

August 21-23, 2026
San Diego, CA

FAMILY MEDICINE

POP!

PRISM OF PRACTICE

Supporter Kit

California's Largest Family Medicine Gathering

The California Academy of Family Physicians (CAFP) invites you to support Family Medicine POP!, a statewide gathering of family physicians, residents, and medical students, providing continuing education and a forum for building connections.

Co-hosted by CAFP, the CAFP Foundation, and the San Diego AFP, POP! brings together individuals across all stages of training and practice to learn from one another, share perspectives and expertise, and strengthen clinical practice. In 2025, POP! welcomed more than 600 attendees and hosted California's largest gathering of Family Medicine Residency Programs, uniting trainees and active physicians in a shared learning environment.

Supporters play a visible role in this community while gaining valuable exposure across conference platforms. A variety of supporter opportunities are available, providing meaningful ways to engage with attendees and to showcase your organization.



 (415) 345-8667

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 familydocs.org/pop



San Diego Academy of
Family Physicians



About Us

California Academy of Family Physicians, CAFP Foundation, & San Diego AFP

The California Academy of Family Physicians (CAFP) is the largest chapter of the American Academy of Family Physicians and is dedicated to advancing the family medicine specialty in California. We proudly represent more than 11,000 members.

The CAFP Foundation is the 501(c)(3) philanthropic arm of CAFP. We advance family medicine by supporting scholarly activities that help medical students, family medicine residents and early career physicians succeed along the education-to-career continuum.

The San Diego Academy of Family Physicians (SDAFP) mission is to educate and support the local family medicine community in order to promote professional and personal growth for its members and to advocate for family centered care for all San Diegans.



Why Support Family Medicine POP?

Visibility and Recognition

Family Medicine POP provides unmatched exposure, placing your organization 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 professional growth. Attendees include CAFP's Board of Directors, CAFP Foundation's Board of Trustees, the Student-Resident Council, and leaders from diverse 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's a commitment to the heart of primary care. Family medicine is built on 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 draws more than 600 family physicians, primary care clinicians, medical students, residents, and residency faculty from a wide range of educational, training, and health care settings. Support offers a strategic opportunity to build relationships, showcase innovations, and contribute to the future of primary care in California.

Paradise Point Resort & Spa

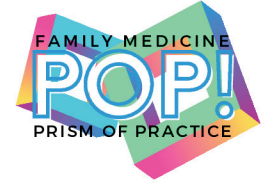
Set on a tropical waterfront just minutes from downtown San Diego, Paradise Point Resort offers lush gardens, sandy beaches, bungalow-style accommodations, and award-winning dining. It's the perfect setting for a memorable event experience.





Supporter Levels

Flexible Supporter Levels Tailored to You



Platinum Supporter

\$15,000

The ultimate level of support, offering maximum exposure in all conference materials and communications. Position your organization as a leading supporter of family medicine in California. 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
- 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
- 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
- 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 in the conference main lobby
- Recognition on the conference app and website
- Logo/link visibility in all pre- and post-conference promotions
- Post-conference access to the attendee registration list
- One (1) full conference registration
- All items included in the Exhibit Booth Package

Supporters are guaranteed exhibit space, and gain exposure and an opportunity to connect with California's family medicine community in meaningful ways!

Exhibitor Opportunities



Exhibit space is guaranteed with all Supporter packages, including priority placement. Only a very limited number of exhibit-only spaces may be available.

Exhibit Booth Only - \$3,000

Exhibit space is limited and offered first to Supporters. Organizations purchasing an Exhibit Booth Only package will be confirmed only after all Supporter placements have been finalized. The package 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 areas
- Ability to reach a greater variety of members
- Includes meals

Exhibitor Engagement Raffle - \$100

Drive more traffic to your table by participating in our Exhibitor Engagement Raffle! With a \$100 contribution, your organization will be listed on the official raffle card distributed to attendees. Attendees must visit all participating exhibitors to be entered into the raffle. Participating exhibitors will be recognized during the raffle drawing on Saturday.



POP Schedule

(subject to change)

Friday, August 21

- 8:00 - 10:00 am: Pre-Conference Workshops
- 7:00 - 9:00 am: Exhibitor Setup
- 9:00 am: Exhibits Open
- 10:00 am - 12:20 pm: Opening & Sessions
- 12:20 - 1:20 pm: Awards Luncheon and Exhibits
- 1:20 - 1:45 pm: Exhibit Break
- 1:45 - 3:15 pm: Sessions
- 3:10 - 3:25 pm: Exhibit Break
- 3:25 - 5:00 pm Sessions
- 5:00 - 6:30 pm: Reception and Exhibits

Saturday, August 22

- 7:30 - 8:30 am: Breakfast
- 8:30 - 8:45 am: Exhibit Break
- 8:45 - 9:45 am: Keynote
- 9:45 - 10:00 am: Exhibit Break
- 10:00 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: Exhibit Break
- 3:30 - 6:30 pm: Residency Recruitment Fair
- 3:30 - 5:00 pm: Sessions

Sunday, August 23

- 8:00 - 9:00 am: Breakfast
- 9:00 am - 12:00 pm: Sessions
- 12:30 - 4:30 pm: Post-Conference Workshops

Other Promotional Opportunities



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 - Welcome Reception \$4,000 shared / \$8,000 exclusive

Welcome attendees to Friday evening's Happy Hour Reception and showcase your organization in a memorable way. You can even create your own unique engagement event, such as a wine tasting, cocktail making session, or another fun experience. The possibilities are endless. You will also receive verbal recognition at the event and in pre- and post- conference communications.

Networking Luncheon \$6,000 shared / \$12,000 exclusive

Support lunch for attendees while putting your brand front and center. As a participating organization, you will receive on-site signage recognition during the event, either as a co-sponsor or as the exclusive supporter.

Residency Recruitment Fair \$5,000 exclusive

Connect with the next generation of family physicians. Support the Residency Recruitment Fair, hosted by the CAFP Foundation, a 501(c)(3) organization. This event draws medical students, residents, and program staff from across California and includes promotional signage, a dedicated exhibit table, and recognition during the fair, giving your organization meaningful visibility with emerging family medicine leaders.

Chief Resident Leadership Workshop \$5,000 exclusive

Invest in the next generation of family medicine leaders. Support the Chief Resident Leadership Workshop, a multi-part, skills-focused program that equips incoming chiefs with practical tools in leadership, communication, conflict resolution, and managerial confidence. Sponsorship includes recognition during the workshop, promotional visibility, and the opportunity to connect directly with rising leaders from residency programs across California, while aligning your organization with a long-standing tradition of mentorship and professional development in family medicine.

Swag Sponsor \$2,000 + cost/mailling of item

Make a lasting impression by providing registrants with branded conference swag! Whether it's 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!

Lanyards Sponsor \$3,500

Put your organization front and center! As the official lanyard sponsor, your logo will be seen by every attendee throughout POP!, providing high-visibility brand recognition.



Application Form

2026 Family Medicine POP!

Thank you for your interest in participating as a Supporter and/or exhibitor at POP! All applications are reviewed to ensure alignment with the educational goals of the conference and the needs of our attendees. While we strive to accommodate as many organizations as possible, CAFP reserves the right to accept or decline applications based on these criteria.

To express your interest, please complete the application form. Applications will be reviewed on a rolling basis. Once your participation is confirmed, you will receive a payment link and next steps to finalize your placement. We encourage early submission to maximize your opportunity for participation and preferred placement.

Complete this form online: www.tfaforms.com/5216769. 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 Only (\$3,000)

Other promotional opportunities:

- Meeting Wifi Access (\$8,000)
- Happy Hour Reception - Exclusive (\$8,000)
- Happy Hour Reception - Shared (\$4,000)
- Networking Luncheon - Exclusive (\$12,000)
- Networking Luncheon - Shared (\$6,000)
- Residency Recruitment Fair Supporter (\$5,000)
- Chief Resident Workshop Supporter (\$5,000)
- SWAG (\$2,000 + cost/mailling item)
- Lanyards (\$3,500)
- Exhibitor Engagement Raffle (\$100)

Comments for CAFP:

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

We look forward to considering your participation and working together to make POP! a great success!

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