



INDIANA ACADEMY OF
FAMILY PHYSICIANS

Opening Doors. Building Relationships.

2022 Support Opportunities







Opening Doors. Building Relationships.

The Indiana Academy of Family Physicians is pleased to offer a variety of opportunities for partnerships and support! The IAFP is the largest state medical specialty organization in Indiana, representing more than 2,700 family physicians, family medicine residents, and medical students in the state of Indiana. The IAFP hosts several events throughout the year, giving you and your company the chance to cultivate meaningful interactions with our members.

Our supporter levels present more options to maximize your investment than ever before. Secure an exhibit table at one of our live meetings. Maximize your exposure at more meetings and events by joining our Circle City or Crossroads Level. We are confident we can meet your needs and foster a mutually productive partnership!

We look forward to discussing custom support opportunities that will best meet your organization’s needs.

Supporter Levels & Benefits

| |  Wabash Supporter Level \$1,000 <i>This support level gives you the benefits checked below:</i> |  Circle City Supporter Level \$2,500 <i>This support level gives you the benefits checked below:</i> |  Crossroads Supporter Level \$5,000 <i>This support level gives you the benefits checked below:</i> |
|---|---|--|---|
| Benefit | | | |
| Recognition in the IAFP’s quarterly printed publication, <i>Frontline Physician</i> | ✓ Name in each issue | ✓ Logo in each issue | ✓ Logo in each issue; message in 1 issue |
| Recognition in the 2022 IAFP Annual Convention attendee handbook | ✓ Name | ✓ Logo and company description | ✓ Logo and full page company description |
| Recognition on IAFP website (www.in-afp.org) through 12/31/22 | ✓ Company name | ✓ Company name, logo, and URL link | ✓ Company name, logo, and URL link on homepage |
| Opportunity for your company to include a message in the IAFP’s email newsletter, <i>IAFP Today</i> | | ✓ 1 issue (250 word message plus company logo & link) | ✓ 4 issues (250 word message plus company logo & link) |
| Announcement of your company’s support on IAFP social media channels (Facebook, Twitter, Instagram) | | ✓ | ✓ |
| You and your team members may attend Trivia Night at the IAFP Annual Convention | | ✓ | ✓ |
| Exhibit table for two representatives at the IAFP Research Day (Includes list of attendees, along with their city and state, available approximately one week prior to the meeting) | | | ✓ |
| Exhibit table for two representatives at the IAFP Annual Convention (Includes list of attendees, along with their city and state, available approximately one week prior to the meeting) | | | ✓ |
| Opportunity to place promotional material of your choice in Annual Convention registration packets | | | ✓ |
| First right of refusal - Opportunity to support our Match Madness event for students preparing for the Match (typically held in April/May) | | | ✓ |



2022 IAFP Winter Wednesday

Wednesday, February 16 | Indianapolis, IN

Our annual Winter Wednesday event combines a daytime continuing medical education program with an evening legislative reception and will be held at the Indianapolis Marriott Downtown hotel, close to the Indiana state-house. Approximately 30 family physicians from across the state and IAFP leadership will be in attendance.

- **Exhibitor (\$500)**
 - Exhibit table for up to 2 representatives for the entire day (8am-5pm)
 - Opportunity to network with around 30 family physicians from all over the state of Indiana

ADDITIONAL OPPORTUNITIES FOR SUPPORT:



- **Lunch Supporter (\$1,500)**
 - Limited to one supporter only
 - Exhibit table for up to 2 representatives for the entire day (8am-5pm)
 - 15-minute time slot to address attendees before Legislative Update presentation
 - Opportunity to place promotional material at attendee seats
 - Recognition signage (foamcore sign on easel) at the entrance to lunch



- **Legislative Reception (\$1,500)**
 - Exhibit table for up to 2 representatives for the entire day (8am-5pm)
 - Table tents recognizing your support at the reception
 - Recognition signage (foamcore sign on easel) at the reception
 - Please note that the reception is for IAFP members and legislators only - supporters may not attend

2022 IAFP Research Day

Thursday, May 3 | Carmel, IN

The IAFP’s Research Day takes place every May/June with around 140 IAFP members in attendance, mainly comprised of residents and residency program faculty - although all are welcome to attend and earn CME credit.

Family physicians and medical students from across the state are invited to make 10-15 minute presentations and display posters detailing their original research projects and performance improvement initiatives. We also hear several case presentations about patients who have presented with unusual and/or rare diseases. A panel of judges awards cash prizes at the end of the day.

These opportunities include recognition in the IAFP’s email newsletter and magazine following Research Day, as part of an article reviewing the event. Find out more about this event at www.in-afp.org - look under Events.



- **Exhibitor (\$1,500)**
 - Exhibit table for up to two representatives for the entire day
 - Opportunity to meet and network with family physician residents and program directors from all over the state of Indiana
 - List of attendees with city and state one week before the event
 - Lunch included for up to two representatives

ADDITIONAL OPPORTUNITIES FOR SUPPORT:



- **Conference Registration Portfolios (\$1,000)**
 - Includes company logo on conference bags/portfolios and a brochure/flyer insert in attendee registration packets



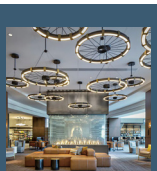
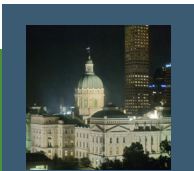
- **Brochure or Flyer Distribution (\$1,000 for non-exhibiting companies or \$250 for exhibiting companies)**
 - We will place your brochure/flyer insert in attendee registration packets



- **Lunch – limited to one sponsor only (\$2,500)**
 - Support our hot lunch (includes signage - foamcore sign on easel)
 - An exhibit table is included with this support option
 - A representative from your company may welcome attendees to lunch from the podium



- **Refreshment Breaks – limited to one sponsor only (\$2,500)**
 - Support all of our refreshment breaks throughout the day including continental breakfast, coffee, tea, soda and snacks (includes signage - foamcore sign on easel)
 - A representative from your company may address attendees following lunch from the podium



2022 IAFP Annual Convention

Thu, July 21 - Sun, July 24 | French Lick, IN

Our Annual Convention will return to The French Lick Springs Hotel in French Lick, IN! Around 100 family physicians are expected to attend the meeting from July 21-24, 2022. We offer a comprehensive CME program designed for family physicians, conduct Academy business at our All Member Congress of Delegates, and offer social events and fellowship.



- **Exhibitor (\$2,500) - Limited to 10 exhibit tables only!**
 - Exhibit table for up to two representatives during Thursday, Friday and Saturday of the event (exhibiting on Saturday is optional)
 - Opportunity to meet and network with around 100 family physicians from all over the state of Indiana
 - List of attendees with city and state one week prior to the event
 - Opportunity to advertise in the attendee handbook
 - Exhibitors are invited to form a team (or join a team) for our Trivia Night on Saturday evening



- ADDITIONAL OPPORTUNITIES FOR SUPPORT:**
- **Non-CME Presentation - Lunch or Breakfast (\$3,500)**
 - Limited to one supporter each day: lunch on Thursday; breakfast on Friday or Saturday
 - 45-minute time slot to address audience
 - Opportunity to place promotional material at attendee seats
 - Signage at the entrance to lunch (foamcore sign on easel)
 - Recognition in convention promotional brochure that is mailed to all active IAFP members in the state
 - One exhibit table space for up to two representatives on the day of the lunch



- **Lunch Supporter (\$2,500)**
 - Limited to one supporter each day: Thursday, Friday, or Saturday
 - IAFP Congress of Delegates business lunches will be attended by 80-100 family physicians
 - Opportunity to place promotional material at attendee seats
 - Signage at the entrance to lunch (foamcore sign on easel)
 - Recognition in convention promotional brochure that is mailed to all active IAFP members in the state
 - One exhibit table space for up to two representatives on the day of the lunch



- **Brochure or Flyer Distribution (\$1,000 for non-exhibiting companies, \$250 for exhibiting companies)**
 - We will place your brochure or flyer in the attendees' registration packets to ensure that your message is seen



- **Program Handbook Advertisement (\$1,000 for full color back cover, \$500 for inside black & white page)**
 - Each attendee is given a 5.5x8.5" handbook containing the meeting agenda and other pertinent information that they refer to throughout the meeting

2022 IAFP Annual Convention

Continued...



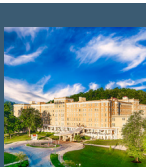
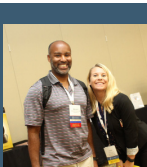
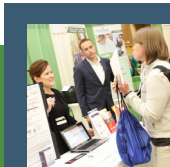
- **Trivia Night Supporter - Saturday (\$5,000 to be the exclusive supporter, \$2,000 to be a non-exclusive supporter)**
 - Opportunity to place promotional material at attendee tables
 - Signage at the entrance to event (foamcore sign on easel)
 - Recognition in convention promotional brochure that is mailed to all active IAFP members in the state
 - One exhibit table space on the day of the event
 - Opportunity to provide prizes at each stage of the game (not required)
 - Invitation to form a team (or join a team) at Trivia Night



- **Hands-On Workshop Supporter (\$2,500) - Thursday**
 - Opportunity to place promotional material at attendee seats
 - Signage at the entrance to the workshop (foamcore sign on easel)
 - Recognition in convention promotional brochure that is mailed to all active IAFP members in the state
 - One exhibit table space on the day of the event
 - Opportunity to introduce your team and then introduce the speakers



- **Reception Supporter (\$2,500) - Friday**
 - Opportunity to place promotional material at reception tables
 - Signage at the entrance to the reception (foamcore sign on easel)
 - Recognition in convention promotional brochure that is mailed to all active IAFP members in the state
 - One exhibit table space on the day of the event



2022 IAFP Fall Conference

November 2022 (exact date TBD) | Carmel, IN

We are hosting our fifth annual fall CME event at the Medical Academic Center (MAC) in Carmel, IN in November. This one-day program will offer IAFP/AAFP members a variety of CME topics and hands-on workshops. More information about this event will be available in mid 2022. Approximately 70 family physicians from across the state will be in attendance. Here are some opportunities for support:



- **Exhibitor (\$1,000)**
 - Exhibit table for up to 2 representatives
 - Opportunity to network with around 70 family physicians from all over the state of Indiana



- **Lunch Supporter (\$1,000)**
 - Limited to one supporter
 - 45-minute time slot to address attendees
 - Opportunity to place promotional material at attendee seats
 - Recognition signage (foamcore sign on easel) at the entrance to lunch

Virtual ABFM KSA Study Groups

Throughout 2022

The IAFP has begun to offer its members Virtual American Board of Family Medicine Knowledge Self-Assessment Study Groups which are proving popular. The goal of each Virtual KSA Study Group is to guide participants through the 60 questions in each Knowledge Self-Assessment module, a requirement that is part of the ABFM’s certification process. In 2022, we plan to offer eight more Virtual KSA Study Groups for Indiana members. The Study Groups will take place mainly in the evenings and on weekends when busy family physicians are able to take part.



- **\$1,000 per Virtual KSA Study Group or \$5,000 to support the whole Virtual KSA Series**
 - Limited to one supporter per KSA Study Group or choose the option to support all of our Virtual KSAs through the year
 - Each KSA Study Group will be attended by approx. 30 family physicians
 - Opportunity to introduce your company before each Virtual KSA Study Group begins (5-minute time slot)
 - Opportunity to email promotional material to attendees
 - Your company logo and link included in registration materials and marketing materials for the series
 - Program will be marketed in approx. 16 IAFP Today email newsletters, 2 issues of the IAFP’s Frontline Physician quarterly member magazine, and 1 postcard mailed to all active IAFP members
 - Recognition in the IAFP’s Frontline Physician quarterly member magazine



A La Carte Communication Options

- **IAFP Today Email Newsletter Message**

(\$250 for one message; \$500 for three messages)

- Around 30 issues of the IAFP's electronic newsletter (*IAFP Today*) are sent each year on an as-needed basis.
- We will include your company logo, short message (approx. 40 words) and link, or linked image



- **Promotional Mailing to IAFP Members**

(\$1,000 per region; \$250 each additional region; or \$2,000 for the whole state)

- Mail your marketing piece to IAFP Active Members in Indiana (approx. 1850 family physicians in the whole state)
- IAFP will coordinate with our printing and mailing company to address your printed postcard or mail piece, apply postage of your choice, and deliver to USPS
- Postage options are:
 - 1st class postage Flat Rate (Presorted Barcoded) 1 ounce or less — \$0.47 to \$0.78 per piece. Add \$0.20 for every ounce over.
 - Presort standard Flat rates — 4 ounces or less — \$0.45 to \$0.72 per piece (5 to 7 days to deliver).
- We will bill you for the postage amount which will be **IN ADDITION TO** the partnership fee
- Contact us for membership counts in each of the regions below:



Visit www.in-afp.org/support to secure your chosen support opportunities!

Contact Emily Bohannon with any questions:
email ebohannon@in-afp.org or call (317) 237-4237