



## INDIANA ACADEMY OF FAMILY PHYSICIANS

### Invitation To Support IAFP Activities In 2019

*Make a difference in 2019 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 2019.

- 140 family medicine residents and family physicians from across Indiana are expected to attend the 2019 IAFP Research Day at the Ritz Charles in Carmel (just north of Indianapolis) on Thursday, May 16, 2019
- 130 family physicians are expected to attend the IAFP Annual Convention at The French Lick Hotel in beautiful southern Indiana, July 18-21, 2019
- Unique yearly visits to the IAFP Website are around 9,000 with about 24,000 pageviews
- Around 30 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* quarterly printed publication of the IAFP is mailed to over 2,500 family physicians and healthcare professionals in Indiana

### **Platinum Supporter (\$5,000)**

**Act today to become a Platinum Supporter of the IAFP and participate in the following exhibiting and marketing opportunities designed for 2019. The Platinum Supporter fee is \$5,000 and includes opportunities only available to Platinum Supporters.**

**Opportunity to provide one speaker for 45 minute/1 hour time slot during main stage CME session on Saturday, July 20 during the 2019 IAFP Annual Convention in French Lick.** (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 introduce your company to the audience (mainly comprised of resident members) in 10 minute time slot during lunch on Thursday, May 16, during 2019 IAFP Research Day in Carmel.**

**Opportunity to provide two speakers for 45 minute/1 hour time slots during main stage CME session during 2019 IAFP Winter CME event at the Medical Academic Center in Carmel, IN in December (exact dates TBD).** (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.)

**One Table Top Exhibit space at the 2019 IAFP Research Day** at the Ritz Charles in Carmel on Thursday, May 16 (more information on this event can be found at [www.in-afp.org](http://www.in-afp.org)).

**One Table Top Exhibit space at the 2019 IAFP Annual Convention Exhibit Show** at The French Lick Springs Hotel in French Lick, IN from Thursday, July 18 – Saturday, July 20, 2019. Includes company name, logo, and website address listed in program handbook, as well as a 40-word description of the company.

**Your marketing flyer/brochure included in attendee registration packets** at the 2019 IAFP Research Day and the 2019 IAFP Annual Convention.

**Your one page advertisement included in attendee handbook at the 2019 IAFP Annual Convention.**

**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. Any announcements should be non-time sensitive and will be built into our publishing schedule, which is on an as-needed basis.

**Your company's logo with a link to your company's website displayed on the IAFP website's home page through 12/31/19.**

**Your company's name and logo on the list of IAFP Supporters** being published in four issues of *The Frontline Physician*.

**Your company's name and logo on the list of IAFP Supporters** being published in promotional brochure for the 2019 IAFP Annual Convention.

**Announcement of each Platinum Supporter on the IAFP Facebook and Twitter accounts.**

## 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.

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### 2019 IAFP Annual Convention

July 18-21 | French Lick, IN



We are very excited to be hosting our Annual Convention at The French Lick Springs Hotel in French Lick, IN! Around 130 family physicians are expected to attend the meeting from July 18-21, 2019. 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](http://www.in-afp.org) - look under Events.

## OPPORTUNITIES FOR EXTERNAL SUPPORT

### Exhibit Space (\$2,500)

- One tabletop exhibit space provided
- Exhibit hours:
  - Thursday, July 18, 2019 from 1:00PM - 6:00PM
  - Friday, July 19, 2019 from 8:00AM - 6:00PM
  - (Optional) Saturday, July 20, 2019 from 8:00AM - 4:00PM
- Company name, logo and website included in convention handbook, as well as a 40-word description of the company
- Opportunity to place promotional material of your choice in registration packets
- Company logo with website link placed on our website ([www.in-afp.org](http://www.in-afp.org)) through November 30, 2019
- Company name and logo published in the fall issue of the *Frontline Physician* quarterly magazine
- List of attendees (names and cities)
- Includes breakfast on Friday and Saturday for TWO (2) company representatives

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

- Limited to one supporter only each day on Friday OR Saturday
- 45-minute time slot to address attendees
- Breakfast will be attended by 80-100 FPs
- 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](http://www.in-afp.org)) through November 30, 2019
- Company name and logo published in the fall issue of the *Frontline Physician* quarterly magazine

### **Breakfast Supporter (\$1,500) - Sunday**

- Limited to one supporter only
- Buffet breakfast will be attended by 60-70 FPs who will be completing board review study groups
- Opportunity to place promotional material at attendee seats
- Signage at the entrance to breakfast
- Recognition in convention brochure
- 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](http://www.in-afp.org)) through November 30, 2019
- Company name and logo published in the fall issue of the *Frontline Physician* quarterly magazine

### **Lunch Supporter (\$2,000) - Friday or Saturday**

- Limited to one supporter only
- Congress of Delegates IAFP business lunch will be attended by 80-100 FPs
- 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](http://www.in-afp.org)) through November 30, 2019
- Company name and logo published in the fall issue of the *Frontline Physician* quarterly magazine

### **Reception Supporter (\$5,000) - Friday**

- Limited to one supporter only
- Provide heavy appetizers and dessert for reception attendees
- Signage at the entrance to reception
- Recognition in convention brochure
- One exhibit booth space on the day of the reception
- 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](http://www.in-afp.org)) through November 30, 2019
- Company name and logo published in the fall issue of the *Frontline Physician* quarterly magazine
- Announcement on the IAFP Facebook and Twitter accounts during the reception

### **Coffee Break Supporter (\$2,000) - Thursday thru Sunday**

- Limited to one supporter only
- Coffee/hot tea break will be available to attendees during education sessions
- Signage beside coffee break stations
- Recognition in convention brochure
- 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](http://www.in-afp.org)) through November 30, 2019
- Company name and logo published in the fall issue of the *Frontline Physician* quarterly magazine

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

- In 2019 our party will be held at the **French Lick Springs Hotel**. About 100 FPs will attend with their guests
- Opportunity to place promotional material of your choice in registration packets
- Signage recognizing your support at the event
- Verbal recognition of 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](http://www.in-afp.org)) through November 30, 2019
- Company name and logo recognition in the fall issue of the *Frontline Physician* quarterly magazine
- Company name and logo with website link placed in one issue of the IAFP Today email newsletter
- Announcement of title sponsor on the IAFP Facebook and Twitter accounts during the party
- 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 & Drink (includes 5 tickets to All Member Party and signage recognizing your support)
- \$ 750 - Photo Booth (includes 1 ticket to All Member Party, signage recognizing your support, and a handout with photos)
- \$ 500 - Late Night Karaoke (includes 1 ticket to All Member Party and signage recognizing your support)

### **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 education 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

### **Outlet Sponsor (\$2,000 full conference)**

- Each attendee table for CME will have a power strip - a tent card with company name and logo will be placed at each table

## 2019 IAFP Research Day

Thursday, 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/2019-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 9am 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 2019 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](mailto:cbarry@in-afp.org)) to discuss CME grants or non-CME product theater presentations at upcoming meetings.

## **2019 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 on the next page. You can use a single form for any combination of the options below.

### **Platinum Supporter (\$5,000)**

#### **2019 IAFP Annual Convention | July 18-21 | French Lick, IN**

- Table Top Exhibit Space (\$2,500)
- Breakfast Supporter - Friday (\$3,000)
- Breakfast Supporter - Saturday (\$3,000)
- Breakfast Supporter - Sunday (\$1,500)
- Lunch Supporter - Friday (\$2,000)
- Lunch Supporter - Saturday (\$2,000)
- All Member Party Title Sponsor (\$10,000) - Saturday
- All Member Party Event Sponsor - Food (\$5,000) - Saturday
- All Member Party Event Sponsor - Arcade (\$750) - Saturday
- All Member Party Event Sponsor - Late Night Karaoke (\$500) - Saturday
- 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)
- Outlet Sponsor (\$2,000)

#### **2019 IAFP Research Day | Thursday, 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)

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

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MAIN CONTACT NAME AND TITLE

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ADDRESS

CITY/STATE/ZIP

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PHONE

FAX

EMAIL

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PRODUCT OR SERVICE (EXHIBITORS ONLY)

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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: [eschaab@in-afp.org](mailto:eschaab@in-afp.org)

**Questions? Comments?** Please contact Emily Schaab at [eschaab@in-afp.org](mailto:eschaab@in-afp.org) or by phone at (317) 237-4237.