



FM Clinical Forum Supporter Kit

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CALIFORNIA ACADEMY OF
FAMILY PHYSICIANS

STRONG MEDICINE FOR CALIFORNIA



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.



	PLATINUM Exclusive \$15,000	PLATINUM Plus \$10,000	PLATINUM \$7,500	GOLD \$5,000	SILVER \$2,500
Exclusive participation at board dinner event	X				
Complimentary registration for four	X				
Recognition at FundRun and Sunday morning table talks	X	X			
Logo and/or link in pre-/post-event publicity	X	X	X		
Complimentary premium exhibit hall space (includes two event registrations)	X	X	X	X	
Prominent event signage	X	X	X	X	
Complimentary treasure hunt participation	X	X	X	X	
Brochure/insert included in registration bag	X	X	X	X	X
Listed as a supporter on event website	X	X	X	X	X
Listed as a supporter on event app	X	X	X	X	X
Attendee Registration list	X	X	X	X	X

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!

Limited EXHIBIT OPPORTUNITIES

See schedule on page 9

Guaranteed Premium Exhibit Space

>> Platinum and Gold Supporter Levels

Includes one premium 6 X 3-foot 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-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 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 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 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.

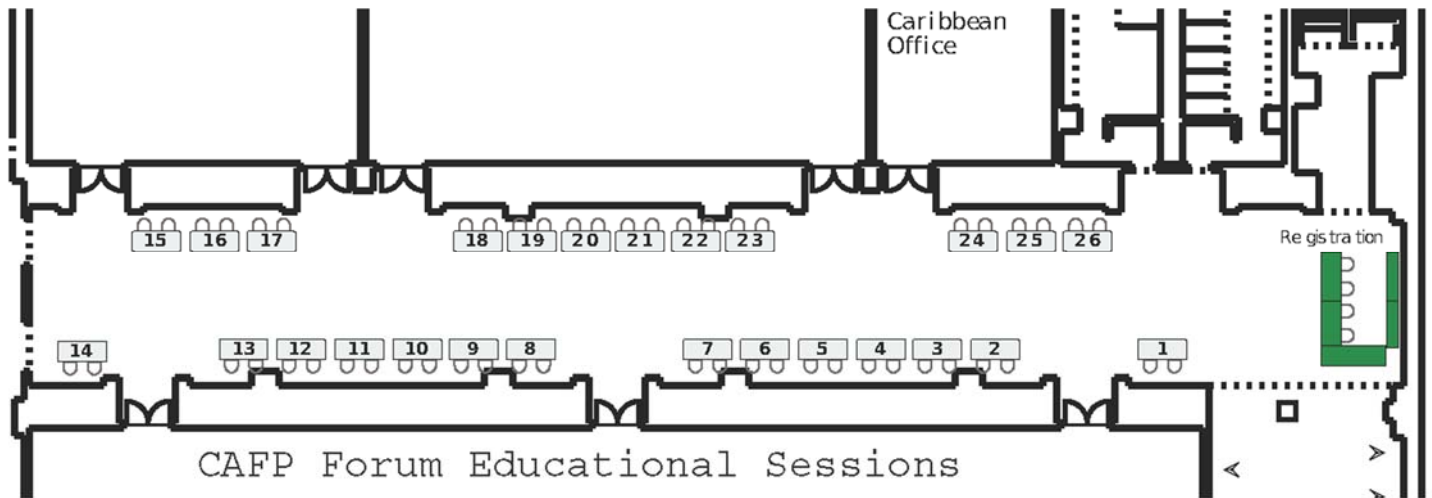
Sponsorship Total	\$ _____
Exhibit Booth Total*	\$ _____
Treasure Hunt (\$100)	\$ _____
Other Promo Total	\$ _____
Total Due	\$ _____

* 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 CME Sessions	<i>Paul Grundy MD – Trusted Healers</i>
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 CME Sessions	<i>T.R. Reid – Health Care for All</i>
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	

