



# **2022 FAMILY MEDICINE CLINICAL FORUM**

## **SUPPORTER & EXHIBITOR KIT**

**APRIL 22-24, 2022  
SAN FRANCISCO, CA**

**[www.familydocs.org/fmforum](http://www.familydocs.org/fmforum)**



**CALIFORNIA ACADEMY OF  
FAMILY PHYSICIANS**  
STRONG MEDICINE FOR CALIFORNIA

# About the Forum

Welcome to the 74th 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, we expect it to be better than ever as we finally come back together in a live setting! For our supporters, there will be new and exciting ways to connect with learners – and we expect record-breaking attendance.

## Supporter Opportunities

The Family Medicine 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:

Offers visibility through pre- and post- conference email and webinars and social media recognition. The conference app, social media and CAFP's website [familydocs.org/FMForum](http://familydocs.org/FMForum) allows for valuable recognition and exposure with primary care leaders throughout the state. These promotions will reach all CAFP members—not just conference registrants.

## Exhibit Highlights Include:

- More than 5 hours of “non CME” exhibit time on Friday and Saturday
- CAFP Board leaders all attend and support the Forum
- All food/beverage breaks take place in Exhibit Hall
- A Resident Track will be offered this year
- Supporters are full registrants, able to participate in all 20+ sessions and activities

# Why Support the Forum?

## Enjoy Maximum Exposure

Place your company ahead of the competition and in front of key Family Physician leaders in California. 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 200 experienced family physicians and primary care clinicians 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 can enjoy thought-provoking keynotes and excellent education.



## Westin St. Francis Hotel (335 Powell St, San Francisco)

Located in the heart of Union Square. The Westin St. Francis San Francisco boasts a vibrant, iconic destination in the city's downtown district. With cable cars stopping just outside the hotel, San Francisco's best shopping, theatre, nightlife and dining options are steps away, and only a short walk from the Financial District, Chinatown and Moscone Convention Center.

**Questions?** Please contact Anita Charles at [acharles@familydocs.org](mailto:acharles@familydocs.org) or (415) 231-2134.



[www.familydocs.org/fmforum](http://www.familydocs.org/fmforum)





# Supporter Levels

(All Supporter Levels include an Exhibitor Booth)

## Platinum Supporter

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

**\$10,000**

Highest Level of Recognition—with Pervasive Conference App and Website Presence

- Promotion as a Platinum Supporter on CAFP’s Forum conference app, website and home page
- Logo/link visibility as a Platinum Sponsor in all pre- and post-conference promotion and webinars
- Most visible exhibitor booth position
- Prominent recognition in all social media outlets
- Five complimentary registrations
- Attendee registration list
- Push notification prior to exhibit hours to promote your booth.

## Silver Supporter

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

**\$5,000**

- Promotion as a Silver Supporter on CAFP’s Forum conference app, website and conference home page
- Logo/link visibility in all pre- and post-conference promotions
- Exhibitor booth
- Three complimentary registrations
- Attendee registration list

## Gold Supporter

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

**\$7,500**

Second Highest Level of Recognition

- Promotion as a Gold Supporter on CAFP’s Forum conference app, website and home page
- Logo/link visibility as a Gold Sponsor in all pre- and post-conference promotion and webinars
- High visibility exhibitor both location
- Four complimentary registrations
- Attendee registration list
- Push notification prior to exhibit hours to promote your booth.

## Bronze Supporter

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

**\$3,500**

- Promotion as a Bronze Supporter on CAFP’s Forum conference app, website and home page
- Logo/link visibility in all pre- and post-conference promotions
- Exhibit booth
- Two complimentary registrations
- Attendee registration list

# Exhibitor Opportunities

## Exhibitor Booth

### Standard Package      \$2,500

Includes one 6 x 3 foot table top exhibit booth and full 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      \$2,900

Includes all items in the Standard Package PLUS premium location in the exhibit hall.



### Treasure Hunt      \$100

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.





# Forum Schedule and Exhibitor Space

## Schedule

### Friday, April 22

|                 |  |
|-----------------|--|
| 9:00 - 12:00 pm | CME and Board Meeting                                      |
| 12:00 pm        | Exhibit Program opens                                      |
| 1:00 - 2:45 pm  | CME Sessions (Grand Ballroom)                              |
| 2:45 - 3:00 pm  | Refreshments with Exhibitors (Colonial/Italian Rooms)      |
| 3:00 - 5:30 pm  | CME Sessions (Grand Ballroom)                              |
| 5:30 - 7:00 pm  | All Member Reception and Exhibits (Colonial/Italian Rooms) |

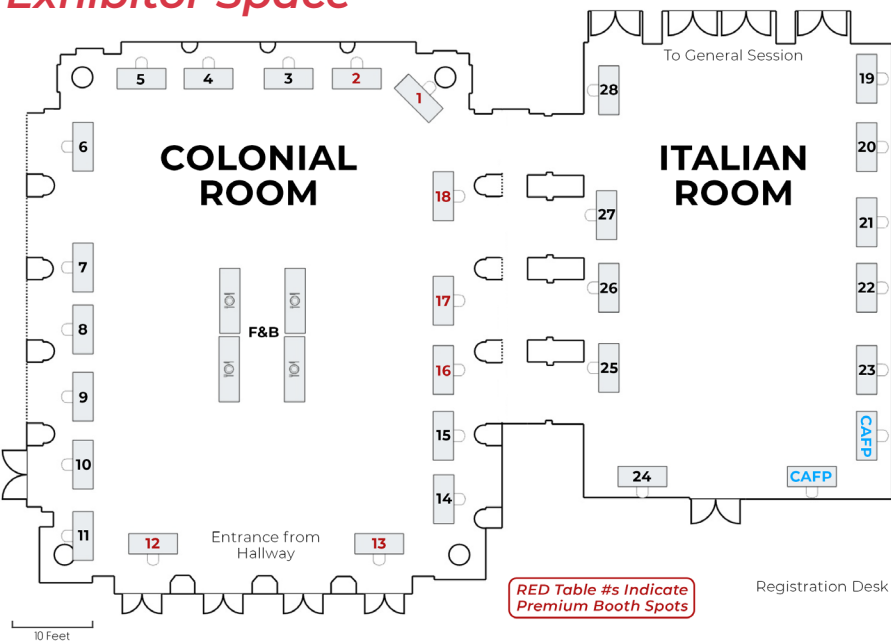
### Saturday, April 23

|                 |  |
|-----------------|--|
| 6:45 - 7:15 am  | Wellness Time                          |
| 7:00 - 8:00 am  | Breakfast/Exhibits (Colonial Room)     |
| 8:00 - 9:15 am  | CME Sessions (Grand Ballroom)          |
| 9:15 - 9:30 am  | Exhibit Break                          |
| 9:30 - 12:30 pm | CME Sessions (Grand Ballroom)          |
| 12:30 - 1:30 pm | Luncheon (Box Lunches in Exhibit Hall) |
| 1:30 - 1:45 pm  | Exhibit Break                          |
| 1:45 - 3:15 pm  | CME Sessions (Grand Ballroom)          |
| 3:30 pm         | Exhibits Program Ends                  |

### Sunday, April 24

|               |   |
|---------------|---|
| 7:00-8:15 am  | CAFP Foundation FundRun   |
| 8:15-9:15am   | Breakfast/Table Talks: The latest issues for family medicine physicians |
| 9:30-12:45 pm | CME Sessions (Grand Ballroom)   |

## Exhibitor Space



# Other Promotional Opportunities

## Meeting Wifi 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!

## Happy Hour Supporter

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

Welcome attendees at Friday evening's All-Member Happy Hour! CAFP will make a splash in the conference app just before the event by highlighting your company's sponsorship and will have prominent signage at all f/b stations with your name. This sponsorship also includes verbal recognition at the event and in pre- and post- conference communications.

## Celebration Luncheon

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

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



## Sunday Breakfast

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

Be one of the companies (or the only company) providing the attendees breakfast on Sunday during their table talk discussions! This promotion includes recognition at the breakfast.

## Swag Sponsor

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

Provide registrants with conference swag that includes your brand. From face masks and conference tote bags to items of your choice 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!







# Application Form

For questions, please contact Anita Charles at [acharles@familydocs.org](mailto:acharles@familydocs.org) or (415) 231-2134.

All participants **MUST BE VACCINATED** to attend event in San Francisco in accordance with San Francisco County Public Health Orders. Promotional opportunities are subject to CAFP approval to ensure compliance with ACCME guidelines including the standards for Integrity and Independence in Accredited Continuing Education.

Complete this form online at <https://www.tfaforms.com/4949394>, or return by mail to 816 21st Street, Sacramento, CA 95811. (CAFP Tax ID # 94-1149565.)

## 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 (\$10,000) \_\_\_\_ Gold (\$7,500) \_\_\_\_ Silver (\$5,000) \_\_\_\_ Bronze (\$3,500)

### Exhibitor:

\_\_\_\_ Standard (\$2,500) \_\_\_\_ Premium (\$2,900)

Preferred booth location (list 3): \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

## Other promotional opportunities:

- \_\_\_\_ Meeting Wifi Code (\$8,000)
- \_\_\_\_ Happy Hour - Exclusive (\$5,000)
- \_\_\_\_ Happy Hour - Shared (\$2,500)
- \_\_\_\_ Sunday Breakfast - Exclusive (\$5,000)
- \_\_\_\_ Sunday Breakfast - Shared (\$2,500)
- \_\_\_\_ Celebration Luncheon - Exclusive (\$8,500)
- \_\_\_\_ Celebration Luncheon - Shared (\$5,000)
- \_\_\_\_ SWAG (\$1,000)
- \_\_\_\_ Treasure Hunt (\$100)

Other Notes: \_\_\_\_\_

## 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: \_\_\_\_\_