FM Clinical Forum
Supporter Kit

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California Academy of Family Physicians
1520 Pacific Avenue, San Francisco, CA 94109
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. We currently represent over 10,000 members.

The Family Medicine Clinical Forum is CAFP’s largest CME meeting of the year with more than 300 physicians in attendance. In addition, there is limited participation by medical students and allied health professionals.

We are moving to southern California this year – the Long Beach Hilton Hotel - and our conference will include:

- 14 educational sessions with two keynotes
- National and State Legislative Update
- Four pre-/post-conference workshops
- All-Member Reception
- Community Service Project
- Five (5) hours of dedicated exhibit time with no competing education sessions.

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 your needs!

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

Our exhibit space will be open Friday afternoon and Saturday through early afternoon. Food and beverage breaks will take place in the exhibit space and we have slated five hours of dedicated exhibit hall time.

By promoting your company with CAFP, your organization demonstrates support of the Family Medicine community in California.
WHY SUPPORT THE FORUM?

Enjoy Maximum Exposure

Place your company ahead of the competition and in front of key Family Physician leaders in California. 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 practice types 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 five 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.
<table>
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<tr>
<th>Exclusive participation at board dinner event</th>
<th>PLATINUM Exclusive $15,000</th>
<th>PLATINUM Plus $10,000</th>
<th>PLATINUM $7,500</th>
<th>GOLD $5,000</th>
<th>SILVER $2,500</th>
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<tr>
<td>Complimentary registration for four</td>
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<td>Recognition at FundRun and Sunday morning table talks</td>
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<td>Logo and/or link in pre-/post-event publicity</td>
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<td>Listed as a supporter on event website</td>
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OTHER PROMOTIONAL OPPORTUNITIES

Meeting Wi-Fi Access
>>$8,000 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 Celebration
>>$5,000 shared / $8,500 exclusive
Welcome attendees at Friday evening’s All-Member Reception and Pool Party! Show off your company with branded beach balls and cocktail napkins. This sponsorship also includes signage and verbal recognition at the event.

Celebration and Awards Luncheon
>>$5,000 shared / $8,500 exclusive
Be one of the companies (or the only company) 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 and Other Promotional Items
>>$750
Imagine all of the attendees carrying pens, cell phone cases, snacks and other promotional items with your company logo. Your organization supplies the item (CAFP approved) that will be included with registration material when attendees arrive on site.

Hilton Hotel Key Cards
>>$3,000
Reach our attendees even after they’ve left the conference each day! Forum attendees staying at the Hilton (over 150) will see your logo each time they enter their room.

Forum Cafe
>>$5,000
Sponsor coffee and tea breaks with branded coffee cups and signage.

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!
### Guaranteed Premium Exhibit Space

**Platinum and Gold Supporter Levels**

Includes one premium 6 X 3-feet draped table, two chairs and conference registration for two individuals. Spaces 1, 2, 18, 23, and 26 have been reserved for Platinum supporters.

### Standard Package

- **BEFORE December 1, 2019:** $2,000
- **AFTER December 1, 2019:** $2,500

Includes one 6 X 3-feet 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 December 1, 2019:** $2,700
- **AFTER December 1, 2019:** $2,900

Includes all items in the Standard Package PLUS selection of your table’s location in the exhibit hall (indicate top three choices). Table selection will be on a first-come, first-served basis.

### Nonprofit Package (limited to three spaces)

- **BEFORE December 1, 2019:** $1,150
- **AFTER December 1, 2019:** $1,450

Includes all items in the Standard Package, with a special discounted rate for 501(c)(3) nonprofit organizations. 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 & Contact Name ____________________________________________________________

Address ________________________________ City/State/Zip ________________________________

Phone _________________________________ Email ________________________________________

Website URL to provide attendees: _____________________________________________________

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

Supporter Level

Supporter: □ Platinum Exclusive ($15,000) □ Platinum Plus ($10,000)
□ Platinum ($7,500) □ Gold ($5,000) □ Silver ($2,500)

□ Exhibitor*: □ Standard □ Premium □ Nonprofit □ Other promotional opportunity ______________

□ Treasure Hunt participant ($100)

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

Payment Information

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

□ Credit card: □ Visa □ Mastercard

Name on card ____________________________________________________________

Card number ________________________________________________________________

Expiration date ____________ CCV ______

Full billing address __________________________________________________________

Discounted hotel room rates have been negotiated at the Hilton. Click here for reservations.

Sponsorship Total $ ________

Exhibit Booth Total* $ ________

Treasure Hunt ($100) $ ________

Other Promo Total $ ________

Total Due $ ________

* See prior page for pricing based on date submitted

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, 2, 18, 23, 26 are limited to Platinum Supporters.
| **DRAFT SCHEDULE | 2020** | **Family Medicine Clinical Forum** | **Long Beach Hilton** |
|------------------|-----------------|-----------------------------|
| **Friday, May 15** |                 |                             |
| 8:00 am-Noon     | Pre-Conference Workshops | Board of Directors Meeting |
| 7:00 - 12 noon   | **EXHIBIT SET UP** | Long Beach Hilton Mezzanine |
| Noon – 1:00 PM   | Exhibits open | Long Beach Hilton Mezzanine |
| 1:00 - 3:35 PM   | Keynote #1 | *Paul Grundy MD – Trusted Healers* |
| 3:35 – 4:00 PM   | Refreshments with Exhibitors | Long Beach Hilton Mezzanine |
| 4:00 – 5:45 PM   | CME Sessions | International Ballroom |
| 5:45 – 7:30 PM   | All Member Reception and Pool Party with Exhibitors | Long Beach Hilton Mezzanine and Pool Patio |
| **Saturday, May 16** |                 |                             |
| 7:00-8:00 AM     | Breakfast with Exhibitors | Long Beach Hilton Mezzanine |
| 8:10-9:40 AM     | Keynote #2 | *T.R. Reid – Health Care for All* |
| 9:40-10:00 AM    | Refreshments with Exhibitors | Long Beach Hilton Mezzanine |
| 10:00-11:45 AM   | CME Sessions | International Ballroom |
| 11:45 – 11:55 pm | Exhibit Break – Collect Lunches | Long Beach Hilton Mezzanine |
| 12:00-1:00 pm    | Celebration Luncheon | International Ballroom |
| 1:00-1:15 PM     | Exhibitor Break | Long Beach Hilton Mezzanine |
| 1:15-2:15 pm     | CME Sessions | International Ballroom |
| 2:15-2:30 PM     | Exhibitor Break | Long Beach Hilton Mezzanine |
| 2:30-2:45 PM     | **Exhibits End** | Long Beach Hilton Mezzanine |
| 2:30-4:30 PM     | Free afternoon or Optional Breakout Sessions |                             |
| **Sunday, May 17** |                 |                             |
| 7:00-8:15 am     | CAFP Foundation FUNd Run/Walk |                             |
| 8:15-12:30 PM    | Sunday’s CME Sessions |                             |
| 12:30 pm         | Conference Ends |                             |
| 12:45-4:45 pm    | Optional Post-Conference Workshops |                             |