</td>
</tr>
<tr>
<td>Add-on: Product Theater announcement promotional email with image, headline, and description</td>
<td>$5,000</td>
<td>15</td>
</tr>
<tr>
<td>Add-on: $15 meal delivery card for first 200 attendees to login and stay for entire presentation</td>
<td>$4,500</td>
<td>10</td>
</tr>
<tr>
<td><strong>Med Talks</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Pre-recorded session (15 minutes)</td>
<td>$7,500</td>
<td>10</td>
</tr>
<tr>
<td><strong>Satellite CME Symposiums</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education session slots</td>
<td>$28,500</td>
<td>10</td>
</tr>
<tr>
<td>Add-on: Sat CME announcement promotional email with image, headline and description</td>
<td>$5,000</td>
<td>10</td>
</tr>
<tr>
<td><strong>Career Fair Participation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Virtual booth for (1) day over the course of (4) hours</td>
<td>$2,950</td>
<td>65</td>
</tr>
<tr>
<td>Add-on: Premium logo placement</td>
<td>$1,250</td>
<td>8</td>
</tr>
<tr>
<td>Add-on: Priority logo placement</td>
<td>$750</td>
<td>16</td>
</tr>
<tr>
<td>Add-on: Company ad on career fair announcement email</td>
<td>$1,500</td>
<td>10</td>
</tr>
</tbody>
</table>
THANK YOU

Have other ideas for sponsorship and learning opportunities? Let us know! We are always looking for innovative ways to break the boundaries of our virtual world to better showcase our exhibitors and sponsors. We are happy to work with you on custom offerings to suit your needs—reach out now!

JILL VETTER | 913-951-8943 | JVETTER@AAFP.ORG