

SUPPORTER & EXHIBITOR KIT

FAMILY MEDICINE **POP!** PRISM OF PRACTICE

**SEPTEMBER 5-7, 2025
SAN DIEGO, CA**

**PARADISE POINT RESORT
1404 VACATION RD.
SAN DIEGO, CA 92109**



Investing in the future of family medicine



San Diego Academy of Family Physicians



Supporter Opportunities

The California Academy of Family Physicians (CAFP) invites you to be part of Family Medicine POP, to join us as we celebrate the prism of practice and the spectrum of family medicine. This vibrant gathering, co-hosted by CAFP and the CAFP Foundation, brings together a dynamic learning community, ranging from medical students and residents, attendings to faculty, and early career physicians to active physicians.

As California's largest educational event for current and future family physicians, Family Medicine POP is also home to the largest gathering of Family Medicine Residency Programs in the state. For our supporters, there will be opportunities to connect with the next generation of family physicians in new and meaningful ways.

A range of supporter opportunities is available, providing meaningful ways to engage with CAFP members and highlight organizations in a way that best aligns with their goals. General meeting support offers valuable visibility through pre and post conference emails, webinars, and social media recognition. In addition, the conference app, CAFP website, and social media channels extend brand exposure beyond conference attendees to primary care providers across California. Supporter status also includes the opportunity to exhibit. However, for those interested in exhibiting only, a separate exhibitor option is available.

Why Support Family Medicine POP?

Visibility and Recognition

Family Medicine POP offers unmatched exposure, positioning organizations in front of California's key family physicians, residents, and medical students. Primary care providers value the businesses and organizations that invest in their specialty and their professional growth. Attendees include CAFP's Board of Directors, CAFP Foundation's Board of Trustees, the Student-Resident Council, and leading voices from all practice settings, ensuring that support is seen and appreciated by those shaping the future of family medicine.

Champion Family Medicine

Supporting POP is more than just sponsorship, it is a commitment to the heart of primary care. Family medicine is built on the following core values: preventing illness before it begins, treating the whole patient, building healthy communities, stewarding resources responsibly, improving access to care, and fostering a diverse physician workforce. By investing in this event, organizations play an essential role in strengthening these principles and advancing the specialty.

Engage with Top Medical Professionals

POP is expected to welcome more than 500 family physicians, primary care clinicians, medical students, residents, and family medicine residency faculty from a wide range of education, training, and health care settings. Supporting Family Medicine POP is a strategic way to build relationships, showcase innovations and solutions, and contribute to the future of primary care in California.

Paradise Point Resort, San Diego, CA

Paradise Point Resort is a tropical oasis that offers lush gardens, sandy beaches, and stunning waterfront views just minutes from downtown San Diego. With resort-style amenities, bungalow-style accommodations, and award-winning dining, it's the perfect setting for a memorable event experience.



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.

Supporter Levels

(All Supporter Levels include an Exhibit Booth Package)

Platinum Supporter - \$15,000

The ultimate level of support, offering maximum exposure in all conference materials and communications. Every attendee will know the name behind this top-tier sponsorship! This package also includes premium exhibit space for direct engagement with attendees.

Includes all Gold Supporter benefits, PLUS:

- Banner ad in the conference app
- Recognition across all social media platforms
- Company name or logo featured on attendee badges
- Additional four (4) full conference registrations
- Digital or print advertising opportunities

Gold Supporter - \$10,000

The second-highest level of recognition, designed to maximize engagement and business opportunities with premium exhibit space.

Includes all Silver Supporter benefits, PLUS:

- Additional booth at the Residency Fair
- Additional three (3) full conference registrations

Silver Supporter - \$7,500

Boost website traffic and brand visibility through pre- and post-conference promotions, plus an impactful exhibit booth presence.

Includes all Bronze Supporter benefits, PLUS:

- Company name or logo featured on all attendee tote bags
- Additional two (2) full conference registrations

Bronze Supporter - \$5,500

A great way to drive engagement and brand recognition through key conference promotions and premium exhibit placement.

- Highly visible booth near the main conference space
- Recognition at the Bronze level on the conference app and website
- Logo/link visibility in all pre- and post-conference promotions
- Access to the attendee registration list
- Additional full conference registration
- All items included in the Exhibit Booth Package

Exhibitor Opportunities



Exhibit Booth Package \$3,000

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.

Exhibit Highlights Include:

- 4+ hours of dedicated exhibit time
- Networking opportunities with CAFP leadership
- Central location near break activities
- Ability to reach a greater variety of members
- Includes meals

Reserve a Premium Spot - Become a Supporter
Those that support at the Supporter Level will receive a guaranteed exhibitor spot and will be placed in a premium location to maximize exposure!



Exhibitor Treasure Hunt \$100

Drive even more traffic to your booth by participating in our Exhibitor Treasure Hunt! For just a \$100

contribution, you'll support a cash prize that encourages attendees to visit your booth. 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.



To ensure your application is received quickly and securely, please contact Anita Charles at acharles@familydocs.org or by phone at (415) 231-2134. We look forward to working with you!

Schedule

*Subject to change

Friday, September 5

7:00 - 9:00 am	Exhibitor Setup
8:00 - 10:00 am	Pre-Conference Workshops
9:00 am	Exhibits Open
10:00 am - 12:30 pm	Opening & Sessions
12:30 - 1:30 pm	Lunch and Exhibits
1:30 - 1:45 pm	Refreshments with Exhibitors
1:45 - 3:15 pm	Sessions
3:15 - 3:30 pm	Refreshments with Exhibitors
3:30 - 4:45 pm	Sessions
4:30 - 6:00 pm	Reception and Exhibits

Saturday, September 6

8:00 - 9:00 am	Breakfast and Exhibits
9:00 - 10:15 am	Sessions
10:15 - 10:25 am	Refreshments with Exhibitors
10:25 am - 12:30 pm	Sessions
12:30 - 1:30 pm	Networking Lunch
1:30 - 1:45 pm	Exhibit Break
1:45 - 3:15 pm	Sessions
3:15 - 3:30 pm	Refreshments with Exhibitors
3:15 - 6:15 pm	Residency Recruitment Fair
3:30 - 5:30 pm	Sessions
5:30 - 5:45 pm	Refreshments with Exhibitors

Sunday, September 7

8:00 - 9:15 am	Breakfast and Awards
9:15 am - 12:00 pm	Sessions
12:00 - 4:00 pm	Post-Conference Workshops



Meeting Wifi Access

\$8,000 exclusive

Sponsor the official conference WiFi and have your company's name as the password! Every time attendees log in, they'll see your brand. Includes signage listing your organization as the WiFi sponsor at registration.

Happy Hour Reception

\$3,000 shared / \$6,000 exclusive

Welcome attendees to Friday evening's Happy Hour Reception and make a splash with your brand. You can even create your own unique "engagement event" like a wine tasting, cocktail-making session, or something else fun, the possibilities are endless! Plus, get verbal recognition at the event and in pre- and post-conference communications.

CAFP Foundation Networking Mixer

\$7,000 exclusive

Support the CAFP Foundation, a 501(c)3 tax deductible organization, by supporting a networking mixer for students and residents as they expand their networks and develop mentors. Includes promotional signage and recognition during the event.

Networking Luncheon

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

This is your chance to support lunch for attendees and get your brand recognized with signage during the event. You can choose to share the spotlight or go all in as the exclusive supporter.

Residency Recruitment Fair

\$6,000 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 Awards

\$3,000 shared / \$6,000 exclusive

Be one of the companies (or the only company) providing the attendees breakfast on Sunday, as we celebrate family medicine leaders! Includes promotional signage and recognition during the breakfast.

Swag Sponsor

\$1,500 + cost/ mailing of item

Make a lasting impression by providing registrants with branded conference swag! Whether it's water bottles, t-shirts, pens, or something unique, your brand will be in attendees' hands throughout the event and long after. Showcase your products and keep your brand top of mind!

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

Application Form

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

Thank you for your interest in supporting and exhibiting at POP! Please note that exhibitor placement is not guaranteed, as all applications are carefully reviewed. The CAFP team strives to ensure that the solutions and services offered align with the needs of our conference attendees. While we do our best to accommodate all applications, CAFP reserves the right to accept or reject any submission based on our selection criteria.

To express your interest, please complete the application form. After we confirm your participation, we will send you a link to provide payment.

Complete this form online: www.tfaforms.com/5172397. Or Return this form by email to acharles@familydocs.org or by 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 (\$5,500)

Exhibitor:

_____ Exhibit Booth Package (\$3,000)

Complete this form online:

www.tfaforms.com/5172397

Other promotional opportunities:

_____ Meeting Wifi Access (\$8,000)

_____ Happy Hour Reception – Exclusive (\$6,000)

_____ Happy Hour Reception – Shared (\$3,000)

_____ Foundation Networking Mixer (\$7,000)

_____ Networking Luncheon – Exclusive (\$10,000)

_____ Networking Luncheon – Shared (\$5,000)

_____ Residency Fair Supporter (\$6,000)

_____ Sunday Breakfast – Exclusive (\$6,000)

_____ Sunday Breakfast – Shared (\$3,000)

_____ SWAG (\$2,000 + cost/mailling item)

_____ Exhibitor Treasure Hunt (\$100)

Other Notes:

Payment Type

_____ Check enclosed or forthcoming

(Please make check payable to California Academy of Family Physicians.)

_____ Credit Card

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