



**BREAKING  
BOUNDARIES**

**FMX** | *Virtual*  
FAMILY MEDICINE  
EXPERIENCE | SEPT. 28-OCT. 2, 2021

**EXHIBITOR + SPONSORSHIP OPPORTUNITIES**

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# WHY EXHIBIT?

Last year, our first-ever virtual Family Medicine Experience (FMX) proved that **connecting with one another can happen from anywhere**. And this year is going to be even better!

**The Xchange** is our reimagined, enhanced exhibitor environment. You'll engage with a captive audience of family physicians plus:

## IMPROVE LEAD CAPTURE

Includes increased visibility to promote your brand and boost lead generation to secure qualified prospects

## STREAMLINE OFFERINGS

All exhibit package offerings and inclusions prioritize exhibitor needs and include traffic drivers

## EASILY FILTER EXHIBITORS

Includes search bar and product tag functionality

## OFFER NON-BOOTH OPTIONS

Identifies sponsorship opportunities that do not require an exhibit booth to assist with company goals like brand awareness

## DISTINGUISH CAREER RECRUITERS

Creates a different environment for career recruiters to build brand awareness

## INCLUDE GAMIFICATION

Enhances gamification opportunities and provides dedicated times in The Xchange to increase attendee traffic

## CLEARLY COMMUNICATE TO ATTENDEES

Increases communications for exhibitors and sponsors earlier in the planning process to set companies up for success

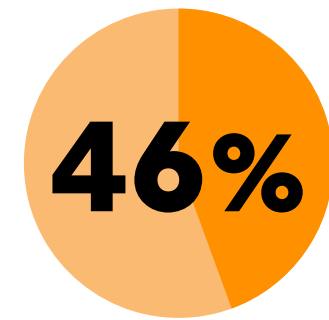
## PROVIDE MORE ACCESS TO THE XCHANGE

More time for attendees to explore exhibitor resources on their own time and setup one-on-one time to meet with you as well as robust reporting functionality to know who visited

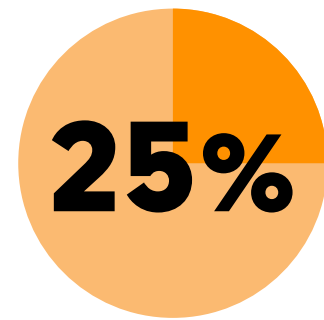


# ABOUT FMX 2021

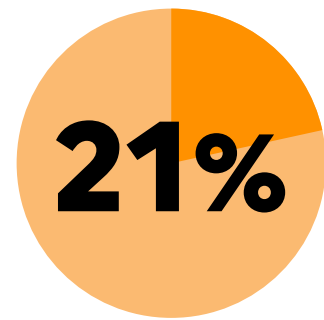
## WHO IS THE AAFP FAMILY PHYSICIAN?



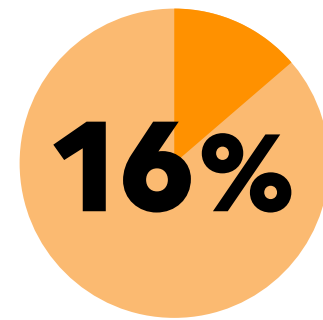
Female



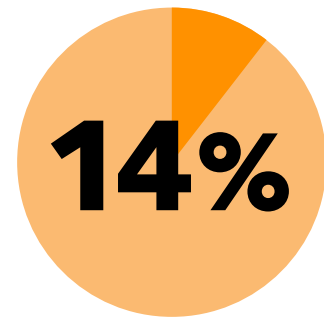
New Physicians



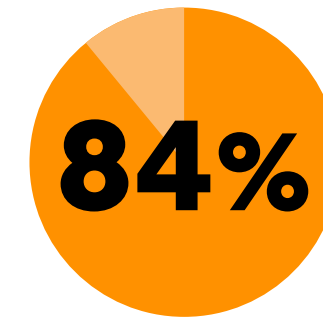
International Medical School Graduates



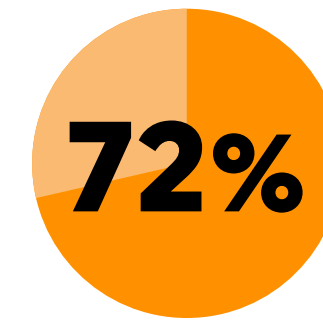
Rural Practicing Physicians



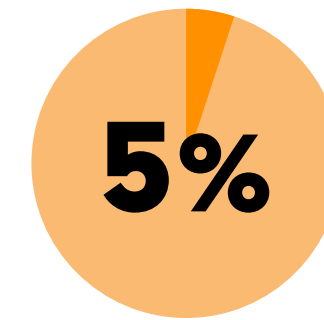
Doctors of Osteopathic Medicine



Practice in an Office Setting

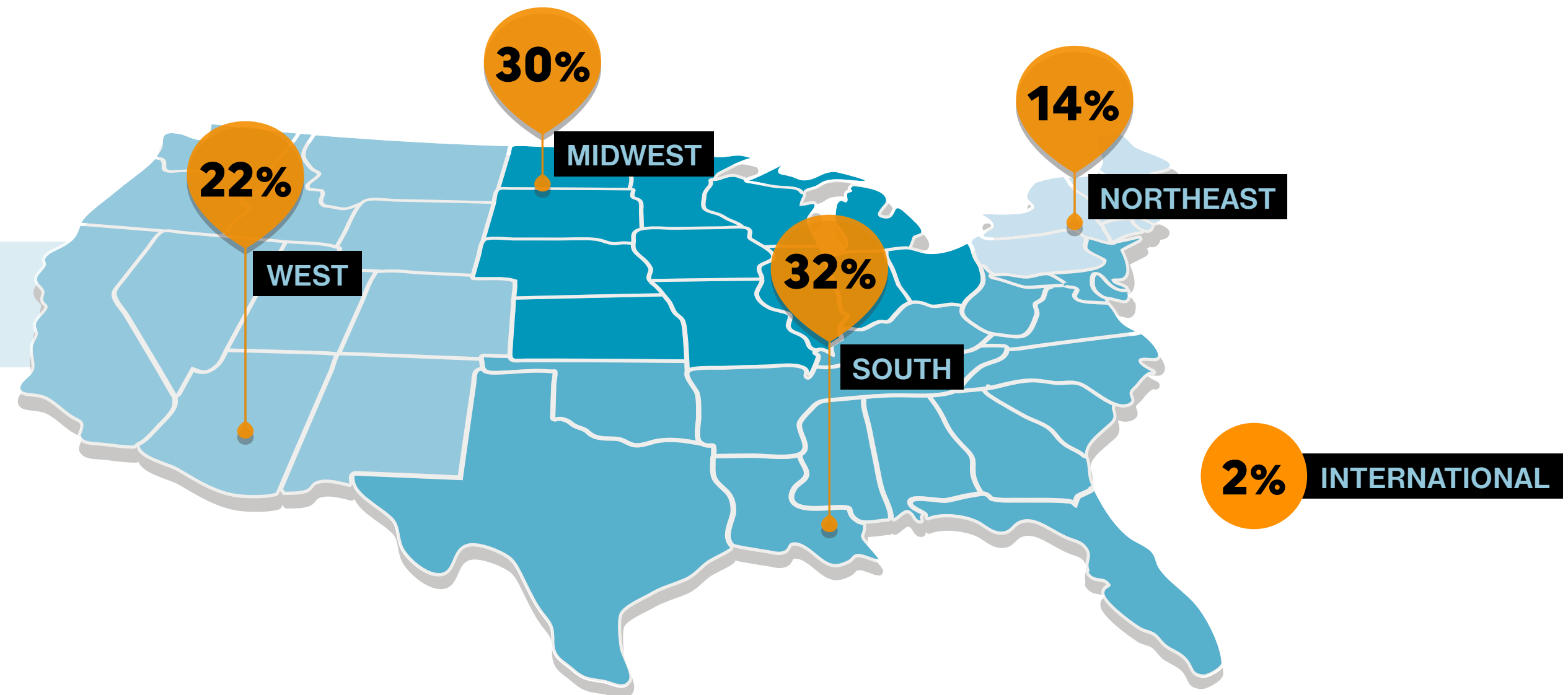


Employed Physicians



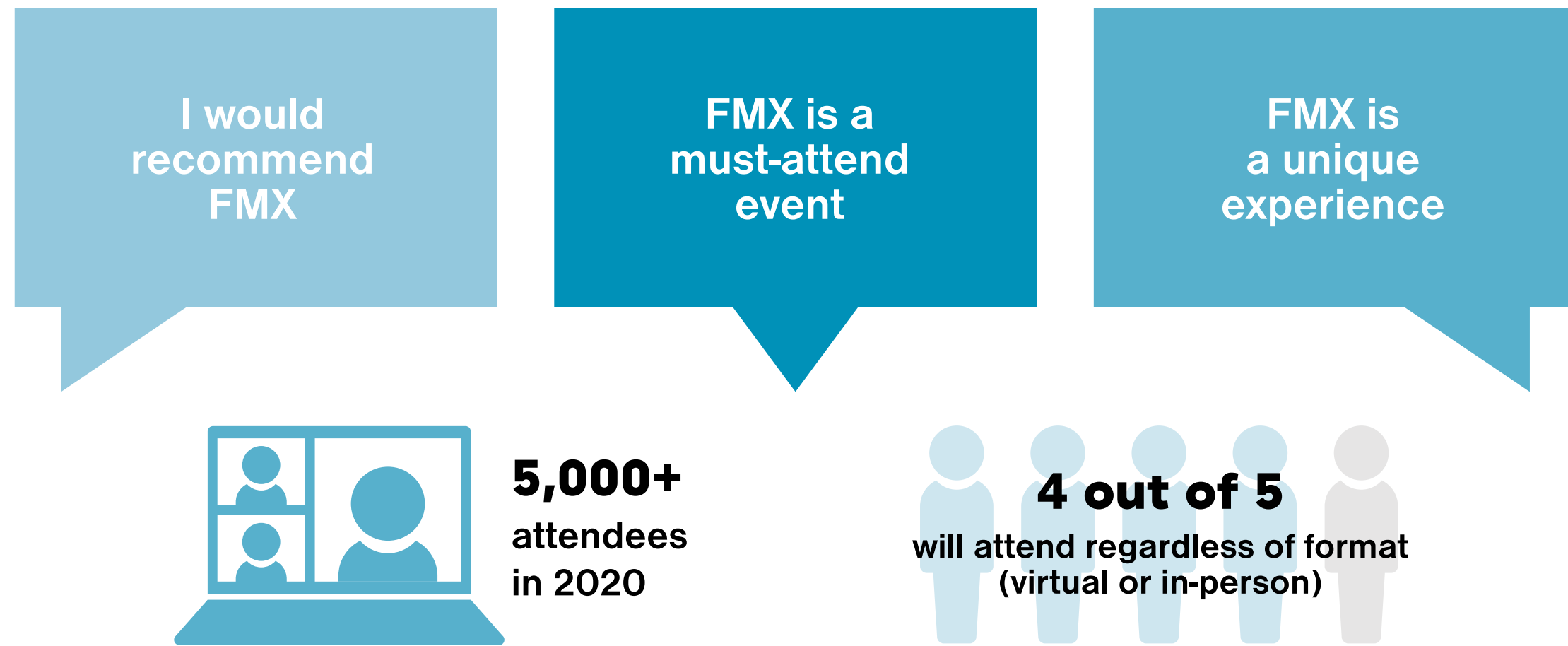
Direct Primary Care Physicians

## WHAT REGIONS ARE THEY FROM?

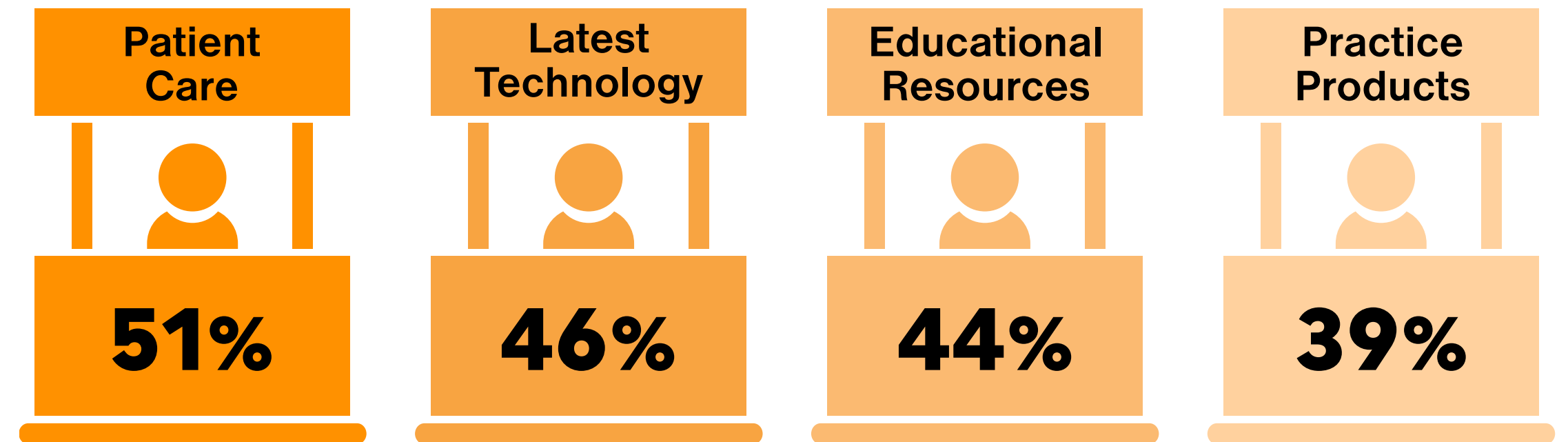


# ABOUT FMX 2021

## WHAT DID ATTENDEES SAY ABOUT FMX 2020?



## WHY DID THEY VISIT THE EXHIBIT HALL?



# EXHIBIT AT FMX

Join us in The Xchange with enhanced connection technology, live polling, and multiple resource listings. If you're looking for additional visibility outside of your booth, invest in one of our main exhibitor tracks for increased brand awareness. The three main exhibitor tracks include:



Trailblazers



Innovators



Groundbreakers

# EXHIBIT AT FMX

## INSIDE YOUR VIRTUAL BOOTH IN THE XCHANGE | \$3,100

### NEW IN 2021!

Powerful AI technology recommends your booth to interested attendees based on topics selected during registration. Your booth will be displayed to qualified leads on the homepage as well as in a full exhibit listing for all attendees. You will also receive four exhibit badges and access to all sessions, plus the full list of pre-registered attendees for further promotion.

This year's booth includes the following features to help you connect with your target audience, share thought leadership, and receive valuable attendee feedback:

- 1 Logo included in top left of booth
- 2 Video player with ability to embed Vimeo, YouTube, and Wistia video content
- 3 Customizable description for company or product information
- 4 1:1 meeting functionality with booth staff during designated time periods (through Platform or your organization's Zoom, WebEx, etc)
- 5 Multiple downloadable resources and documents including PDFs, presentations, links, and more (up to 10MB)
- 6 **NEW!** Live polling questions
- 7 Social media links including Facebook, Twitter, Instagram, and LinkedIn
- 8 Company contact information such as phone, email, and website
- 9 Standard logo listing on The Xchange page (220 x 130 pixels) (jpg or png)
- 10 Ability to select key topic tags to recommend your booth to attendees through the AI technology tool
- 11 Downloadable reports of booth visitors that includes attendee contact information, interests
- 12 Pre-registration list

### HAVE MORE THAN ONE PRODUCT?

Your booth can include multiple URLs and resources.

### DID YOU KNOW?

In 2020, there were:

- 81,811 booth engagements
- 46,833 booth visits
- 8,572 sponsor resource downloads

**1** Note: The AAFP logo and FMX branding have been used as placeholders throughout the deck to highlight your branding opportunities

**2**

**3**

**4** TALK WITH OUR TEAM  
Schedule a time to chat

**5** RESOURCES  
Learn more in our digital resource library

**6** Answer this question  
Your patient has a fever and a cough. Are they:

- 57% Dangerously sick with COVID-19?
- 29% Co-infected with influenza and rhinovirus?
- 14% Faking it to get out of work?
- 0% Don't guess! Know—with syndromic infectious disease testing from BioFire Diagnostics

**7** CONNECT WITH US

**8** VISIT WEBSITE

# EXHIBIT AT FMX

## TRAFFIC DRIVERS

**Enhanced for 2021!** Gamification is back and better than ever to drive interaction between FMX attendees, exhibitors, and sponsors.

The **FMXpedition Challenge** is open to all FMX attendees and consists of three games. Participants can earn points for specific exhibitor interactions. The more points a participant earns, the greater their chance at winning some fabulous prizes throughout the week.



### FMXPEDITION CHALLENGE

With every visit to an exhibitor booth, attendees can rack up points and increase their odds of winning great rewards.

- 1 point – Like a booth
- 3 points – Download a PDF or brochure
- 20 points – Schedule a meeting

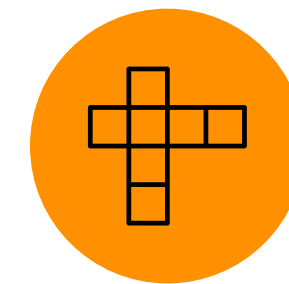
**Plus!** Enhanced exhibit packages provide point multipliers for further engagement.



### THE XCHANGE HIDDEN LOGO

During dedicated hours within The Xchange, we'll hide the FMX logo on one partner's page. Attendees will be rewarded with 20 points if they screenshot the FMX logo and email it to AAFP.

In addition, a Golden Logo will be concealed on a priority exhibitor's page each day. The first attendee to screenshot the Golden Logo and email it to AAFP will receive a \$25 gift card in addition to 30 points for finding and clicking on the page.



### THE XCHANGE TRIVIA CROSSWORD GAME

We'll release a new trivia crossword game daily based on the details found in our exhibitor booths. We'll work with your team to identify clues that require real participation with your booth to figure out the answers. Each day, whoever completes the crossword will be awarded gamification points, while the first attendee to complete each day can win a \$100 gift card.

## HOW THE POINT SYSTEM WORKS

Throughout the event (and in sponsorable email recaps) we'll share a live leaderboard of attendees with the most FMXpedition Challenge points. At the close of the event, we'll verify attendee point totals and send out a reward that corresponds with their total points, such as FMX swag, digital gift cards, etc.



# EXHIBIT AT FMX

**SOLD OUT**

**TRAILBLAZERS | \$28,000**

This track offers the base package (page 7) along with additional enhancements to keep your brand front and center, like exclusive branding opportunities, email marketing, push notification opportunities, and more.

## Best For

Exhibitors looking for the most features and exposure throughout FMX. This tier comes with enhanced training around 1:1 meeting capabilities to ensure key booth staff are prepared, along with premium advertising placements within the platform.

## Brand Visibility

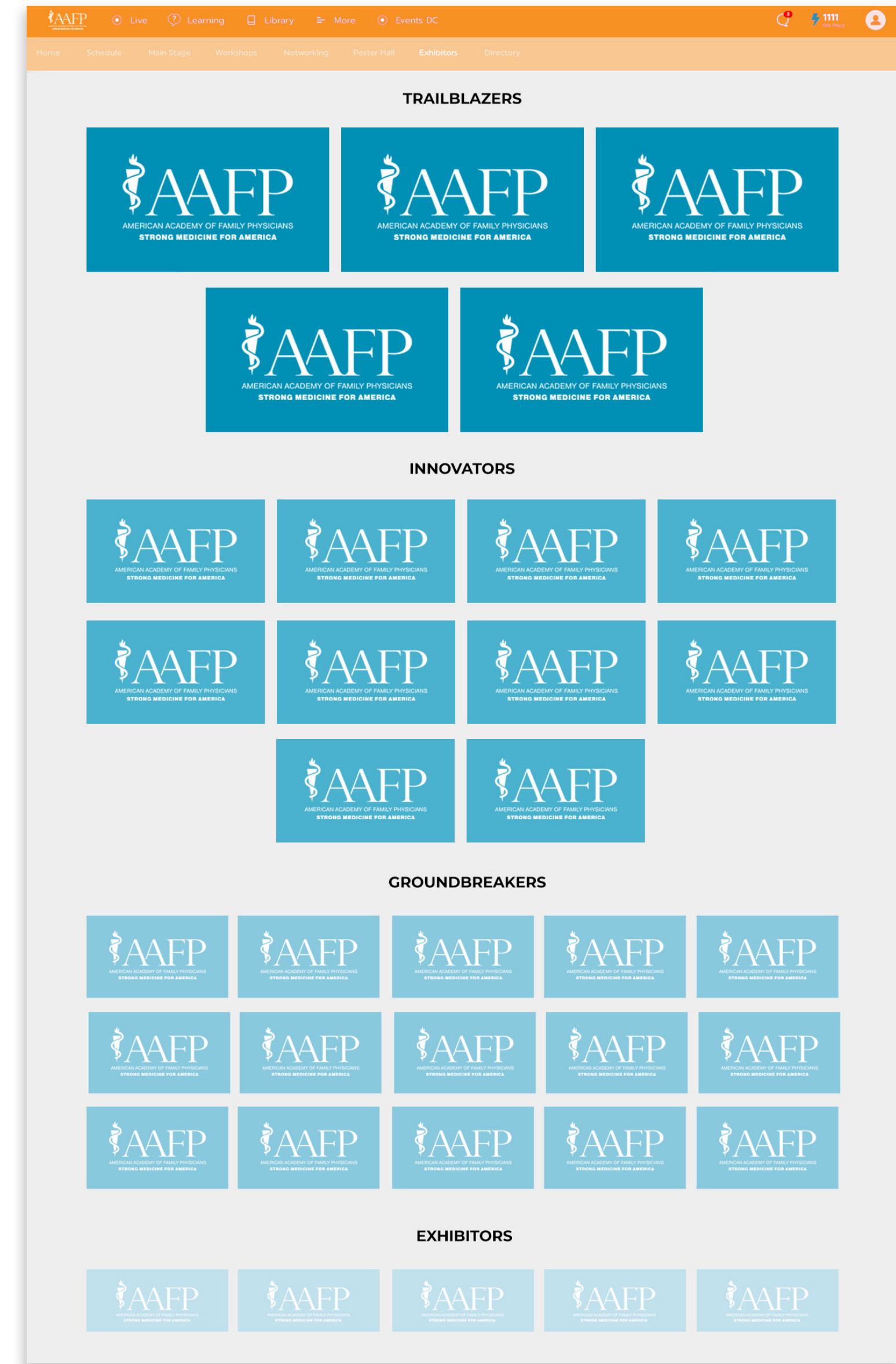
- Premium logo listing location at the very top of The Xchange page (380 x 224 pixels) (jpg or png)
- Premiere logo placement on the homepage
- Opportunity to click through to booth or external website
- (2) push notifications (1 pre-event, 1 during event days) sent to all attendees
- (1) logo placement on Attendee Welcome pre-event email
- Full-page ad in the FMX Program and Exhibit Guide
- Logo linked to booth on our enhanced exhibitor “Thank You” page inside the FMX Program and Exhibit Guide

## Booth Expansions

- 10x multiplier for gamification to encourage attendee traffic to your booth for engagement with polling questions and resources

## Brand Extension

- Take time off your design team with pre-made, co-branded FMX social media templates, for quick and easy social content (designed for LinkedIn, Instagram, Twitter, Facebook) for Trailblazers to post on their social channels
  - (1) FMX participation announcement
  - (1) Reminder to register and to visit your booth
  - (1) FMX is live! Reminder to visit your booth



# EXHIBIT AT FMX



## INNOVATORS | \$15,000

This track offers the base package (page 7) along with opportunities to increase brand awareness through digital ad placement, branded exhibit booth modifications, and enhanced gamification elements.

### Best For

Exhibitors looking for the most features and exposure throughout FMX.

### Brand Visibility

- Priority logo location on The Xchange page (280 x 165 pixels)
- Half-page ad in the FMX Program and Exhibit Guide
- Logo linked on “Thank You” page to exhibitors inside the FMX Program and Exhibit Guide
- (1) push notification sent to all attendees during event days driving traffic to your booth

### Booth Xpansions

- 5x multiplier for gamification to encourage attendee traffic to your booth and engagement with polling questions and resources



## GROUNDBREAKERS | \$7,500

This track offers the base package (page 7) along with increased visibility for your brand and enhanced booth modifications that are unique to package purchasers.

### Best For

Exhibitors who want a strong presence but are less interested in driving 1:1 meetings and prefer to offer resources instead.

### Brand Visibility

- Prime logo location on The Xchange page (220 x 130 pixels)
- Shared spread logo placement inside the FMX Program and Exhibit Guide with all Groundbreakers
- Logo linked on “Thank You” page to exhibitors inside the FMX Program and Exhibit Guide

### Booth Xpansions

- 3x multiplier for gamification to encourage attendee traffic to your booth and engagement with polling questions and resources



# SPONSOR AT FMX

Don't miss an opportunity to have all eyes on you at FMX 2021. These virtual sponsorship opportunities are designed with your goals and our attendees top of mind. Segmented into pre-, during, and post-event offerings, these opportunities will create a lasting brand affinity with FMX attendees.

# SPONSOR AT FMX

## PRE-EVENT

### DIGITAL ADVERTISING

Gain exposure before FMX officially kicks off by including your company ad on the FMX website. This website is the main source of information gathering and attendee registration.

#### FMX website, “large space” | Home Page Only | \$15,000

Leaderboard ad: 728 x 90 pixels (jpg or png)

Mobile ad: 320 x 50 pixels (jpg or png)

#### FMX website, “small space” | Home Page Only | \$8,500

Medium Box ad: 250 x 250 pixels (jpg or png)

#### FMX website – Schedule page, “large space” | \$7,500

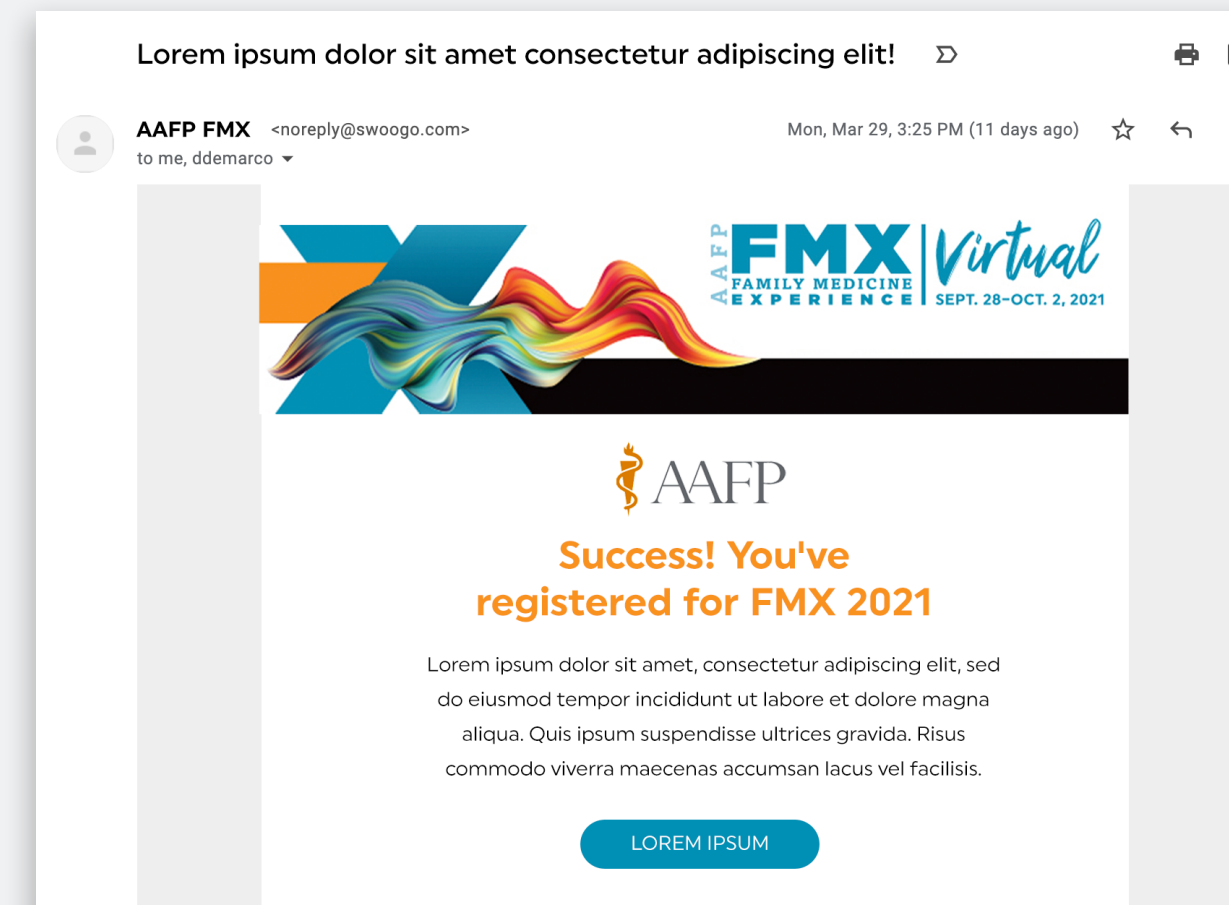
Leaderboard ad: 728 x 90 pixels (jpg or png)



## PRE-EVENT

### EMAIL MARKETING

Don't risk attendees not knowing your name—include your company ad on the key pre-registration and early bird FMX emails that highlight need-to-know attendee information with a reach of over 5,000 attendees.



#### Early Bird Deadline:

Mid-July | \$5,500 Materials due: July 1

**SOLD**

#### Advanced Registration Deadline:

Mid-August | \$6,500 Materials due: August 1

**SOLD**

**Specs:** Leaderboard ad,  
550 x 150 pixels (jpg or png)

#### Career Fair Announcement

Leaderboard ad | \$12,000  
550 x 150 pixels (jpg or png)

Medium Box ad | \$6,000 Materials due: August 31  
250 x 250 pixels (jpg or png)

#### Sent to approximately:

70,000 active members

### REGISTERED ATTENDEE EMAILS (APPROXIMATELY 5,000)

#### Registration Confirmation Email | \$9,250 **SOLD**

Key logo placement on the confirmation email ensures your brand is seen by each attendee after registration. Attendees likely view this more than once—getting additional views for more impact.

Logo specs: 190 x 220 pixels (jpg or png)

#### Your Virtual Assistant Email | \$10,000

Leaderboard ad: 550 x 150 pixels (jpg or png) | \$10,000

Medium Box ad: 250 x 250 pixels (jpg or png) | \$5,000

**Materials due: August 16**

#### Attendee Welcome Email **SOLD**

Leaderboard ad: 550 x 150 pixels (jpg or png) | \$7,000

**Materials due: August 16**

#### DID YOU KNOW?

Attendee emails had a  
65.02% open rate in 2020.

# SPONSOR AT FMX

## PRE-EVENT

### SOCIAL PROMOTION

Increase your brand presence on social media to reach thousands of active users—whether it's from the AAFP social channels with 150,000+ family physician followers (across LinkedIn, Instagram, Facebook, and Twitter) or your own channel of dedicated followers. #AAFPFMX | Limited Availability

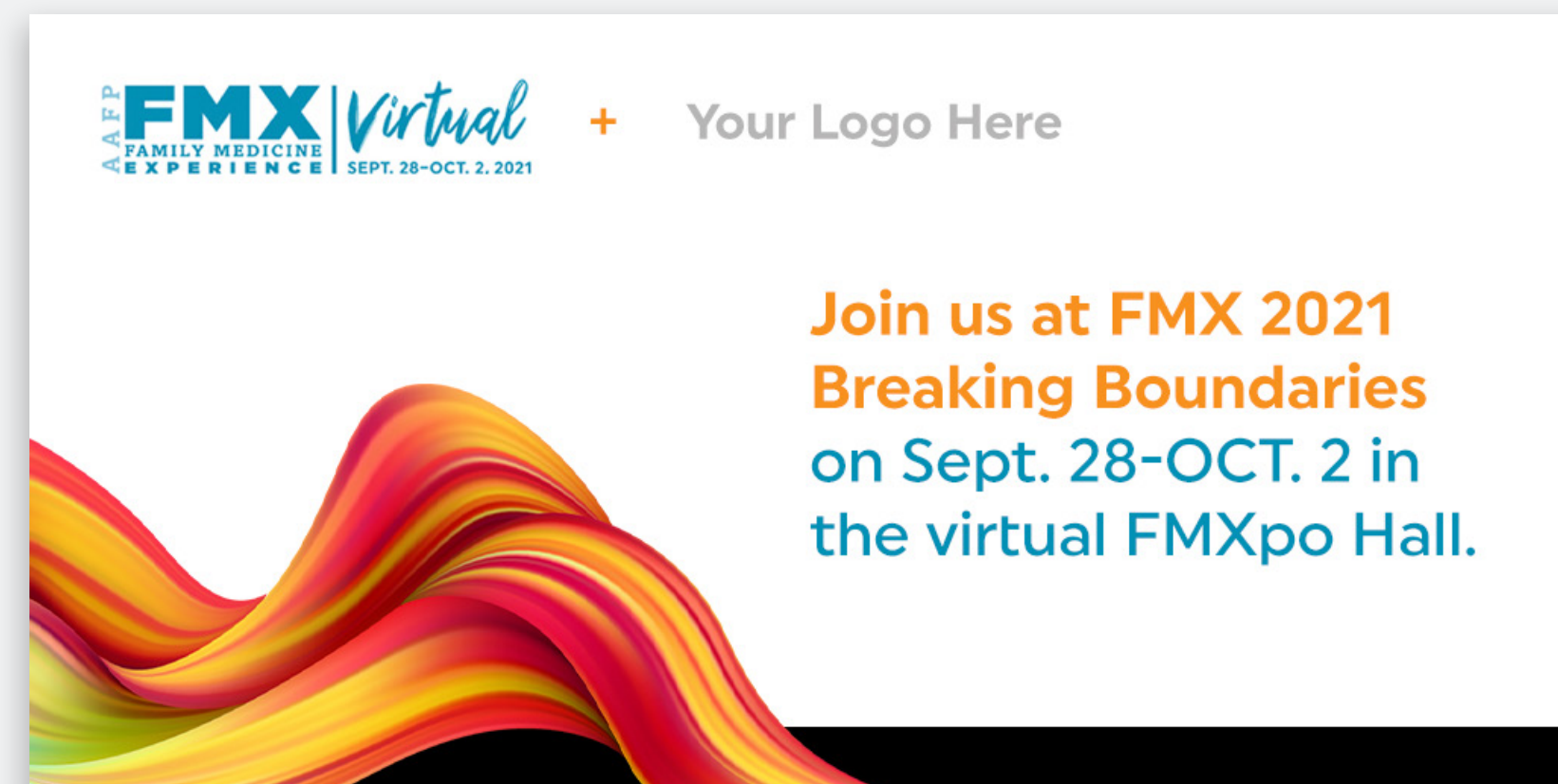
#### AAFP Social Media Post | \$3,000

Receive brand recognition with an FMX-branded post shared from the four AAFP channels (LinkedIn, Instagram, Twitter, and Facebook) Logo and social handles due one week prior to posting. PNG logo file preferred.

#### Templated Social Media Kit | \$1,500

Take time off your design team with pre-made, co-branded FMX social media templates, for quick and easy social content (designed for LinkedIn, Instagram, Twitter, and Facebook) for sponsors to post on their social channels

- (1) FMX participation announcement
- (1) Reminder to register and to visit your booth
- (1) Reminder to visit your booth



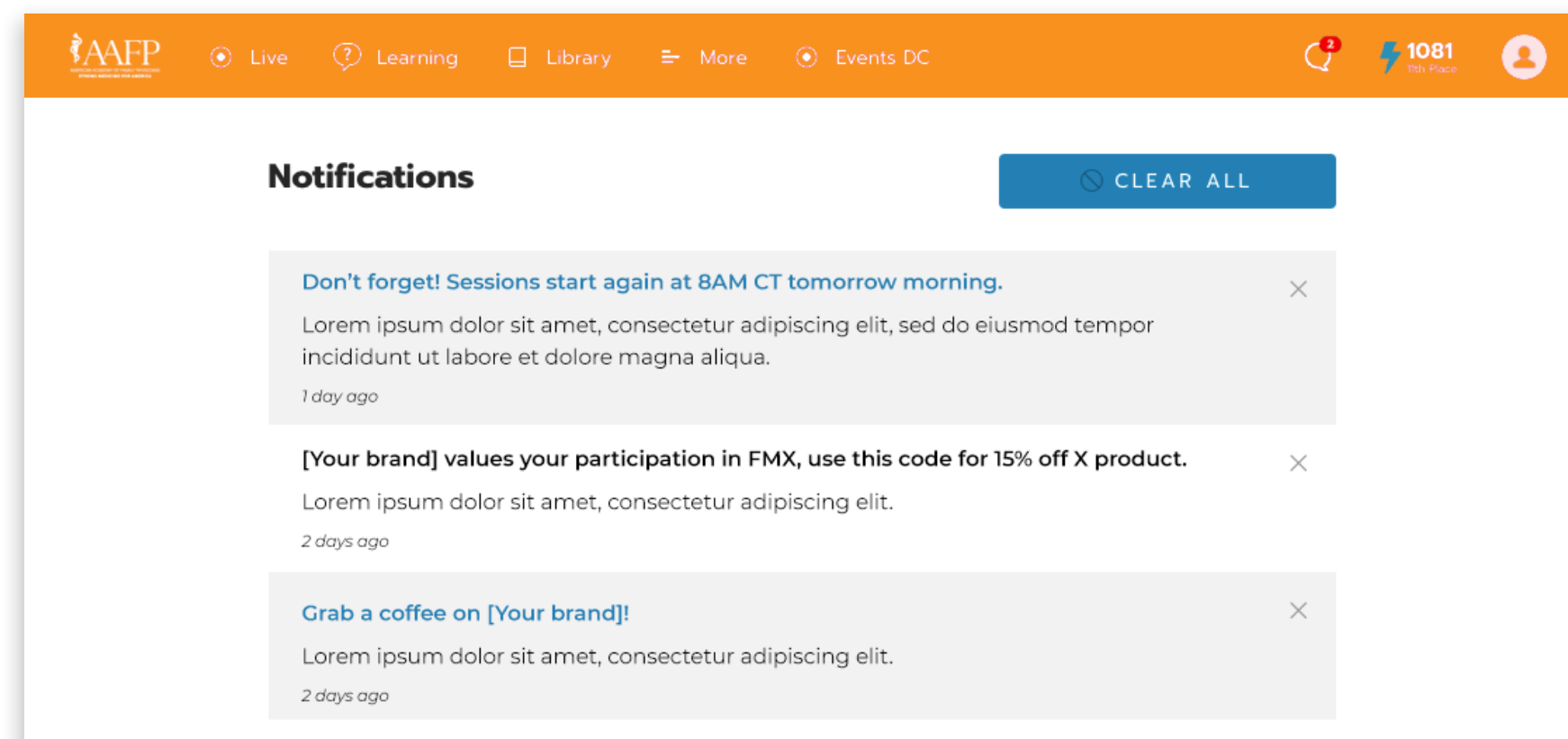
# SPONSOR AT FMX

## DURING THE EVENT

### PLATFORM PROMOTION

#### Communications

Deploy a push notification to all attendees at designated times during FMX. These notifications will be available in the top right-hand corner of all platform pages.



#### General Push Notification | \$2,500

Share reminders, discount codes, visit our booth, etc.

Character Limit: Heading: 75 characters including spaces. Body copy: 150 characters

#### Gamification Notifications | \$3,500

Encourage additional booth participation with a “power hour”— attendees will receive triple the points when they enter your booth within a designated hour. Due September 1.



#### Digital Advertising

After the event kicks off, the platform will be a hotspot for attendee traffic. Gain additional exposure by including your company ad on the FMX platform. Ads are available for purchase by day, but a bundle discount is available for a full event purchase (five days). Due September 6.

- 1 Featured rotator (1180 x 378 pixels) | \$4,500 | Information Desk and Apparel Page
- 2 Split rotator (590 x 378 pixels) | \$3,500 | Program Guide and Networking  
*Great for brands with multiple products!*
- 3 Billboard rotator (1180 x 110 pixels) | \$3,000 | SID Posters and Fun/Experience
- 4 Billboard rotator full width (1440 x 134 pixels) | \$4,000 | Chat & Chew and Directory

# SPONSOR AT FMX

## DURING THE EVENT

### SURPRISE AND DELIGHT

Create a lasting impression at FMX 2021 by sponsoring a gifting opportunity for attendees prior to the start of the event.

#### Blue Light Glasses | \$16,500

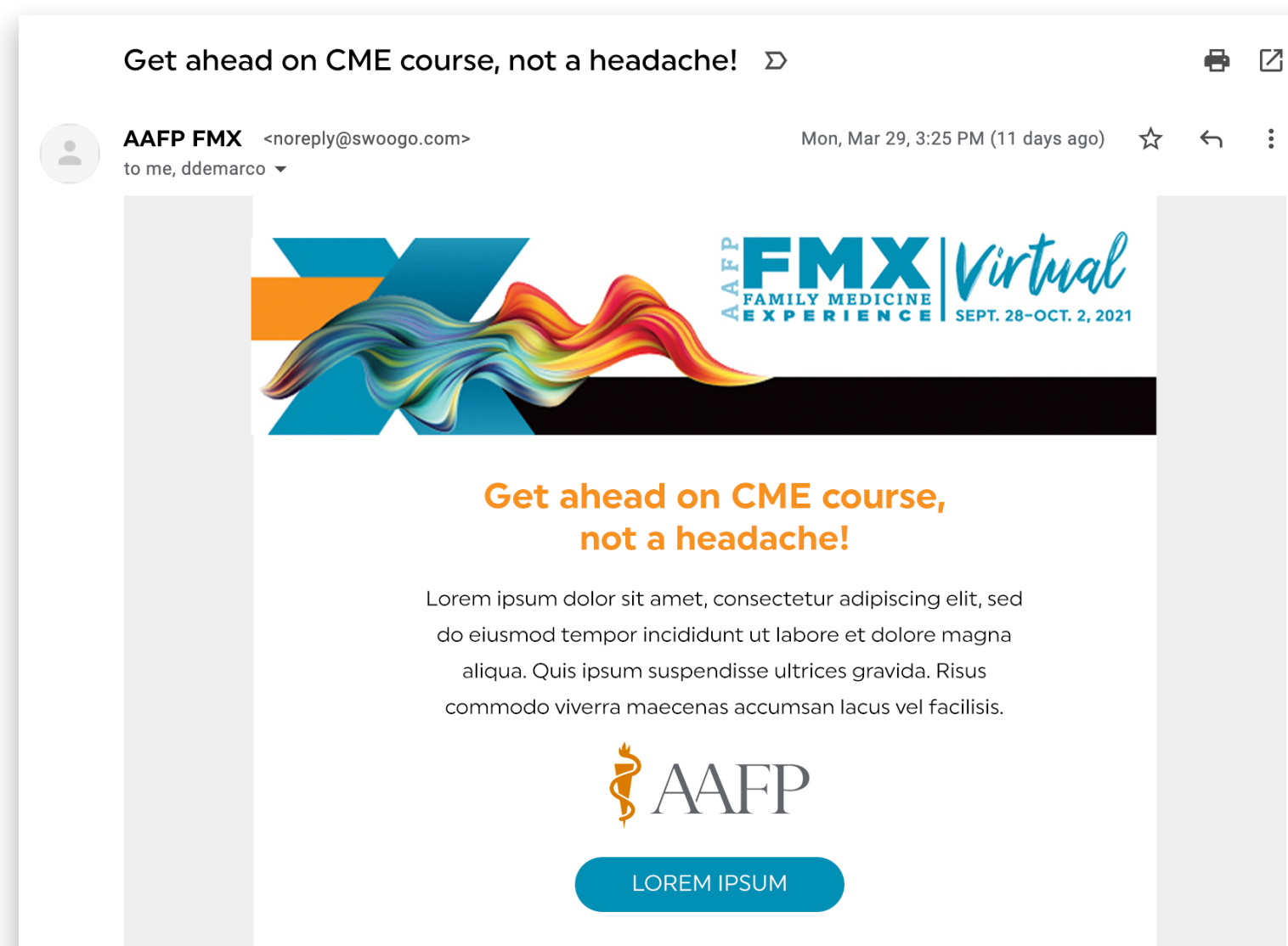
Shared via in-platform notification (2,000 glasses). Order by August 6.

#### Grocery Delivery Credit | \$10,000

Share a \$15 credit code for meal delivery via a branded email (500 redeemable codes)

#### Surprise and Delight Notification | \$7,000 (4 Opportunities Available)

Share a \$5 credit code for a coffee delivery (1,000 redeemable codes).



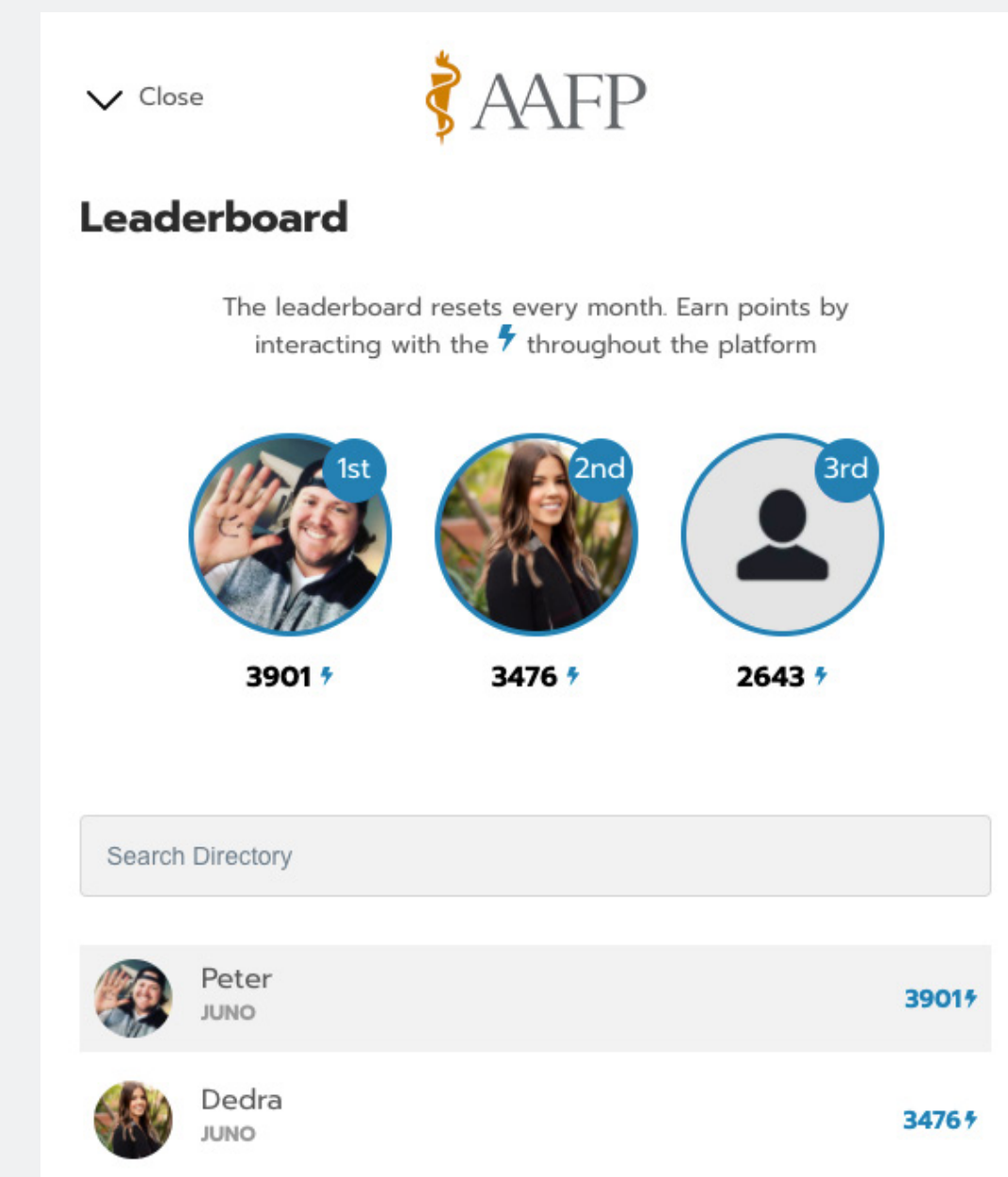
## DURING THE EVENT

### FMXpedition Challenge Leaderboard | \$6,500

**SOLD**

The FMXpedition Challenge not only drives attendees to exhibitor booths, but it also sparks competition. Attendees will be constantly checking where they stand, so the challenge comes with a leaderboard that includes digital ad space for the sponsor.

Additionally, standings will be announced in the event morning emails with recognition of your brand as the leaderboard sponsor.



# SPONSOR AT FMX

## DURING THE EVENT

### EMAIL MARKETING

Historically, email marketing is a surefire way to catch the attention of already-interested family physicians and drive traffic to your virtual booth.

#### Event Morning Emails | \$4,000 | Limited availability

Every morning of the event, emails will be sent to all attendees encouraging them to log in, highlighting key moments from the previous day, and detailing what to expect for the upcoming day.

**Specs:** Leaderboard ad: 550 x 150 pixels (jpg or png) | \$4,000  
Medium Box ad, 250 x 250 pixels (jpg or png) | \$3,000

**Materials due: August 16**

### DIGITAL ADVERTISING

#### FMX Program and Exhibit Guide Ad Placement

Align your brand with event details inside this comprehensive piece used daily by attendees to review course descriptions, determine their schedules, and discover social and networking opportunities. Multiple sizes and placement options available. Includes clickable link to booth.

**Specs:** Spread: 1638 x 1173 pixels. (jpg or png) | \$12,000  
Full-page ad: 722 x 1051 pixels (jpg or png) | \$10,000  
Half-page ad: 722 x 489 pixels (jpg or png) | \$8,000


**Materials due: August 31**

#### Digital Doctor's Bag Ad Placement | \$1,500

A modern take on the event bag. A direct link to the Doctors Bag will be featured in the welcome and daily attendee emails for prominent visibility. Metric report will be provided. Placements available the following formats.

- Static ad: Logo, 145 x 95 pixels | Featured image, 540 x 396 pixels (upload image and crop to size)
- Video: Youtube, Vimeo, or Wistia address
- Appointment request: Form options – email address, name, phone, best date/time for an appointment (all tailored to your needs)

**Materials due: September 15**



## FMX Day 2 is starting soon!

### Day 1 highlights

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.
- Ut enim ad minim veniam, quis nostrud exercitation.


### Log in now

LOG IN


### What's coming up for Day 2

- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do.
- Ut enim ad minim veniam, quis nostrud exercitation.

### Digital Doctor's Bag



CLICK HERE TO ACCESS





# SPONSOR AT FMX

## DURING THE EVENT

### SOCIAL PROMOTION

Leverage AAFP's 150,000+ followers across social media platforms (Instagram, Facebook, Twitter, LinkedIn) to drive traffic to your booth by reminding attendees your booth is open and available.

**Specs:** Logo file in jpg or png format; social handles

**Materials due: September 1**

**AAFP Social Media Post During Event | \$5,000**

#### DID YOU KNOW?

In 2020, there were 15,861 impressions from paid social media exhibit hall promotions.

## DURING THE EVENT

### ENTERTAINING EXTENSIONS

These sponsorship opportunities provide extensive reach with a large format virtual experience that all attendees can participate in together.

#### Family Medicine Magic | [Inquire for details](#)

Bring in a magician for a virtual evening event to surprise and delight the crowd with an astounding and interactive digital magic show.

#### Mixology | [Inquire for details](#)

Mix things up by sponsoring this happy hour networking event where attendees can follow along with a live mixologist to create delicious concoctions from home.

## DURING THE EVENT

### MAIN STAGE SESSION ADVERTISING

What better way to integrate yourself organically than by advertising before a Main Stage session?

#### Inclusions

- Applicable for non-CME Main Stage (1 hour+)
- (1 hour+) and mini stage (30-45 minute) sessions
- Pre-show bumper in preferred format
- MP4, Maximum of 1 GB

#### Formats

- Pre-show video bumper ( 1-minute each) | \$6,750 | 1920x1080, 16:9 ratio (.mov or .mp4)
- Pre-show graphic bumper | \$4,500 | 1920x1080 (jpg)
- Logo sponsor | \$500 (6 logos per page) | JPG or PNG

**Due Date: September 3**



# SPONSOR AT FMX

## POST-EVENT

### EMAIL MARKETING

Don't let your event relationship with attendees expire. Stay top of mind by sponsoring post-event emails that capture 5,500 (estimated attendance) attendees attention for highlights and follow-up information.

**“Thank you for joining us” email | \$7,500**

**SOLD**

Leaderboard ad, 550 x 150 pixels (jpg or png)

**“Reminder to check out On Demand content” email | \$5,500**

**SOLD**

Leaderboard ad, 550 x 150 pixels (jpg or png)

**“It's not over yet – join us next year” email | \$5,500**

**SOLD**

Leaderboard ad, 550 x 150 pixels (jpg or png)

**Materials due: August 16**



### Have other ideas for sponsorship opportunities?

Let us know! We are happy to work with you on custom offerings to best suit your needs.

# SPONSOR AT FMX

DURING THE EVENT

## BREAKTIME SPONSORSHIPS

Add some fun! Amplify your exposure between CME sessions by providing attendees a way to stay engaged and connected inside the virtual event.



### FMX Radio | \$2,500

Curate a FMX playlist that is released each day of the event. Sponsors supporting digital ads on the FMX Radio page. Billboard ad: 1180 x 110 pixels (jpg or png).



### Animal Fan Cam | \$2,500

Partner with an aquarium, zoo or puppy playtime livestream to offer a live look at animals around the work. Sponsored digital ads will live on the page. Billboard ad: 1180 x 110 pixels (jpg or png).



### Yoga Classes | \$1,500

Provide a variety of fitness classes like yoga, stretching or body weight workouts for attendees to participate in together. Billboard ad: 1180x110 pixels (JPG or PNG)



### Social Feed | \$2,500

Whenever FMX attendees use #AAFPFMX to share photos and comments on their favorite social channels, their content will show up on a user-generated page within the platform. Make sure your sponsored digital ad is there to welcome them as they visit the page to read daily FMX chatter! Billboard ad: 1180 x 110 pixels (jpg or png).

# LEARN AT FMX

Craving an opportunity to showcase your thought leadership, highlight your specialty, and connect with attendees beyond your exhibit booth? These versatile learning formats are designed to help your company achieve these goals, and more.

# LEARN AT FMX

## PRODUCT THEATERS | \$28,500

A 45-minute presentation session open to all attendees, designed to showcase trending industry topics. Price includes:

- Simulive/live format type with live chat and Q&A functionality
- Company name affiliation alongside session on the agenda page
- FMX pre-registration attendee mailing list (listed on the FMX website searchable schedule, FMX platform and digital program guide schedules)
- Lead retrieval resources and analytics
- Live polling questions

### Best For

Recommended for exhibitors

### Xpansion Opportunities

- \$15 meal delivery card for the first 200 attendees that login and stay for the entire presentation | \$4,500
- Company ad on product theater announcement email | \$5,000

Image: 80 x 50 pixels

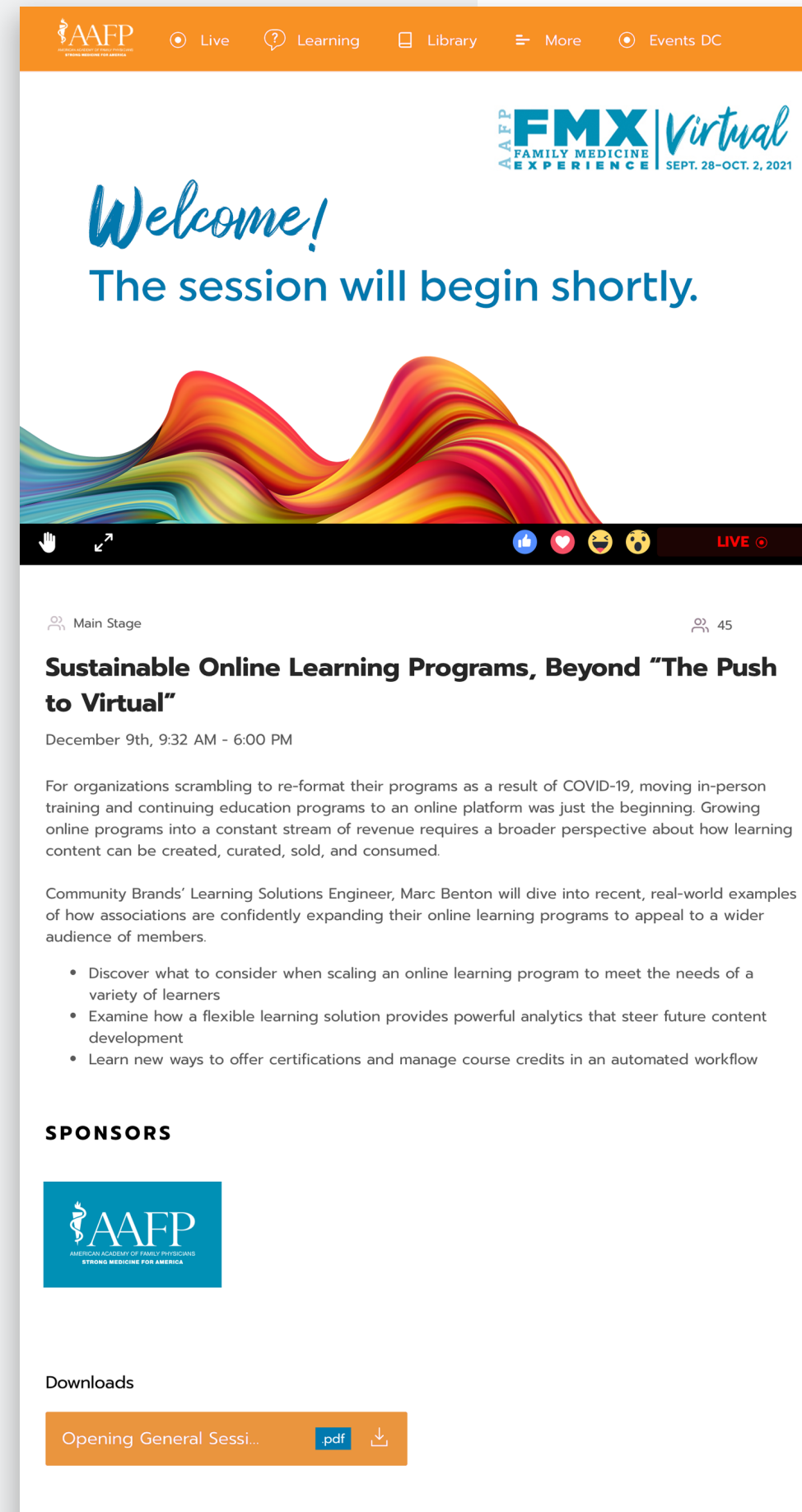
Headline: 50 characters max (including spaces)

Body: 110 characters max (including spaces)

Materials due: August 6

### FOR BOTH PRODUCT THEATERS AND SATELLITE CME

- Resumes for both are due July 23
- Pre-recorded content due August 11 for both



## NEW OFFERING ALERT!

## MED TALK | \$7,500

A 15-minute educational session that raises awareness on trending industry topics. Price includes:

- Pre-recorded session format with live chat and Q&A functionality
- FMX pre-registration attendee mailing list
- Lead retrieval resources and analytics

### Best For

Exhibitors only

### WHY IT WORKS

- Interact with attendees beyond your booth without the commitment of a full-length product theater
- Minimize day-of stress with a pre-recorded content format only
- Invest in attendee connection at a lower, entry level price

## SATELLITE CME SYMPOSIUM | \$28,500

An education session that allows companies to broaden their marketing reach to FMX attendees who are seeking to maximize their learning experience by earning credits. Price includes:

- Simulive/live format type with live chat and Q&A functionality
- Lead retrieval resources and analytics

### Best For

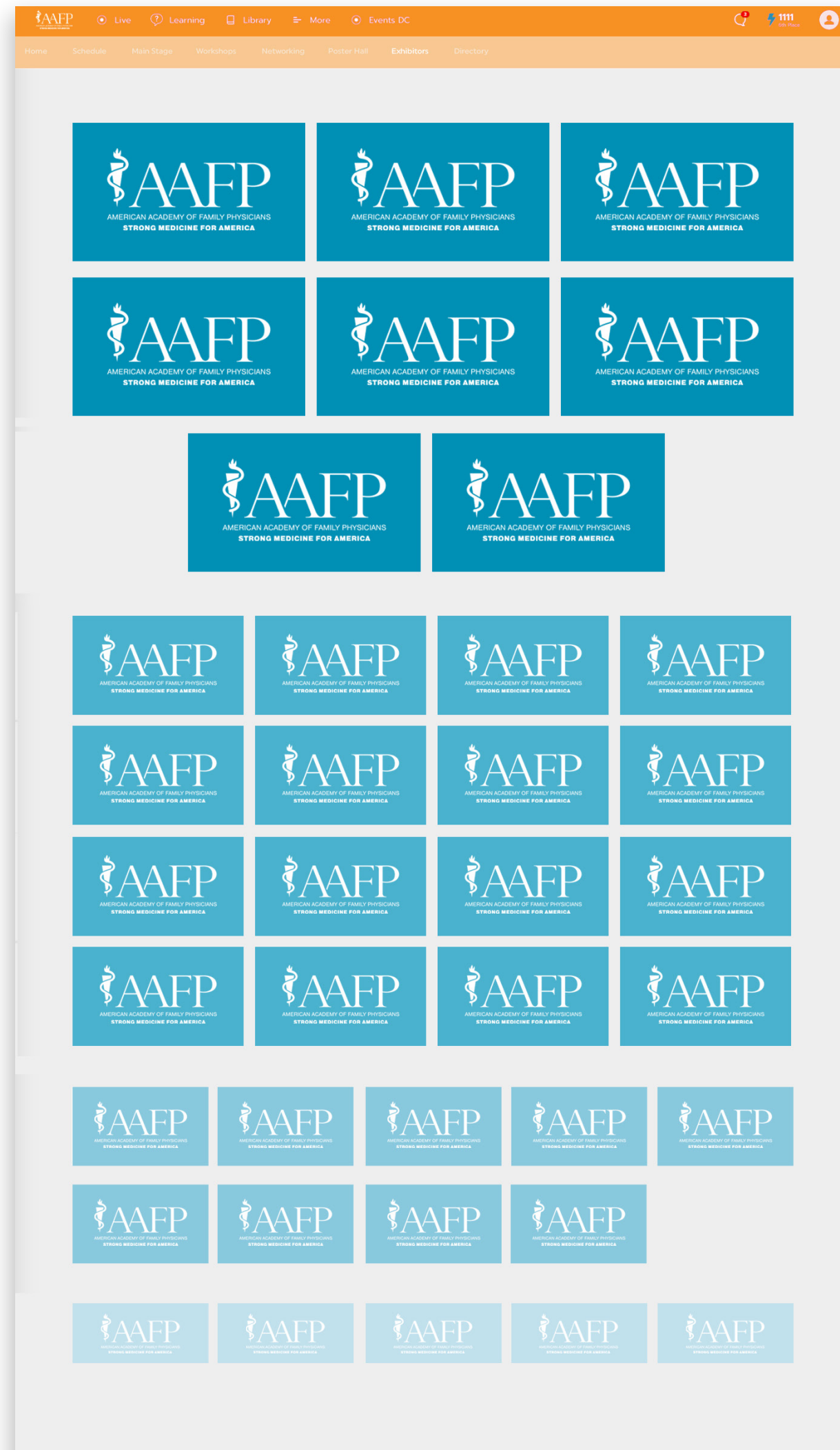
Non-exhibitors seeking to educate FMX attendees and gain new prospects

Materials due: August 6

### Xpansion Opportunities

- Amplification email for Satellite CME | \$5,000

# LEARN AT FMX



## NEW OFFERING ALERT!

### CAREER FAIR BOOTH | \$2,950

Recruiters can easily network and connect with candidates looking to broaden their career opportunities.

#### Price Includes

- Virtual booth space for one day over a four-hour time block
- Standard logo inclusion on main Career Fair listing page
- Logo included in top left of booth
- Video player with ability to embed Vimeo, YouTube, and Wistia video content
- Company contact information
- Customizable description for company or product information
- Downloadable resources and documents including PDFs, presentations, links, and more (up to 10MB)
- “Meet the Team” section for booth staff or recruiters with meeting scheduling functionality
- Social media links including Facebook, Twitter, Instagram, and LinkedIn
- Downloadable reports of booth visitors, including attendee contact information and interests
- Select key topic tags to recommend your booth to attendees through the AI-technology tool

#### Best For

Recruitment or career companies

#### Xpansion Opportunities

- Premium logo placement on main Career Fair listing page | \$1,250
- Priority logo placement on main Career Fair listing page | \$750
- Company ad on Career Fair announcement email | \$1,500

Image: 80 x 50 pixels

Headline: 50 characters max (including spaces)

Body: 110 characters max (including spaces)

Materials dues: August 6

#### WHY IT WORKS

- Increase meaningful connections and qualified leads by attracting attendees who are specifically interested in this track to the Career Fair
- Stand out from the sea of exhibitors and remove the need for unqualified competition
- Staff smarter with one-day participation rather than the duration of the full event

# ENGAGE AT FMX

At FMX we value our partnerships with exhibitors and sponsors alike, so this year we're stepping up our game to increase your engagement and exposure with FMX attendees. AAFP will run and operate an attendee engagement experience—the **FMXpedition Challenge**—that should allow all exhibitors and sponsors to participate without any compliance or legal issues.

# NEXT STEPS

## MAY 2021

Reach out to Jill Vetter ([jvetter@AAFP.org](mailto:jvetter@AAFP.org)) to confirm your exhibitor package, sponsorship commitment, gamification participation or to inquire about custom opportunities.

## AUGUST 2021

Participating companies to begin virtual platform training and receive access to the platform page upon completion. Once logged in, companies should upload content to confirm format and design and select final booth staff and schedule.

## SEPTEMBER 28 – OCTOBER 2, 2021

It's event time! Companies conduct day-of responsibilities and pull reports for live reporting, if applicable.

## JUNE 2021

Participating companies begin brainstorming around content ideas, booth inclusions and staffing with internal teams. Teams to be on the lookout for upcoming training information.

## EARLY SEPTEMBER 2021

Final confirmation and approval needed from all participating companies, exhibitor booths, sponsorship assets, product theater content, gamification participation, etc.

## LATE OCTOBER 2021

AAFP provides post-event recap form for companies to share highlights and key learnings from FMX 2021.



# PRICING SUMMARY

The following pricing structure showcases all FMX 2021 exhibitor and sponsorship opportunities in easy to view templates. This allows you to compare pricing to find what works best for your goals and budget.

# OFFERING PRICING RECAP: EXHIBIT AT FMX

Offering	Price	Quantity
Trailblazers <b>SOLD OUT</b>	\$28,000	5
Innovators	\$15,000	10
Groundbreakers	\$7,500	15
Base Offering - Virtual Booth	\$3,100	100
Virtual Booth (Non-Profit)	\$2,750	25
Career Fair Virtual Booth	\$2,950	65

## Early Bird Pricing Discount!

Commit to an exhibit package before June 30 and receive 15% off any package (excludes base offering, Career Fair offering, and non-profit pricing)

# OFFERING PRICING RECAP: SPONSOR AT FMX

## PRE-EVENT

OFFERING	PRICE	QUANTITY
<b>Digital Advertising</b>		
FMX Website (Small)	\$8,500	3
FMX Website (Large)	\$15,000	3
FMX Website Schedule Page Ad (Large)	\$7,500	3
<b>Email Marketing</b>		
Your Virtual Assistant Leaderboard	\$10,000	1
Your Virtual Assistant Medium Box Ads	\$5,000	2
Registration Confirmation	\$9,250	1
Attendee Welcome: Leaderboard	\$7,000	1
Attendee Welcome: Box Ad	\$3,500	2
Early Bird Registration	\$5,500	1
Preregistration	\$6,500	1
<b>Social Promotion</b>		
AAFP Social Media Post	\$3,000	3
Social Media Kit	\$1,500	10

## DURING THE EVENT

OFFERING	PRICE	QUANTITY
<b>Digital Advertising</b>		
Featured Rotator*	\$4,500	40
Split Rotator*	\$3,500	40
Billboard Rotator, Full Width*	\$4,000	40
Billboard Rotator*	\$3,000	40
Leaderboard Sponsorship	\$6,500	1
Digital Doctor's Bag	\$1,500	15
Program Guide Spread Ad with Video	\$12,000	2
Program Guide Full-page Ad	\$10,000	6
Program Guide Half-page Ad	\$8,000	8
<b>Email Marketing</b>		
Morning Emails Leaderboard	\$4,000	5
Morning Emails: Box Ad	\$3,000	10
<b>Social Promotion</b>		
AAFP Social Media Post	\$5,000	5
Social Feed Sponsor	\$2,500	1
<b>Main Stage Advertising</b>		
Pre-show: Video Bumper	\$6,750	2
Pre-show: Graphic	\$4,500	8
Pre-show: Logo Slide	\$500	24
<b>Platform Communications</b>		
General	\$2,500	8
Gamification	\$3,500	4
Virtual Coffee	\$7,000	4
<b>Surprise and Delight</b>		
Bluelight Glasses	\$16,500	1
Grocery Credit	\$10,000	1
Virtual Coffee	\$7,000	4

## POST-EVENT

OFFERING	PRICE	QUANTITY
<b>Email Marketing</b>		
Thank You for Joining Us Leaderboard	\$7,500	1
Reminder for On Demand Leaderboard	\$5,500	1
It's Not Over Yet Leaderboard	\$5,500	1

## DISCOUNT OPPORTUNITIES

Purchase all ads in "Attendee Welcome" and receive 15% off

Purchase all "Morning Emails" and receive 15% off

### Make your digital ad static

purchase 4/4 spots for a single day and receive 15% off

### Make your digital ad last

purchase 1/4 spots for 5/5 days and receive 15% off

\* Purchase 1 to 4 spots that will display for 1 to 5 days

# OFFERING PRICING RECAP: **LEARN AT FMX**

OFFERING	PRICE	QUANTITY
<b>Product Theaters</b>		
Live session with Q&A (can be pre-recorded with live Q&A if desired)	\$28,500	40
Add-on: Product Theater announcement promotional email with image, headline, and description	\$5,000	15
Add-on: \$15 meal delivery card for first 200 attendees to login and stay for entire presentation	\$4,500	10
<b>Med Talks</b>		
Pre-recorded session (15 minutes)	\$7,500	10
<b>Satellite CME Symposiums</b>		
Education session slots	\$28,500	10
Add-on: Sat CME announcement promotional email with image, headline and description	\$5,000	10
<b>Career Fair Participation</b>		
Virtual booth for (1) day over the course of (4) hours	\$2,950	65
Add-on: Premium logo placement	\$1,250	8
Add-on: Priority logo placement	\$750	16
Add-on: Company ad on career fair announcement email	\$1,500	10



# THANK YOU

Have other ideas for sponsorship and learning opportunities? Let us know! We are always looking for innovative ways to break the boundaries of our virtual world to better showcase our exhibitors and sponsors. We are happy to work with you on custom offerings to suit your needs—reach out now!

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