

BE THE SOLUTIONS PROVIDER FOR AMERICA'S FAMILY PHYSICIANS.

FMX
FAMILY MEDICINE
EXPERIENCE

New Orleans

OCTOBER 9-13, 2018 • AAFP.ORG/FMX



FMX is For Family Physicians

The AAFP Family Medicine Experience (FMX) is the LARGEST annual gathering of family physicians. It's where 4,000 physicians come for solutions to amplify their patient care, live CME that challenges their knowledge, inspiration from keynote speakers, and powerful peer connections.

The AAFP is for Family Physicians

The AAFP is the only medical organization dedicated solely to family medicine, and represents 129,000 family physician, resident, and medical student members. Of the primary care specialties, family physicians provide care to the largest percentage of the U.S. population.

Influence the health care of

7.9 million people.

Family physicians have an average

patient panel of **1,974**

so with **4,000** FMX attendees,

YOUR BRAND REACH COULD BE MONUMENTAL.

EXHIBITOR FEEDBACK

85%

find value in exhibiting at FMX

91%

reported meeting their marketing objectives

92%

say that the AAFP stands for something important to them

91%

say that the AAFP has a positive reputation in their industry

ATTENDEE INFORMATION

96%

of attendees would recommend FMX to their colleagues.

Attendees spend **4.56** hours in the Expo Hall on average

2017 Attendance

3,903 Physicians

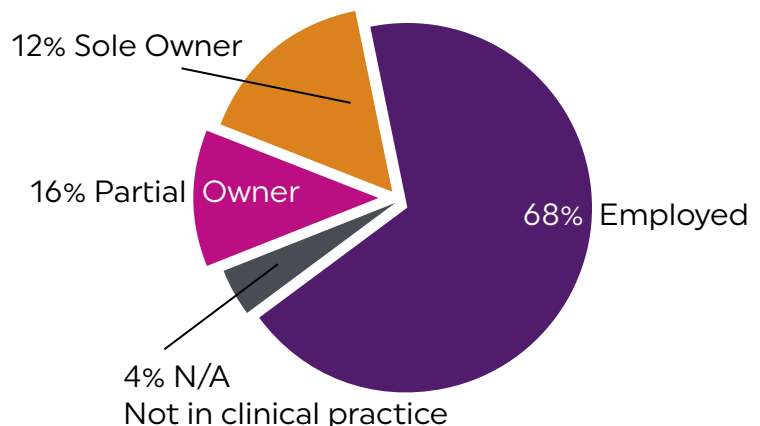
235 Health Care Professionals

411 Exhibitors

Who is the AAFP Member?

Eighty-four percent of active AAFP members practice primarily in an office setting. The remaining practice in hospital settings, urgent care facilities, institutional residential facilities, and other practice settings.

Source: 2017 Year-end Census Data



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

Reach Decision Makers and Influencers

The FMX Expo Hall is the largest gathering of physicians who are seeking innovative products and services and expert input on health care solutions.

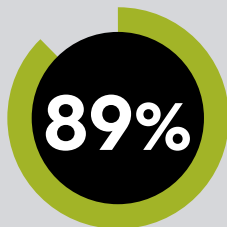
Chronic Conditions Treated by Family Physicians:

- Diabetes
- Obesity
- Hypertension
- Emotional problems
- Coughs/colds
- Respiratory infections
- Arthritis

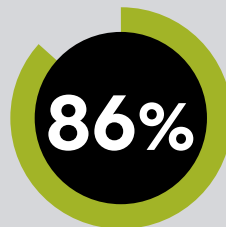
Sources: 2016 Practice Information Survey, 2013 National Ambulatory Medical Care Survey



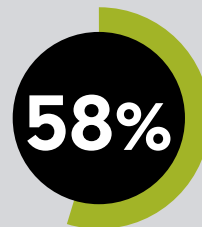
Common In-office Procedures Performed by Family Physicians:



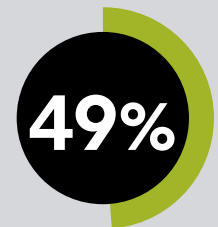
EKG



Skin procedures



**Pulmonary
function testing**



**Endometrial
biopsy**

Greatest Patient Resource Needs:

Obesity

Physical activity

Tobacco use

Healthy eating

Mental health

Substance abuse

Immunization

Responsible sexual
behavior

Clinical preventive
services

Pain management

Source: 2013 Health of the Public Survey

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EXHIBIT INFORMATION

COMPLETE YOUR ONLINE EXHIBIT AGREEMENT FOR BOOTH SPACE

aafp.org/events/fmx/exhibitors

2018 Exhibit Space Rates

10' x 10' Booth Add \$200 per corner booth	\$3,100
10' x 10' Premium Booth Location Booth locations designated on the floor plan	\$3,200
10' x 10' Nonprofit Booth Located in the Public Health & Resource Pavilion	\$2,000
Island Premium	\$ based on booth size

The priority point deadline is January 5. All contracts received by January 5 can use priority points for booth selection.

Booth assignments will begin January 8. All contracts received after January 5 will be assigned on a first-come, first-served basis.



Installation

- Monday, October 8 1:00–5:00 p.m.
- Tuesday, October 9 8:00 a.m.–5:00 p.m.
- Wednesday, October 10 8:00 a.m.–3:30 p.m.

Exhibit Dates and Hours (14.5 total hours)

- Wednesday, October 10 4:30–7:30 p.m.
- Thursday, October 11 9:00 a.m.–3:00 p.m.
- Friday, October 12 10:00 a.m.–3:30 p.m.

Dedicated Expo Hall Hours (9.5 hours)

- Wednesday, October 10 4:30–7:30 p.m.
- Thursday, October 11 9:15–10:15 a.m.; 11:15 a.m.–1:15 p.m.; 2:15–3:00 p.m.
- Friday, October 12 11:30 a.m.–1:00 p.m.; 2:00–3:00 p.m.

Dismantling

- Friday, October 12 4:00–7:00 p.m.
- Saturday, October 13 8:00 a.m.–5:00 p.m.

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