

# ATTENDEE COMMUNICATIONS

Connect with attendees before, during, and after FMX.

**20,484 page views**  
**5.20 minutes**  
**(average time spent)**



## NEW - Housing Confirmation Package \$40,000

*(exclusive opportunity)*

The AAFP-designated Housing Bureau will send out more than 2,400 room confirmations to physicians attending FMX. Secure this opportunity for your ad to be placed in these hotel confirmation emails. Advertiser's message occupies a wide skyscraper (200 X 300) in the confirmation emails as well as the Hotel and Travel primary navigation and internal pages of the website.

## NEW - Final Pre-Event Email \$30,000

*(exclusive opportunity)*

Showcase your brand in the last "know before you go" email attendees receive immediately prior to FMX. This message delivers last-minute reminders and important event information to help attendees prepare. Your rectangle ad (336 x 280) will be displayed in two emails distributions based on attendee registration date.

### Deadlines

Space reservation due: August 16 | Materials due: August 30

Distribution audience: approximately 4,250

Distribution dates\*: September 20 and 26

\*actual distribution dates are subject to change



## NEW - Registration - Badge Mailing Insert \$20,000

*(exclusive opportunity)*

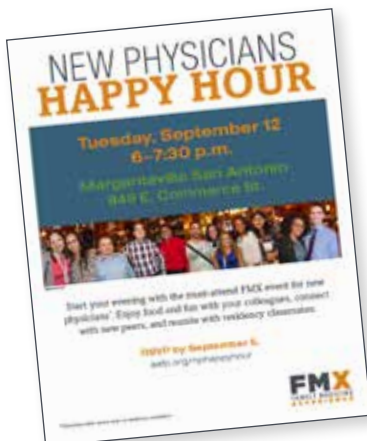
Insert your promotional ad in the badge mailing sent to pre-registered attendees. The only items in this direct mail piece include the attendee badge, tickets purchased, FMX Pocket Guide and sponsor's insert so you are sure to get your message in the hands of FMX attendees prior to arriving in New Orleans.

### Deadlines

Space reservation due: August 17 | Materials due: September 7

Distribution audience: Approximately 3,500

**Specs: 6" W x 7.5" H - client provides insert**



For more information or customized solutions contact: [Julia Ozark, CEM | AAFP | \(913\) 906-6297 | jozark@aaafp.org](mailto:julia.ozark@aaafp.org)

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## Event Update Emails

Receive distinct visibility with prominent digital ad promotion. FMX Event Updates deliver timely and relevant meeting features and information in a more detailed, comprehensive e-communication. These promotions had a **21.5% unique open rate in 2017**. Emails will be tailored and segmented by audience type.

Advertising Includes:

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

## Pre-Event Update Emails \$9,500

These promotional emails are sent prior to key registration deadlines and will promote key features and benefits of FMX. Reach a broad audience of approximately 65,000-plus Active AAFP members and past FMX attendees.

### 1. Website Launch – Registration Open

Ad space deadline: February 1  
Ad materials deadline: February 15  
Email is published March 1\*

### 2. Early Bird Registration Deadline

Ad space deadline: June 12  
Ad materials deadline: June 26  
Email is published July 17\*

### 3. Advance Registration Deadline

Ad space deadline: July 17  
Ad materials deadline: July 31  
Email is published August 21\*



## On-Site Event Email \$11,500

During FMX, a promotional email sharing key event highlights will be sent to attendees and Active members not attending the live event. Connect with approximately 65,000 Active AAFP members and FMX attendees.

### Deadlines

Ad space deadline: August 30  
Ad materials deadline: September 13  
Email is published October 9 and 12\*

## Post-Event Email \$9,500

It's a wrap! Post-event recap emails capture highlights from FMX. Round out your marketing campaign with this opportunity to reach approximately 65,000 Active members, registered attendees, and non-registered active members.

### Deadlines

Ad space deadline: September 10  
Ad materials deadline: September 24  
Email is published October 17\*

AAFP member email addresses are not available for purchase. No other opportunity offers exclusive exposure like the FMX Event Updates!

*\*actual distribution dates are subject to change*

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## Event Website

Digital marketing provides targeted visibility and measurable ROI before, during, and after FMX. Build brand awareness, increase your online presence, and influence your target audience with premium advertising on the official FMX event site, [www.aafp.org/fmx](http://www.aafp.org/fmx).

Enjoy broad exposure with event site traffic drivers:

- Hyperlinked on the Event Update emails (on site and post-event)
- Social media posts
- Promotion in the printed Schedule and Expo Guide
- Daily alerts in the FMX mobile app

**In 2017, the FMX event homepage experienced:**  
64,000 visitors  
80,000 content views

## Deadlines

Ads received will be placed upon approval.

Ad Type	Page Placement	Share of Voice	Ad Specs (pixels)	Advertising Rate	2017 Metrics (March–September)
<b>Leaderboard Premium</b>	FMX Homepage About Schedule Hotel & Travel Networking & Events Expo Hall <i>Includes all primary navigation and internal pages</i>	33–100% based upon advertising participation	728 x 90 320 x 50	<b>\$18,900</b> per supporter	<b>137,300</b> Unique Pageviews
<b>Skyscraper</b>	About Section <i>Includes all primary navigation and internal pages</i>	100%	160 x 600	<b>\$9,500</b>	<b>30,000</b> Unique Pageviews
<b>Skyscraper</b>	Networking & Events Expo Hall <i>Includes all primary navigation and internal pages</i>	100%	160 x 600	<b>\$9,500</b> per section	<b>26,800</b> Unique Pageviews
<b>Skyscraper</b>	Schedule Primary Navigation Page	100%	160 x 600	<b>\$9,500</b>	<b>25,100</b> Unique Pageviews <b>1.7 minutes</b> Average Time Spent on Page

**RESERVE EARLY FOR MAXIMUM EXPOSURE**

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