

FAMILY MEDICINE

**POP!**

PRISM OF PRACTICE

**SUPPORTER &  
EXHIBITOR KIT**

**AUGUST 23-25, 2024  
ORANGE COUNTY, CA**

**HILTON ORANGE COUNTY/COSTA MESA  
3050 BRISTOL ST., COSTA MESA, CA 92626**

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



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

# Supporter Opportunities

The California Academy of Family Physicians (CAFP) invites you to participate at our newly branded, annual event - Family Medicine POP! Join us in celebrating the prism of practice and spectrum of family medicine. This event is a joint effort between CAFP and the CAFP Foundation to provide a learning community for all our members, ranging from medical students to residents, attendings to faculty, and early career physicians to active/retired members.

POP is not only our largest educational event for current and future family physicians, but also the largest gathering of Family Medicine Residency Programs in the state. For our supporters, there will be new and exciting ways to connect with learners – and we expect record-breaking attendance.

POP 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 emails, webinars and social media recognition. The conference app, social media and CAFP's website allow for valuable recognition and exposure with primary care providers throughout the state. These promotions will reach all CAFP members—not just conference registrants.

## Exhibit Highlights Include:

- More than 6 hours of dedicated exhibit time
- Access to all sessions and activities
- Networking opportunities with CAFP leadership
- Central location where all breaks take place
- Ability to reach a greater variety of members



### About Us:

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 CAFP Foundation is an educational 501(c)(3) dedicated to advancing the specialty of family medicine in California. Serving as the philanthropic arm of CAFP, the Foundation supports academic projects and scholarly activities that help medical students, family medicine residents and early career physicians succeed along the education-to-career continuum.

# Why Support POP?



## Enjoy Maximum Exposure

Place your company ahead of the competition and in front of key family physicians, residents and medical students in California. Primary care providers recognize the businesses and organizations that support POP and their specialty. CAFP's Board of Directors, CAFP's Foundation Board of Trustees, the Student-Resident Council, and other thought leaders and members from all practice types attend this meeting, and your support is recognized by them.

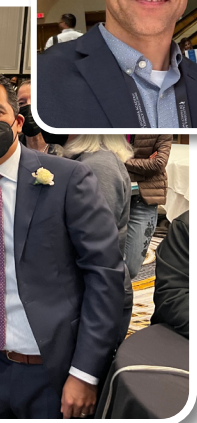
## Show Your Support of Family Medicine

With your support, 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, improving access to care for everyone, and fostering a diverse family physician workforce.



## Connect with the Best and the Brightest

POP is expected to attract more than 500 experienced family physicians, primary care clinicians, medical students, residents, and family medicine residency faculty from a variety of education, training and health care practice settings. Supporting POP is the best way to connect with some of the most talented and influential medical professionals in the state.



## Hilton Orange County/Costa Mesa

Located just five minutes from John Wayne Airport and just a few minutes from South Coast Plaza Shopping Resort, the Hilton Orange County/Costa Mesa is an ideal location for special events in Orange County. From their California Rim Cuisine to their proximity to the beaches, wineries and a wealth of arts and culture, it all adds up to one thing...a delicious slice of California life!

# Supporter Levels

(All Supporter Levels include an Exhibit Booth Package)

## Platinum Supporter - \$15,000

The Platinum Supporter is the highest level of support for POP, with extensive exposure of your brand in all conference materials and communications. Every attendee will know your name!

- Gold Supporter Benefits, AND
- Banner ad in conference app
- Recognition in all social media outlets
- Company name or logo on all attendee badges
- Additional full conference registrations (5 total)

## Gold Supporter - \$10,000

The Gold Supporter is the second highest level of recognition for POP, and includes opportunities to drive business for your organization with better and more exhibit spaces.

- Silver Supporter Benefits, AND
- Additional booth at the Residency Fair
- Additional full conference registrations (4 total)

## Silver Supporter - \$7,500

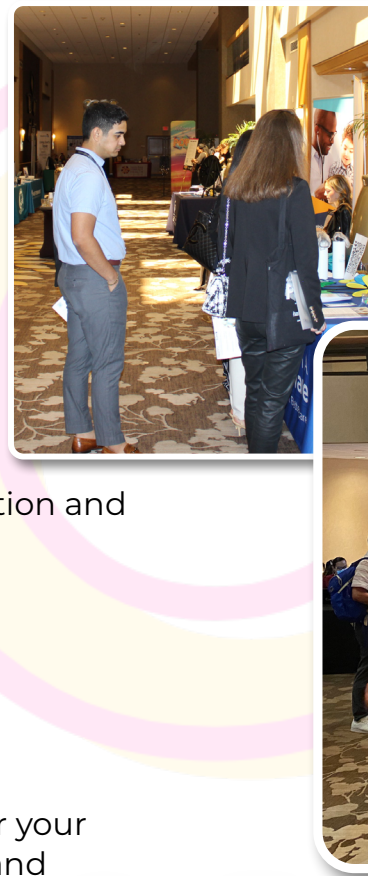
The Silver Supporter drives website traffic and brand visibility for your organization through pre- and post-conference communication and exhibit booth.

- Bronze Supporter Benefits, AND
- Company name or logo on all attendee tote bags
- Additional full conference registrations (3 total)

## Bronze Supporter - \$5,000

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

- Premium, highly visible booth near main conference space
- Promotion at supporter level on conference app and website
- Logo/link visibility in all pre- and post-conference promotions
- Attendee registration list
- Two (2) full conference registrations
- All items in the Exhibit Booth Package



# Exhibitor Opportunities



## **Exhibit Booth Package      \$2,800**

Includes one 6'x3' table top exhibit booth, two chairs and trash can. Includes access to exhibitor space and meals for two individuals. Organization name and booth location highlighted within the conference app. 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.



## **Exhibitor 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. On Saturday afternoon, we will raffle off the \$100 cash prizes and recognize the contributing companies. We are limiting this opportunity to the first 10 exhibitors that sign up to participate.



ved quickly and securely,  
plication Form online at

# POP Schedule

## Schedule

\*Subject to change

### Friday, August 23

8:00 am - 12:00 pm

9:00 am - 12:00 pm

12:00 pm

1:00 - 2:45 pm

2:45 - 3:00 pm

3:00 - 5:30 pm

5:30 - 7:00 pm

Optional Workshops

Exhibitor Setup

Exhibits Open

Opening/Educational Sessions

Refreshments with Exhibitors

Educational Sessions

Reception and Exhibits

### Saturday, August 24

7:00 - 8:00 am

8:00 - 9:45 am

9:45 - 10:00 am

10:00 - 12:00 pm

12:00 - 1:00 pm

1:00 - 1:15 pm

1:15 - 3:00 pm

3:00 - 3:30 pm

3:30 - 6:30 pm

Breakfast/Exhibits

Educational Sessions

Refreshments with Exhibitors

Educational Sessions

Luncheon

Exhibit Break

Educational Sessions

Refreshments with Exhibitors

Residency Recruitment Fair

### Sunday, August 25

8:00 am - 12:30 pm

12:30 - 4:30 pm

Educational Sessions

Optional Workshops



# Other Promotional Opportunities

## **Meeting Wifi Access**

***\$8,000 exclusive***

Use your company's name as the official conference Wifi password.

## **Happy Hour Reception**

***\$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 other – your imagination is the limit! Also includes verbal recognition at the event and in pre- and post- conference communications.

## **CAFP Foundation Awards Breakfast**

***\$5,000 exclusive***

Support the CAFP Foundation, a 501(c)3 tax deductible organization, by providing attendees breakfast on Saturday as we celebrate family medicine leaders! Includes promotional signage and recognition during the breakfast.

## **Celebration Luncheon**

***\$5,000 shared / \$10,000 exclusive***

Be one of the companies (or the only company) providing the attendees lunch on Saturday as we celebrate our family medicine leaders! Includes promotional signage and recognition at the luncheon.

## **Residency Recruitment Fair**

***\$5,000 exclusive***

Support the CAFP Foundation, a 501(c)3 tax deductible organization, by sponsoring the residency recruitment fair which draws a cross-section of medical students, residents and program staff from across California. Includes promotional signage, a dedicated exhibit table, and recognition during the fair.

## **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! Includes promotional signage and recognition during the breakfast.

## **Swag Sponsor**

***\$1,500 + cost/mailing of item***

Provide registrants with conference swag that includes your brand. By showcasing your brand to attendees, you gain added exposure each time attendees reach for their materials. For example, your organization could provide reusable water bottles, t-shirts, pens, notebooks or other promotional item.

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

# Application Form

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

*Promotional opportunities are subject to CAFP approval to ensure compliance with ACCME guidelines including the Standards for Integrity and Independence in Accredited Continuing Education. Return this form by mail to: 816 21st Street, Sacramento, CA 95811, or fax to (916) 447-1349. (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 (\$15,000) \_\_\_\_ Gold (\$10,000) \_\_\_\_ Silver (\$7,500) \_\_\_\_ Bronze (\$5,000)

### Exhibitor:

\_\_\_\_ Exhibit Booth Package (\$2,800)

### Other promotional opportunities:

- \_\_\_\_ Meeting Wifi Access (\$8,000)
- \_\_\_\_ Happy Hour Reception – Exclusive (\$5,000)
- \_\_\_\_ Happy Hour Reception – Shared (\$2,500)
- \_\_\_\_ Saturday Foundation Awards Breakfast (\$5,000)
- \_\_\_\_ Celebration Luncheon – Exclusive (\$10,000)
- \_\_\_\_ Celebration Luncheon – Shared (\$5,000)
- \_\_\_\_ Residency Fair Supporter (\$5,000)
- \_\_\_\_ Sunday Breakfast – Exclusive (\$5,000)
- \_\_\_\_ Sunday Breakfast – Shared (\$2,500)
- \_\_\_\_ SWAG (\$1,500)
- \_\_\_\_ Exhibitor Treasure Hunt (\$100)

**Complete this form online:**

[www.tfaforms.com/5095838](http://www.tfaforms.com/5095838)

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: \_\_\_\_\_

*\*In addition to payment, please send a high-resolution company logo (JPG or PNG preferred) to Anita Charles at [acharles@familydocs.org](mailto:acharles@familydocs.org).*