



2020 FAMILY MEDICINE *Virtual* CLINICAL FORUM

Nov 13-15, Dec 12, and Jan 16

SUPPORTER AND EXHIBITOR KIT



CALIFORNIA ACADEMY OF
FAMILY PHYSICIANS
STRONG MEDICINE FOR CALIFORNIA



About the Forum

Welcome to the 72nd Annual CAFP's Family Medicine Clinical 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 more than 11,000 members.

The Family Medicine Clinical Forum is CAFP's largest CME meeting of the year and this year will be bigger and better than ever in a virtual environment! For our supporters, there will be new and exciting ways to connect with learners – and we expect record-breaking attendance this year.



Contact:

Jerri Davis
Director of Continuing Professional Development
Phone/Fax: (916) 447-1349
Mobile: (916) 425-9113
jdavis@familydocs.org

California Academy of Family Physicians
1520 Pacific Avenue
San Francisco, CA 94109
www.familydocs.org

Virtual Has its Virtues

2020 FAMILY MEDICINE
Virtual **CLINICAL FORUM**

Nov 13-15, Dec 12, and Jan 16

General meeting support offers visibility through pre- and post- conference email and social media recognition. The virtual platform allows for valuable recognition and exposure with primary care leaders throughout the state. These promotions will reach all CAFP members—not just conference registrants.

This new fully virtual environment gives supporters access to attendees in new and exciting ways! The virtual platform allows you to connect immediately and personally with registrants. The truly customizable virtual exhibit hall encourages personal meetings and allows for posting of endless resources, promotional videos, branding, logos and website links.

Our virtual exhibit hall will be open for learner engagement 24/7 beginning in November with registrants fully engaged during the five days of the conference. There will be a total of 10 hours and 40 minutes of dedicated “engagement” time outside of CME sessions during the five conference days. Registrants earn points for engaging with exhibitors throughout the conference to win prizes. Virtual exhibiting provides excellent lead generating opportunities, valuable real-time data and exposure to FM Forum registrants through the Forum Conference portal beginning November 1 for one full year!



Forum Highlights Include:

- 43 exciting sessions to choose from over the course of the entire conference
- National and State Legislative Updates
- Opportunities to connect with local chapter colleagues throughout the conference
- Up to 22.75 AAFP Prescribed credits available, plus 24 additional AAFP Prescribed credits should learners choose to participate in Translation to Practice (T2P) activities.
- The latest information on COVID-19, health disparities, racism in medicine, and much more!

WHY SUPPORT THE FORUM?

2020 FAMILY MEDICINE
Virtual **CLINICAL FORUM**

Nov 13-15, Dec 12, and Jan 16

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 recognize the businesses and organizations that support the Forum and their specialty. CAFP's Board of Directors and 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 is expected to attract 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. Participating side-by-side with physicians throughout the conference, you will be associated with thought-provoking keynotes and excellent education.



Contact:

Jerri Davis
Director of Continuing Professional Development
Phone/Fax: (916) 447-1349
Mobile: (916) 425-9113
jdavis@familydocs.org

California Academy of Family Physicians
1520 Pacific Avenue
San Francisco, CA 94109
www.familydocs.org

SUPPORTER LEVELS

2020 FAMILY MEDICINE
Virtual **CLINICAL FORUM**

Nov 13-15, Dec 12, and Jan 16

Platinum Supporter - \$10,000

The Platinum Supporter is the highest level of support for the FM Clinical Forum.

Highest Level of Recognition—with Pervasive Conference Website Presence

- Promotion as a Platinum Supporter on CAFP's Forum website and home page
- Logo/link visibility as a Platinum Sponsor in all pre- and post-conference promotion
- Highest visibility exhibitor booth position
- 30 second video placement in exhibit booth
- Lead report and analytics
- Prominent recognition in all social media outlets
- Five complimentary registrations
- Attendee registration list

Gold Supporter - \$7,500

The Gold Supporter includes numerous branding opportunities to drive business for your organization through pre- and post-conference communication and an exhibitor booth.

Second Highest Level of Recognition

- Promotion as a Gold Supporter on CAFP's Forum website and home page
- Logo/link visibility as a Gold Sponsor in all pre- and post-conference promotion
- High visibility exhibitor booth location
- 30 second video placement in exhibit hall
- Lead reports and analytics
- Four complimentary registrations
- Attendee registration list

Silver Supporter - \$5,000

The Silver Supporter drives website traffic and brand visibility for your organization through pre- and post-conference communication and an exhibitor both.

- Promotion as a Silver Supporter on CAFP's Forum website and conference home page
- Logo/link visibility in all pre- and post-conference promotions
- Exhibitor booth
- 15 second video placement in exhibit booth
- Lead reports and analytics
- Three complimentary registrations
- Attendee registration list

Bronze Supporter - \$3,000

The Bronze Supporter drives website traffic and brand visibility for your organization through pre- and post-conference communication and an exhibit booth.

- Promotion as a Bronze Supporter on CAFP's Forum website and conference home page
- Logo/link visibility in all pre- and post-conference promotions
- Exhibit booth
- 15 second video placement in exhibit booth
- Lead report and analytics
- Two complimentary registrations
- Attendee registration list



VIRTUAL EXHIBITOR BOOTH

2020 FAMILY MEDICINE
Virtual **CLINICAL FORUM**

Nov 13-15, Dec 12, and Jan 16

Standard Package - \$2,500

Includes one virtual exhibit booth and full conference registration for two individuals. Booth and logo prominently highlighted on the exhibit floor. Content tabs in booth. Content pieces available for download in booth.

Premium Package - \$2,900

Includes all items in the Standard Package PLUS prime location (top of exhibit list) in the virtual exhibit hall.

Points for visiting exhibits and Prizes for most engaged attendees

Let's face it, we're all pretty competitive and there will be a prominent leader board where all participants can check and see their points add up in real time. Points are awarded for visiting exhibit booths, joining an exhibitor live meeting, requesting information from supporters, downloading exhibitor/sponsor files, requesting a private meeting and more!

Sample Exhibit Hall on Conference Platform

Learners simply click on "booth" to go to webpage that includes all the information and resources you'd like to include along with buttons for learners to request information or ask to start a conversation!



OTHER PROMOTIONAL OPPORTUNITIES

2020 FAMILY MEDICINE
Virtual **CLINICAL FORUM**

Nov 13-15, Dec 12, and Jan 16

Enduring Education Code

>>\$3,500 exclusive

Use your company's name as the "Code" we provide all learners to access the enduring content for free for one full year after the event.

Happy Hour Supporter

>>\$2,500 shared / \$5,000 exclusive

Welcome attendees at Friday evening's All-Member Happy Hour! Show off your company with a branded banner ad, ability to create your own "engagement event" like wine tasting, mixed drinks 101 session or ? – your imagination is the limit! This sponsorship also includes verbal recognition at the event and in pre- and post- conference communications.

Conference Training Supporter

>>\$3,000

Show off your company by hosting the training video/ event as we "teach" all conference attendees how to navigate the conference platform and choose their activities. This will be available 24/7 on the conference platform throughout the entire three event conference.

Personal Engagement Event Supporter

>>\$2,500

Show off your company by hosting an "engagement event" of your choosing. Do you have any special skills you'd like to share? Any tours you can offer? Any special talents? This sponsorship also includes verbal recognition at the event and in pre- and post-conference communications.

Fellows Celebration Event Supporter

>>\$2,000

Let our active leaders know you support the work they have put into becoming a Fellow in the American Academy of Family Physicians as we celebrate this milestone with the 2020 inductees.

Swag Sponsor

>>\$1,000 + cost/mailing of item

Provide registrants with conference swag that includes your brand. From face masks and e 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!

SCHEDULE INFORMATION

2020 FAMILY MEDICINE
Virtual **CLINICAL FORUM**

Nov 13-15, Dec 12, and Jan 16

TIMES on schedule without CME:

***10 hrs, 40 mins total during
conference dates***

Friday, Nov. 13

5:30-6 pm – platform training
6-7 pm – happy hour
1.5 hours w/o CME

Saturday, Nov. 14

7-8 am – prior to conf
9:30 am – 10 min break
10:10 am – 10 min break
10:50-11:30 am – extended break
12 noon – 10 min break
12:40 pm – 5 min break
1:00 – 1:30 pm – end of conf engagement
2 hours, 45 mins w/o CME

Sunday, Nov. 15

7-8 am – prior to conf
9:15 am – 10 min break
9:55 am – 10 min break
10:35-11:00 am – extended break
11:30 – 10 min break
12:10 pm – 10 min break
1:00 – 1:30 pm – end of conf engagement
2 hours, 5 mins w/o CME

Saturday, Dec. 12

7-8 am – prior to conf
9:30 am – 10 min break
10:10 am – 10 min break
10:50-11:10 am – extended break
12:30 – 1:00 pm – end of conf engagement
2 hours, 10 mins w/o CME

Saturday, Jan. 16

7-8 am – prior to conf
9:30 am – 10 min break
10:10 am – 10 min break
10:50-11:10 am – extended break
12:30 – 1:00 pm – end of conf engagement
2 hours, 10 mins w/o CME

