

SPONSORSHIPS

Increase your visibility and drive attendees to your booth.

Sponsorships* are designed to include a comprehensive marketing approach. These opportunities incorporate custom branding, generate booth traffic, and establish enduring brand exposure for maximum ROI.

**You must have a booth space in the Expo Hall to purchase sponsorship or advertising opportunities at FMX.*

Opening General Session featuring ZDoggMD \$50,000

(Exclusive sponsorship)

Promote your brand during the opening general session, where the largest gathering of FMX attendees go for inspiration from compelling speakers. This year's presenter is Zubin Damania, MD (aka ZDoggMD, internal medicine physician and rapper). His dynamic performances and social media presence feature music parodies that focus on contemporary health care issues.

Sponsor benefits:

- Digital skyscraper ad with click-through capability on the Networking & Events section of the website
- Company name and logo on digital, social media, and printed marketing collateral promoting the event
- Company name and logo on welcome slide or video message before the session
- Signage at the event
- Reserved VIP seating



Deadlines

Space reservation due: July 31
Materials due: August 15



FMX Celebration \$50,000

(Exclusive sponsorship)

Extend your brand reach to the FMX Celebration, where attendees gather to unwind after a busy week through live music, dancing, and celebrating the family medicine specialty.

Sponsor benefits:

- Digital skyscraper ad with click-through capability on the Networking & Events section of the website
- Company name and logo on digital, social media, and printed marketing collateral promoting the event
- Company name and logo on welcome slide or video message before the session
- Signage at the event



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:julia.ozark@aafp.org)

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FMX Mobile App \$60,000

As the premier supporter, your company receives:

- Logo on main splash screen
- Up to (3) rotating banners on the dashboard page
- Custom tab on the dashboard page
- (1) alert each day of the trade show
- My schedule tab – logo watermark
- Preferential placement at the top of the Exhibitor List (Premium Partners)
- Acknowledgements on the FMX website, mobile app, and On-Site Program/Expo Guide

Deadlines

Space reservation due: May 1

Materials due: May 15

5,500 downloads
355,000 dashboard visits

Enhanced Mobile App Listings \$450

- Company highlighted in the mobile app exhibitor listing
- Logo displayed on the Expo Hall map
- Five PDFs can be uploaded to the exhibitor's mobile app listing

NEW - Additional Advertising

Opportunity	Placement	SOV	Advertising Rate
Banner Ad	Dashboard <i>(bottom of screen)</i>	100%	\$10,000
Alerts	Message Center/Alerts	50%	\$3,500 per Limit-2 per day Tuesday-Friday
Timed Splash Ad	Screen Pop-up	100%	\$7,500 per Limit-1 per day Tuesday-Friday

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Everybody WALK! Challenge \$25,000

(Exclusive sponsorship)

Promote walking as a healthy habit and partner with the AAFP to create a walking challenge at the conference to see who takes the most steps. Sponsor will be displayed prominently in the main lobby promoting this wellness initiative. Attendees can stop by your booth to check out the competition on a leader board displaying real-time results.

Deadlines

Space reservation due: July 31

Materials due: August 15



5K Fun Run \$40,000

(Exclusive sponsorship)

An FMX favorite, the 5K Fun Run has approximately 600 registrants who look forward to this event. The branding and custom designs of this sponsorship include:

- Custom registration website
- Branded confirmation emails to each registrant
- Sponsor logo on Fun Run T-shirt and distribution from sponsor's booth for traffic generation
- Branded race bibs, banners, and promotional content
- Personal welcome message at the start of the race

Deadlines

Space reservation due: June 15 | Materials due: June 29

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Registration Bags

\$40,000

(Exclusive sponsorship)

An attendee favorite and take-home item. Registration bags are given to each attendee with custom design opportunities on the front of the bag for the sponsor. Sponsor has the option to place one insert in the bag. Insert provided by the sponsor.

Deadlines

Space reservation due: April 2 | Materials due: April 16



Lanyards

\$20,000

(Exclusive sponsorship)

Each registered attendee will be given a complimentary lanyard with their registration material. Sponsor has the opportunity to customize the lanyard fabric.

Deadlines

Space reservation due: May 1 | Materials due: May 15

NEW – Sunrise Yoga

\$15,000

Provide the perfect combination of relaxation and serenity by sponsoring Sunrise Yoga during FMX. Sponsor(s) will be recognized on signage at the event, on directional signage, and listed as the sponsor in any pre-meeting promotional materials provided to registered and prospective attendees.

Deadlines

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



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Massage Stations

\$25,000

Support the physician well-being initiative at FMX by sponsoring the massage therapist relaxation experience and thank physicians for all that they do. The branding and custom designs of this sponsorship include: logo on floor clings, massage vouchers distributed at booth and relaxation area, and booth welcome signage.

Deadlines

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



AAFP Challenge

(16 available)

\$2,500 Bronze Level (includes company name and booth number)

\$3,500 Silver Level (includes booth number and company logo)

\$5,000 Gold Level (includes booth number, company logo, and product question)

Attract nearly 1,000 attendees directly to your booth. Attendees receive a Challenge card in their registration bag and make their way through the Expo Hall retrieving stamps and initiating conversation at each sponsor's booth. Attendees drop off their completed challenge card and are entered in multiple drawings for a chance to win cash prizes provided by the AAFP.

Deadlines

Space reservation due: July 2 | Materials due: July 16

Water Bottle Station*

\$10,000

(Exclusive sponsorship)

Sponsorship includes your logo and messaging on all graphic panels of the structure, which is placed in the main lobby area leading into the Expo Hall.

*Sponsor provides 4,200 water bottles for distribution.

Deadlines

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NEW – Shuttle Bus Schedules and Signs

\$25,000

(Exclusive sponsorship)

Enjoy maximum exposure by sponsoring this important service. The free shuttle buses are the primary means of transportation to and from the hotels and the convention center. Company name and logo appear prominently on large colorful route signs in the front of the convention center and on easel signs in official hotels.

Deadlines

Space reservation due: July 31

Materials due: August 15

Specs: 2' x 4'

Charging Lounge

\$45,000

(Exclusive sponsorship)

Brand this sought-after destination for conference attendees to relax and recharge throughout their day. Lounge includes charging stations, multiple sofas, and chairs for a comfortable atmosphere. Supporter will receive customizable design and branding opportunities in the lounge.

Deadlines

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NEW – Interactive Photo Booth and Social Media Promotion

\$35,000

(Exclusive sponsorship)

Control the content attendees encounter with uploads to your website or social media channels with this interactive branding tool.

Sponsor benefits:

- Printing of unlimited branded photos with logo/design
- Access to social media channels to post branded pictures and videos
- Surveys/Focus group polls
- Data collection

Deadlines

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