

PRESENTATION, THEATER, AND EVENT OPPORTUNITIES

Showcase your brand during face-to-face interactions with attendees.



Expo Hall Education Event \$50,000

(2 available)

- A 60-minute educational presentation in the Expo Hall on Wednesday evening from 5:00–6:00 p.m.
- Wine, beer, and appetizers for 200 attendees provided by the AAFP
- Decoration and A/V provided by the AAFP
- Bartenders and catering staff provided by the AAFP
- FMX pre-registration attendee mailing list
- Two lead retrieval devices and AAFP staff to scan badges

*Exhibit Space of 20 X 20 required

Deadlines

Space reservation due: July 31 | Materials due: August 15

Expo Theaters

Lunch | 11:30 a.m.–12:15 p.m.

(4 available Thursday and 4 available Friday)

\$42,000

- One 45-minute presentation theater set for 150 capacity classroom style
- A/V and decoration provided by the AAFP
- Attendee lunch provided by the AAFP
- Two lead retrieval devices and AAFP staff to scan badges
- FMX pre-registration attendee mailing list

*Exhibit space of 20 X 20 required

Lunch | 11:45 a.m.–12:30 p.m.

(4 available Thursday and 4 available Friday)

\$35,000

- One 45-minute presentation theater set for 100 capacity classroom style
- A/V and Decoration provided by the AAFP
- Attendee lunch provided by the AAFP
- Two lead retrieval devices and AAFP staff to scan badges
- FMX pre-registration attendee mailing list

*Exhibit space of 10 X 20 required

Deadlines

Space reservation due: July 31 | Materials due: August 15



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

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CONTINUED

Learning Lab Presentation

\$7,500

- One 30-minute presentation session, conducted on the show floor, designed to give attendees the latest information on some of the hottest topics in our industry
- FMX pre-registration attendee mailing list
- Decoration and A/V provided by the AAFP
- Lead retrieval unit

Deadlines

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Networking Reception Promotion

\$5,000

The AAFP will help promote and advertise your company's networking reception. Product demonstrations or presentations may not be part of the event. Receptions can be held on the evenings of Tuesday, October 9 and Wednesday, October 10. Sponsor is responsible for all logistics, expenses, and implementation of the event.

The AAFP will promote your event in:

- FMX On-Site Program/Expo Guide
- FMX mobile app
- FMX website
- On-site signage

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Satellite CME Symposium

\$44,000

Deliver what FMX attendees want—more CME! Reach family physicians with your educational content during a Satellite CME Symposium held in hotels surrounding the convention center during times that do not compete with FMX CME.

Broaden your marketing reach to FMX attendees who are seeking to maximize their learning. The AAFP will assist CME providers/activity organizers with promoting the event in FMX marketing, including:

Event listing in:

- FMX website
- FMX mobile app
- FMX On-Site Program/Expo Guide
- Satellite event locator map (if completed event resume is received by July 26)
- Convention center signage

Additional Advertising Opportunities

- Custom ad in the Satellite Event Locator Map
Sent to all pre-registered attendees in their badge mailing before the FMX event
 - * Full-page: \$5,500
Specs: 8" H x 3.27" W
 - * Half-page: \$3,500
Specs: 4" H x 3.27" W

Deadlines

Space reservation due: June 29 | Materials due: July 13

On-site Signage Opportunity

- Main lobby Convention Center Signage Ad \$6,000

Deadlines

Space reservation due: July 31 | Materials due: August 15

