



FM Clinical Forum Supporter Kit

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CALIFORNIA ACADEMY OF
FAMILY PHYSICIANS
STRONG MEDICINE FOR CALIFORNIA

CAFP FAMILY MEDICINE CLINICAL FORUM | APRIL 13-15, 2018 | MONTEREY CA



About the Forum

The California Academy of Family Physicians (CAFP) is the largest chapter of the American Academy of Family Physicians and is the ONLY organization solely dedicated to the family medicine specialty in California.

The CAFP Forum is the largest CME meeting in Northern California dedicated to the specialty. More than 300 physicians will attend.

This year, we're extending the meeting to a three-day program that will take place at the Marriott in the heart of downtown Monterey, CA and will include:

- 12 educational sessions with two keynotes
- National and State Legislative Update
- Four pre-/post-conference workshops
- All-Member Reception

Supporter Opportunities

The FM Clinical Forum offers a range of supporter opportunities, giving you flexibility to connect with our members and promote your organization in a way that best fits you!

General meeting support provides those not able to participate in our limited exhibit program the opportunity to support family medicine and gain valuable recognition with primary care leaders throughout the state.

One exciting opportunity this year is the ability to support the meeting's Wifi access using your company's name as the log in password!

Our exhibit space will be open Friday afternoon and Saturday through early afternoon. The space is smaller, so there are limited booths available this year. **Book now if you're interested!** We have slated more than four hours of dedicated exhibit hall time. Breakfast, snack breaks and the All-Member Reception will also take place in the exhibit hall.

WHY SUPPORT THE FORUM?

Enjoy Maximum Exposure

The Forum is the largest CME event in Northern California devoted to the family medicine specialty. CAFP clearly identifies those organizations who support the meeting. Forum attendees are well aware of the businesses and organizations that support the Forum and their specialty. CAFP's Board of Directors, representing key leaders from throughout the state, meets at the Forum. Other thought leaders and members from all walks of practice attend this meeting and clearly see who supports their specialty.

Show Your Support of Family Medicine

When you support the Forum, you demonstrate your commitment to primary care and the core values of family medicine: preventing illness before it begins, treating the whole patient, caring for communities, stewarding our resources responsibly and improving access to care for everyone.

Connect with the Best and the Brightest

The Forum attracts more than 300 experienced family physicians from a variety of health care practice settings. Supporting the Forum is the best way to connect with some of the most talented and influential medical professionals in the state.

Stay Ahead of Your Competition

Exhibits provide a great opportunity to investigate competitive products and services side-by-side – Don't you want to be there, support cutting edge primary care?

The Forum includes more than four hours of dedicated exhibit hall time. Breakfast, snack breaks and the All-Member Reception also take place in the exhibit hall. Exhibiting at the Forum is one of the most cost-effective—and enjoyable—ways for your company to connect with physicians. Space is extremely limited this year with several spots reserved for Platinum and Gold Supporters.



SUPPORTER OPPORTUNITIES

	PLATINUM \$7,500	GOLD \$5,000	SILVER \$2,500	BRONZE \$1,000
Recognition at All-Member Reception	X			
Logo with link in pre-/post-event publicity	X			
Complimentary premium exhibit hall space	X	X		
Free-standing 18" x 24" sign in lobby*	X	X		
Listed as coffee break/refreshment supporter	X	X		
Brochure/insert included in registration bag**	X	X		
Complimentary Treasure Hunt participation	X	X		
Listed as a supporter on event website	X	X	X	
Listed as a supporter on event app	X	X	X	X
Attendee Registration list	X	X	X	X

*Artwork for the sign or program must be provided by supporter and approved by CAFP.

**Printed materials for registration bags must be provided by supporter and received at least eight business days before the event.

OTHER PROMOTIONAL OPPORTUNITIES

Meeting Wifi Access

>>\$3,000 exclusive

Use your company's name as the password learners need to enter to gain access to Wifi. Great opportunity for repeated exposure!

All-Member Reception

>>\$5,000 shared / \$8,500 exclusive

Welcome attendees at Friday evening's All-Member Reception and Foundation Auction! This event includes signage and verbal recognition at the event.

Celebration and Awards Luncheon

>>\$5,000 shared / \$8,500 exclusive

Be one (or the only) of the companies providing the attendees lunch on Saturday when we hand out awards, install officers and celebrate our family medicine leaders! This promotion includes recognition at the luncheon.

Conference Tote Bags

>>\$2,000

Provide the conference tote bags and gain added exposure each time attendees reach for their materials. Your logo will be visible along with the CAFP logo and conference name. Durable bags will be seen carrying groceries and other goodies for a long time to come!

Lanyard/Badge Holder

>>\$1,500

Your company's logo will be imprinted on each neck cord/badge holder. Attendees are required to wear the name badges to all functions, giving your company hundreds of impressions during the conference.

Pens

>>\$750

Imagine all of the attendees carrying pens with your company logo. Your organization supplies the pens (CAFP approved) that will be included with registration material when attendees arrive on site.

Marriott Hotel Key Cards

>>\$3,000

Reach our attendees even after they've left the conference each day! Forum attendees staying at the Marriott (over 150) will see your logo each time they enter their room.

Charging Station

>>\$ Varies

If you want a unique way to make known your company name and information, consider supporting a "branded" charging station at the meeting. There are always those that need a little extra boost at the meeting!

Your Great Idea!

>>\$ Varies

We are always open to new and exciting ways to support family medicine and promote your business at our meetings. Contact Jerri to discuss what you have in mind for a win-win opportunity!

Limited EXHIBIT OPPORTUNITIES

Friday, April 13, 2018 Noon to 7:00 PM and Saturday, April 14, 2018, 7:30 AM to 3:00 PM

Supporters can access the venue/exhibit map.

Guaranteed Premium Exhibit Space

>> Platinum Supporter: \$7,500

>> Gold Supporter: \$5,000

Includes one premium 6 X 3-foot draped table, two chairs and conference registration for two individuals. Spaces 1-5 have been reserved for Platinum and Gold supporters.

Standard Package

>> BEFORE November 17, 2017: \$1,500

>> AFTER November 17, 2017: \$1,900

Includes one 6 X 3-foot draped table, two chairs and conference registration for two individuals. A separate fee applies when more than two people staff the booth at once. Confirmation packets will include prices for additional items, such as electricity and box handling available directly through the hotel.

Premium Package

>> BEFORE November 17, 2017: \$1,900

>> AFTER November 17, 2017: \$2,200

Includes all items in the Standard Package PLUS selection of your table's location in the exhibit hall and your company's logo placed on the event website. Table selection will be on a first-come, first-served basis.

Nonprofit Package

>> BEFORE November 17, 2017: \$750

>> AFTER November 17, 2017: \$950

Includes all items in the Standard Package, with a special discounted rate for 501(c)(6) nonprofit organizations. Only three booths available on a first-come, first-served basis.

Treasure Hunt

Guarantee more visits at your booth by participating in our Treasure Hunt! Contribute the \$100 cash prize, which encourages participants to visit the exhibits. Attendees will locate a "treasure" (which we provide) in your booth and collect signatures after they locate treasures. At the end, we will raffle off the \$100 cash prizes and recognize the contributing companies. We are limiting this opportunity to the first 10 exhibitors who sign up.



APPLICATION FORM

All promotional opportunities are subject to CAFP approval to ensure compliance with ACCME guidelines including the standards for commercial support.

Supporter Information

Company Name _____

Contact Name and Title _____

Address _____ City/State/Zip _____

Phone _____ Email _____

Website URL to provide attendees: _____

50-word description of your company and/or products _____

Supporter Level

Supporter: Platinum (\$7,500) Gold (\$5,000) Silver (\$2,500) Bronze (\$1,000)

Exhibitor: Standard Premium Nonprofit Top 3 booth choices _____

Treasure Hunt participant (\$100)

Other promotional opportunity _____

Special requests (e.g., exhibit space located away from certain companies) _____

Payment Information

Check enclosed (Please make check payable to California Academy of Family Physicians.)

Credit card: Visa Mastercard

Name on card _____

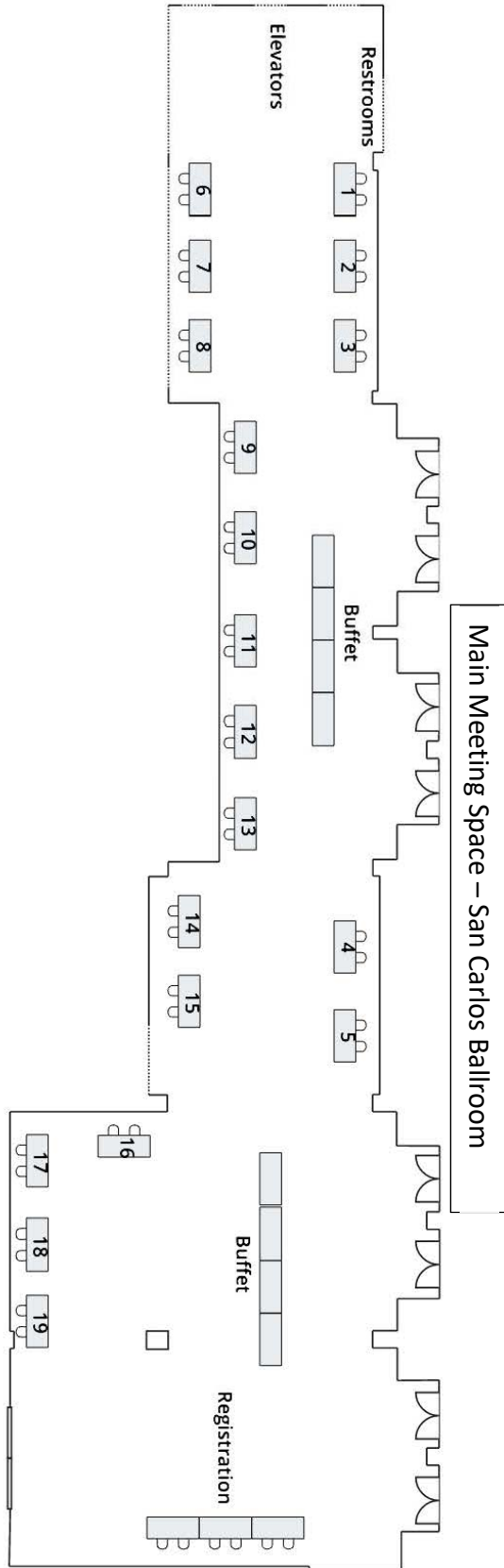
Card number _____ Expiration date _____

Full billing address _____

Discounted hotel room rates have been negotiated at the Marriott. [Click here](#) for reservations.

Sponsorship Total	\$ _____
Exhibit Booth Total	\$ _____
Treasure Hunt (\$100)	\$ _____
Other Promo Total	\$ _____
Total Due	\$ _____

Please return your completed form and payment to Jerri Davis at jdavis@familydocs.org, fax (916) 447-1349 or mail to California Academy of Family Physicians, 1520 Pacific Avenue, San Francisco, CA 94109. CAFP's Tax ID number is 94-1149565.



Booth spaces 1-5 are limited to Platinum and Gold Supporters.