



Invitation To Become A *Platinum Supporter* Of The IAFP

Make a difference in 2018 with your exhibit/marketing budget! The Indiana Academy of Family Physicians (IAFP) is the largest state medical specialty organization in Indiana, representing more than 2,600 family physicians, family medicine residents, and medical students in the state of Indiana. The IAFP is extending your company an offer to become a Platinum Supporter in 2018.

- Around 140 family medicine residents and family physicians from across Indiana are expected to attend the 2018 IAFP Research Day at the Ritz Charles in Carmel (just north of Indianapolis) on Wednesday, May 16, 2018
- Around 150 family physicians are expected to attend the IAFP Annual Convention at The Alexander Hotel in downtown Indianapolis, July 19-22, 2018
- Unique yearly visits to the IAFP Website (www.in-afp.org - now a responsive site to improve viewing for mobile devices and tablets) are around 9,000 with about 24,000 pageviews
- Around 40 issues of the IAFP's electronic newsletter (*IAFP Today*) are sent each year. Each issue is read by approximately 400 family physician members
- The *Frontline Physician* is the quarterly printed publication of the IAFP. It is mailed to over 2,500 family physicians and healthcare professionals in Indiana

Platinum Supporter (\$5,000)

Opportunity to provide one speaker for 45 minute/1 hour time slot during main stage CME session on Saturday, July 21 during the 2018 IAFP Annual Convention in Indianapolis. (Educational presentation will be fair, balanced, evidence-based, independent of pharmaceutical company influence, planned in accordance with the ACCME's Standards for Commercial Support and PhRMA Code on Interactions with Health Care Professionals, and vetted if necessary the IAFP's Commission on Education.)

Opportunity to provide a speaker for 30 minute time slot during main stage CME session on Wednesday, May 16, during 2018 IAFP Research Day in Carmel. (Educational presentation will be fair, balanced, evidence-based, independent of pharmaceutical company influence, planned in accordance with the ACCME's Standards for Commercial Support and PhRMA Code on Interactions with Health Care Professionals, and vetted if necessary the IAFP's Commission on Education.)

Opportunity to provide two speakers for 45 minute/1 hour time slots during main stage CME session during 2018 IAFP Winter CME event at the Medical Academic Center in Carmel, IN on December 8 & 9. (Educational presentation will be fair, balanced, evidence-based, independent of pharmaceutical company influence, planned in accordance with the ACCME's Standards for Commercial Support and PhRMA Code on Interactions with Health Care Professionals, and vetted if necessary by the IAFP's Commission on Education.)

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| <p>One Table Top Exhibit space at the 2018 IAFP Research Day at the Ritz Charles in Carmel on Wednesday, May 16 (more information on this event can be found at www.in-afp.org).</p> |
| <p>One Table Top Exhibit space, with Enhanced Listing in the Official Program, at the 2018 IAFP Annual Convention Exhibit Show at The Alexander Hotel in Indianapolis, IN, from Thursday, July 19 – Saturday, July 21, 2018.</p> |
| <p>Your marketing flyer/brochure included in attendee registration packets at the 2018 IAFP Research Day and the 2018 IAFP Annual Convention.</p> |
| <p>Your one page advertisement included in attendee handbook at the 2018 IAFP Annual Convention.</p> |
| <p>Opportunity for your company to include a message (limit of 250 words) in four separate issues of the IAFP electronic member communication, IAFP Today. Message may contain link to your website.</p> |
| <p>Your company’s logo with a link to your company’s website displayed on the IAFP website’s home page through 12/31/18.</p> |
| <p>Your company’s name and logo on the list of IAFP Supporters being published in four issues of <i>The Frontline Physician</i>.</p> |
| <p>Your company’s name and logo on the list of IAFP Supporters being published in promotional brochure for the 2018 IAFP Annual Convention.</p> |
| <p>Announcement of each Platinum Supporter on the IAFP Facebook and Twitter accounts.</p> |

Act today to become a Platinum Supporter of the IAFP and participate in the following exhibiting and marketing opportunities designed for 2018. The Platinum Supporter fee is \$5,000 and includes opportunities only available to Platinum Supporters.

Other Marketing Opportunities

All opportunities listed below include acknowledgement in the program handbook/syllabus, acknowledgement in one issue of the Frontline Physician member magazine and signage at the event (where applicable). We will contact you with detailed specifications for your artwork, marketing piece, etc.

2018 IAFP Annual Convention | July 19-22 | Indianapolis, IN



We are very excited to be hosting our Annual Convention at The Alexander Hotel in downtown Indianapolis for the first time this year! Around 150 family physicians are expected to attend the meeting from July 19-22, 2018. We will plan a comprehensive CME program designed for family physicians, conduct Academy business at our All Member Congress of Delegates, and offer social events and fellowship.

Find out more about this meeting at www.in-afp.org/2018AC

Following the success of our revamped All Member Party on Saturday night at last year's meeting in French Lick, we are upping our game and taking the party to Punch Bowl Social, an exciting bar/restaurant in downtown Indy that offers bowling, arcade games, and lots more fun activities. You are invited to bring your families and enjoy the fun with our members!

OPPORTUNITIES FOR EXTERNAL SUPPORT

Exhibit Space (\$2,500) - ACT NOW: JUST 10 TABLETOPS AVAILABLE!

- One tabletop exhibit space provided
- Exhibit hours:
 - Thursday, July 19, 2018 from 9:00AM - 6:00PM
 - Friday, July 20, 2018 from 8:00AM - 6:00PM
 - (Optional) Saturday, July 21, 2018 from 8:00AM - 4:00PM
- Company name, logo and website included in convention handbook, as well as a 40-word description of the company
- Company logo with website link placed on our website (www.in-afp.org) through November 30, 2018
- Company name and logo published in the fall issue of the *Frontline Physician* quarterly magazine
- List of attendees
- Includes lunch on Thursday at Market Table for TWO (2) company representatives, and breakfast on Friday and Saturday at Market Table for TWO (2) company representatives
- **There will be a maximum of 10 tabletop exhibits available** at the 2018 IAFP Annual Convention. All tabletop exhibits will be located in the Alexander Ballroom foyer. All general sessions will take place in the Alexander Ballroom

Breakfast Supporter (\$3,000) - Friday or Saturday

- Limited to one supporter only each day on Friday OR Saturday
- Breakfast in Market Table
- Opportunity to place promotional material at attendee seats
- Signage at the entrance to breakfast
- Recognition in convention brochure
- One exhibit booth space on the day of the breakfast
- Company name, logo and website included in convention handbook, as well as a 40-word description of the company
- Company logo with website link placed on our website (www.in-afp.org) through November 30, 2018
- Company name and logo published in the fall issue of the *Frontline Physician* quarterly magazine
- Announcement on the IAFP Facebook and Twitter accounts

Lunch Supporter (\$4,000) - Friday or Saturday

- Limited to one supporter only each day on Friday OR Saturday
- Time to address attendees during lunch
- Opportunity to place promotional material at attendee seats
- Signage at the entrance to lunch
- Recognition in convention brochure
- One exhibit booth space on the day of the lunch
- Company name, logo and website included in convention handbook, as well as a 40-word description of the company
- Company logo with website link placed on our website (www.in-afp.org) through November 30, 2018
- Company name and logo published in the fall issue of the *Frontline Physician* quarterly magazine
- Announcement on the IAFP Facebook and Twitter accounts

All Member Party Title Sponsor (\$10,000) - Saturday



- In 2018 our party will be held at Punch Bowl Social, an exciting bar/restaurant with a great lineup of arcade games, bowling, karaoke, food, craft cocktails and drinks, suitable for all ages
- Opportunity to place promotional material of your choice in registration packets
- Signage recognizing your support at the event
- Company name and logo recognition included in convention handbook
- Company logo recognition with website link placed on our website (www.in-afp.org) through November 30, 2018
- Company name and logo recognition in the fall issue of the *Frontline Physician* quarterly magazine
- Title Sponsor to receive 10 tickets to All Member Party
- Announcement on the IAFP Facebook and Twitter accounts
- No other sponsorships will be sold for the All Member Party should we obtain a title sponsor at this level

All Member Party Event Sponsor - Saturday

- \$5,000 - Food (includes 5 tickets to All Member Party and signage recognizing your support)
- \$2,500 - Bar (includes 2 tickets to All Member Party and signage recognizing your support)
- \$1,000 - Bowling (includes 1 ticket to All Member Party and signage recognizing your support)
- \$ 750 - Photo Booth or Arcade (includes 1 ticket to All Member Party and signage recognizing your support)
- \$ 500 - Karaoke (includes 1 ticket to All Member Party and signage recognizing your support)
- \$ 250 - Billiards, Ping Pong, Cornhole, Bocce Ball, Connect Four, or Shuffleboard (includes 1 ticket to All Member Party and signage recognizing your support)

Daily Nourishment Hub Supporter (\$2,000 per day) Thursday, Friday, Saturday or Sunday

- Limited to one supporter only each day Thursday, Friday, Saturday OR Sunday
- The Nourishment Hub will be available all day throughout the meeting and will offer an extensive and substantial selection of drinks and snacks for attendees
- Signage recognizing your company as the Nourishment Hub supporter (open throughout entire convention)
- Company name, logo and website included in convention handbook, as well as a 40-word description of the company
- Company logo with website link placed on our website (www.in-afp.org) through November 30, 2018
- Company name and logo published in the fall issue of the *Frontline Physician* quarterly magazine
- Announcement on the IAFP Facebook and Twitter accounts

Brochure or Flyer Distribution (\$1,000 for non-exhibiting companies, \$250 for exhibiting companies)

- We will place your brochure or flyer on chairs in general sessions to ensure that your message is seen

Program Handbook Advertisement (\$800 for full color back cover, \$400 for inside black and 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

2018 IAFP Research Day

Wednesday, May 16 | Ritz Charles, Carmel, IN



The IAFP's Research Day takes place every May 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. The event is combined with hot topic CME offerings.

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 <https://www.in-afp.org/2018-iafp-research-day>

Table Top Exhibit Space (\$1,250)

- Are you interested in recruiting family physicians? This is the meeting you are looking for!
- Our attendees are mainly comprised of family medicine residents at this meeting, who are all actively considering their employment options and are very interested in your company's message
- Previous exhibitors have confirmed that they have hired FPs directly from this meeting and described this meeting as their top recruitment opportunity of the whole year
- Exhibit times run from approximately 8am to 4pm and include breakfast, lunch and breaks with attendees

Conference Registration Bags/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 or flyer on chairs in general sessions to ensure attendees view your marketing piece

ADDITIONAL SPONSORSHIP OPPORTUNITIES AT THE 2018 IAFP RESEARCH DAY:

- **Breakfast** – limited to one sponsor only (\$2,000)
Sponsor our full hot breakfast buffet (will include ten-minute time slot to address the audience)
- **Lunch** – limited to one sponsor only (\$3,000)
Sponsor our full hot lunch buffet (will include ten-minute time slot to address the audience)
- **Refreshment Breaks** – limited to one sponsor only (\$2,000)
Sponsor all of our refreshment breaks throughout the day including drinks and snacks (includes signage)

CME/NON-CME PRODUCT THEATER SUPPORT

Please contact Chris Barry (cbarry@in-afp.org) to discuss CME grants or non-CME product theater presentations at upcoming meetings.

2018 IAFP SUPPORT AND MARKETING OPPORTUNITIES ENROLLMENT FORM

Indiana Academy of Family Physicians | 55 Monument Circle, Suite 400 | Indianapolis, IN 46204 | (317) 237-4237 | www.in-afp.org

Please choose your support opportunities and then complete the form below.

Platinum Supporter (\$5,000)

2018 IAFP Annual Convention | July 19-22 | Indianapolis, IN

- Table Top Exhibit Space (\$2,500)
- Breakfast Supporter - Friday (\$3,000)
- Breakfast Supporter - Saturday (\$3,000)
- Lunch Supporter - Friday (\$4,000)
- Lunch Supporter - Saturday (\$4,000)
- All Member Party Title Sponsor (\$10,000) - Saturday
- All Member Party Event Sponsor - Food (\$5,000) - Saturday
- All Member Party Event Sponsor - Bar (\$2,500) - Saturday
- All Member Party Event Sponsor - Bowling (\$1,000) - Saturday
- All Member Party Event Sponsor - Photo Booth (\$750) - Saturday
- All Member Party Event Sponsor - Arcade (\$750) - Saturday
- All Member Party Event Sponsor - Karaoke (\$500) - Saturday
- All Member Party Event Sponsor - Billiards (\$250) - Saturday
- All Member Party Event Sponsor - Ping Pong (\$250) - Saturday
- All Member Party Event Sponsor - Cornhole (\$250) - Saturday
- All Member Party Event Sponsor - Bocce/Connect Four/Shuffleboard (\$250) - Saturday
- Nourishment Hub Supporter (\$2,000) - Thursday, Friday, Saturday or Sunday (circle day desired)
- Brochure/Flyer Distribution for Non-Exhibiting Company (\$1,000)
- Brochure/Flyer Distribution for Exhibiting Company (\$250)
- Handbook Ad - Back Cover, Color (\$800)
- Handbook Ad - Inside Page, B/W (\$400)

2018 IAFP Research Day | Wednesday, May 16 | Ritz Charles, Carmel, IN

- Table Top Exhibit Space (\$1,250)
- Conference Registration Bags/Portfolios (\$1,000)
- Brochure or Flyer Distribution (\$1,000 for non-exhibiting companies or \$250 for exhibiting companies)
- Breakfast (\$2,000)
- Lunch (\$3,000)
- Refreshment Breaks (\$2,000)

ORGANIZATION (YOUR EXACT COMPANY NAME AS IT SHOULD APPEAR IN ALL MATERIALS)

MAIN CONTACT NAME AND TITLE

ADDRESS

CITY/STATE/ZIP

PHONE

FAX

EMAIL

PRODUCT OR SERVICE (EXHIBITORS ONLY)

AUTHORIZING AGENT NAME

SIGNATURE

DATE

Return with your check or request for invoice: Enclosed is our check -OR- Please invoice

To pay by credit card please call the IAFP office at (317) 237-4237.

Please return to the IAFP by mail: IAFP, 55 Monument Circle, #400, Indianapolis, IN 46204 | by fax: (317) 237-4006 | by email: cbarry@in-afp.org

Questions? Comments? Please contact Chris Barry at cbarry@in-afp.org or by phone at (317) 237-4237.