



**EXHIBIT, SPONSORSHIP,  
AND ADVERTISING OPPORTUNITIES**

**AAFP** **FMX** *New Orleans*  
**FAMILY MEDICINE** OCTOBER 9-13, 2018 • [AAFP.ORG/FMX](http://AAFP.ORG/FMX)  
**EXPERIENCE** ERNEST N. MORIAL CONVENTION CENTER

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# BE THE SOLUTIONS PROVIDER FOR AMERICA'S FAMILY PHYSICIANS.

**FMX** *New Orleans*  
FAMILY MEDICINE  
EXPERIENCE OCTOBER 9-13, 2018 • [AAFP.ORG/FMX](http://AAFP.ORG/FMX)



## **FMX is For Family Physicians**

The AAFP Family Medicine Experience (FMX) is the LARGEST annual gathering of family physicians. It's where 4,000 physicians come for solutions to amplify their patient care, live CME that challenges their knowledge, inspiration from keynote speakers, and powerful peer connections.

## **The AAFP is for Family Physicians**

The AAFP is the only medical organization dedicated solely to family medicine, and represents 129,000 family physician, resident, and medical student members. Of the primary care specialties, family physicians provide care to the largest percentage of the U.S. population.

### **Influence the health care of**

**7.9** million people.

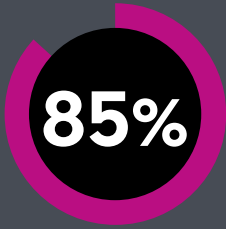
Family physicians have an average

patient panel of **1,974**

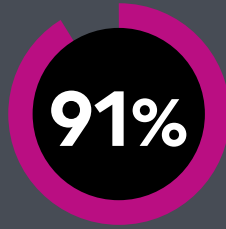
so with **4,000** FMX attendees,

**YOUR BRAND REACH COULD BE MONUMENTAL.**

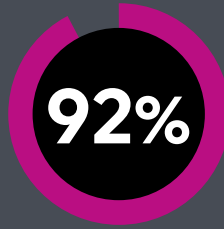
# EXHIBITOR FEEDBACK



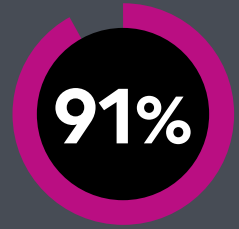
find value in exhibiting at FMX



reported meeting their marketing objectives



say that the AAFP stands for something important to them



say that the AAFP has a positive reputation in their industry

## ATTENDEE INFORMATION

96% of attendees would recommend FMX to their colleagues.

Attendees spend 4.56 hours in the Expo Hall on average

### 2017 Attendance

3,903 Physicians

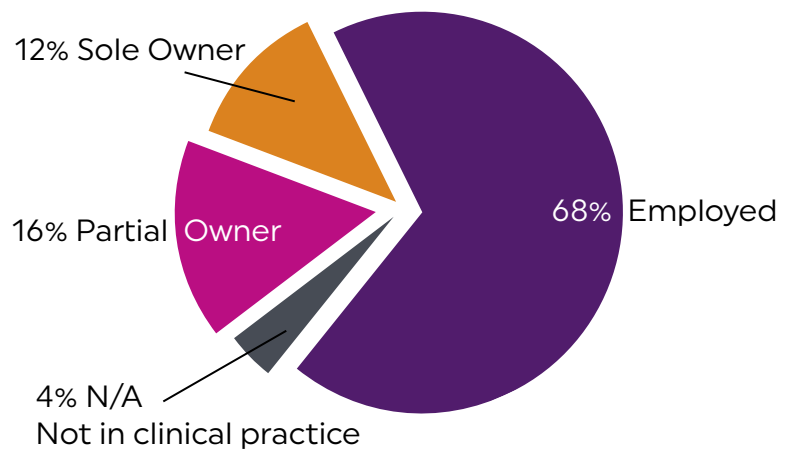
235 Health Care Professionals

411 Exhibitors

### Who is the AAFP Member?

Eighty-four percent of active AAFP members practice primarily in an office setting. The remaining practice in hospital settings, urgent care facilities, institutional residential facilities, and other practice settings.

Source: 2017 Year-end Census Data



For more information or customized solutions contact: [Julia Ozark, CEM | AAFP | \(913\) 906-6297 | \[jozark@aaafp.org\]\(mailto:jozark@aaafp.org\)](#)

# Reach Decision Makers and Influencers

The FMX Expo Hall is the largest gathering of physicians who are seeking innovative products and services and expert input on health care solutions.

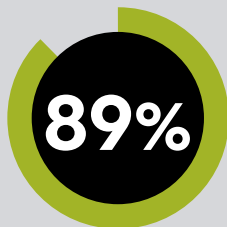
## Chronic Conditions Treated by Family Physicians:

- Diabetes
- Obesity
- Hypertension
- Emotional problems
- Coughs/colds
- Respiratory infections
- Arthritis

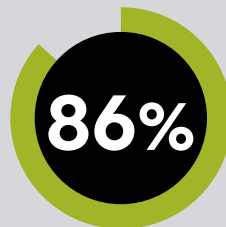
Sources: 2016 Practice Information Survey, 2013 National Ambulatory Medical Care Survey



## Common In-office Procedures Performed by Family Physicians:



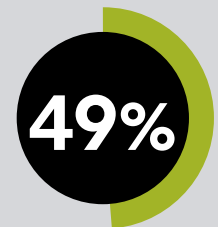
**EKG**



**Skin procedures**



**Pulmonary function testing**



**Endometrial biopsy**

## Greatest Patient Resource Needs:

- |                 |                   |                             |                              |                 |
|-----------------|-------------------|-----------------------------|------------------------------|-----------------|
| Obesity         | Physical activity | Tobacco use                 | Healthy eating               | Mental health   |
| Substance abuse | Immunization      | Responsible sexual behavior | Clinical preventive services | Pain management |

Source: 2013 Health of the Public Survey

For more information or customized solutions contact: [Julia Ozark, CEM | AAAP | \(913\) 906-6297 | jozark@aaafp.org](mailto:julia.ozark@aaafp.org)

# EXHIBIT INFORMATION

## COMPLETE YOUR ONLINE EXHIBIT AGREEMENT FOR BOOTH SPACE

[aafp.org/events/fmx/exhibitors](http://aafp.org/events/fmx/exhibitors)

### 2018 Exhibit Space Rates

<b>10' x 10' Booth</b> Add \$200 per corner booth	<b>\$3,100</b>
<b>10' x 10' Premium Booth Location</b> Booth locations designated on the floor plan	<b>\$3,200</b>
<b>10' x 10' Nonprofit Booth</b> Located in the Public Health & Resource Pavilion	<b>\$2,000</b>
<b>Island Premium</b>	<b>\$ based on booth size</b>

The priority point deadline is January 5. All contracts received by January 5 can use priority points for booth selection.

Booth assignments will begin January 8. All contracts received after January 5 will be assigned on a first-come, first-served basis.



### Installation

- Monday, October 8 1:00–5:00 p.m.
- Tuesday, October 9 8:00 a.m.–5:00 p.m.
- Wednesday, October 10 8:00 a.m.–3:30 p.m.

### Exhibit Dates and Hours (14.5 total hours)

- Wednesday, October 10 4:30–7:30 p.m.
- Thursday, October 11 9:00 a.m.–3:00 p.m.
- Friday, October 12 10:00 a.m.–3:30 p.m.

### Dedicated Expo Hall Hours (9.5 hours)

- Wednesday, October 10 4:30–7:30 p.m.
- Thursday, October 11 9:15–10:15 a.m.; 11:15 a.m.–1:15 p.m.; 2:15–3:00 p.m.
- Friday, October 12 11:30 a.m.–1:00 p.m.; 2:00–3:00 p.m.

### Dismantling

- Friday, October 12 4:00–7:00 p.m.
- Saturday, October 13 8:00 a.m.–5:00 p.m.

For more information or customized solutions contact: [Julia Ozark, CEM | AAFP | \(913\) 906-6297 | \[juzark@aaafp.org\]\(mailto:julia.ozark@aaafp.org\)](mailto:julia.ozark@aaafp.org)

# SPONSORSHIPS

Increase your visibility and drive attendees to your booth.

**Sponsorships\* are designed to include a comprehensive marketing approach. These opportunities incorporate custom branding, generate booth traffic, and establish enduring brand exposure for maximum ROI.**

*\*You must have a booth space in the Expo Hall to purchase sponsorship or advertising opportunities at FMX.*

## Opening General Session featuring ZDoggMD \$50,000

*(Exclusive sponsorship)*

Promote your brand during the opening general session, where the largest gathering of FMX attendees go for inspiration from compelling speakers. This year's presenter is Zubin Damania, MD (aka ZDoggMD, internal medicine physician and rapper). His dynamic performances and social media presence feature music parodies that focus on contemporary health care issues.

Sponsor benefits:

- Digital skyscraper ad with click-through capability on the Networking & Events section of the website
- Company name and logo on digital, social media, and printed marketing collateral promoting the event
- Company name and logo on welcome slide or video message before the session
- Signage at the event
- Reserved VIP seating



### Deadlines

Space reservation due: July 31  
Materials due: August 15



## FMX Celebration \$50,000

*(Exclusive sponsorship)*

Extend your brand reach to the FMX Celebration, where attendees gather to unwind after a busy week through live music, dancing, and celebrating the family medicine specialty.

Sponsor benefits:

- Digital skyscraper ad with click-through capability on the Networking & Events section of the website
- Company name and logo on digital, social media, and printed marketing collateral promoting the event
- Company name and logo on welcome slide or video message before the session
- Signage at the event

### Deadlines

Space reservation due: July 31  
Materials due: August 15



For more information or customized solutions contact: [Julia Ozark, CEM | AAFP | \(913\) 906-6297 | jozark@aafp.org](mailto:julia.ozark@aafp.org)

# SPONSORSHIPS

CONTINUED

Increase your visibility and drive attendees to your booth.



## FMX Mobile App \$60,000

As the premier supporter, your company receives:

- Logo on main splash screen
- Up to (3) rotating banners on the dashboard page
- Custom tab on the dashboard page
- (1) alert each day of the trade show
- My schedule tab – logo watermark
- Preferential placement at the top of the Exhibitor List (Premium Partners)
- Acknowledgements on the FMX website, mobile app, and On-Site Program/Expo Guide

### Deadlines

Space reservation due: May 1

Materials due: May 15

**5,500 downloads**  
**355,000 dashboard visits**

## Enhanced Mobile App Listings \$450

- Company highlighted in the mobile app exhibitor listing
- Logo displayed on the Expo Hall map
- Five PDFs can be uploaded to the exhibitor's mobile app listing

## NEW - Additional Advertising

Opportunity	Placement	SOV	Advertising Rate
Banner Ad	Dashboard <i>(bottom of screen)</i>	100%	\$10,000
Alerts	Message Center/Alerts	50%	\$3,500 per Limit-2 per day Tuesday-Friday

For more information or customized solutions contact: Julia Ozark, CEM | AAFP | (913) 906-6297 | jozark@aaafp.org



# SPONSORSHIPS

CONTINUED

Increase your visibility and drive attendees to your booth.

## Everybody WALK! Challenge \$25,000

*(Exclusive sponsorship)*

Promote walking as a healthy habit and partner with the AAFP to create a walking challenge at the conference to see who takes the most steps. Sponsor will be displayed prominently in the main lobby promoting this wellness initiative. Attendees can stop by your booth to check out the competition on a leader board displaying real-time results.

### Deadlines

Space reservation due: July 31

Materials due: August 15



## 5K Fun Run \$40,000

*(Exclusive sponsorship)*

An FMX favorite, the 5K Fun Run has approximately 600 registrants who look forward to this event. The branding and custom designs of this sponsorship include:

- Custom registration website
- Branded confirmation emails to each registrant
- Sponsor logo on Fun Run T-shirt and distribution from sponsor's booth for traffic generation
- Branded race bibs, banners, and promotional content
- Personal welcome message at the start of the race

### Deadlines

Space reservation due: June 15 | Materials due: June 29

For more information or customized solutions contact: [Julia Ozark, CEM](#) | AAFP | (913) 906-6297 | [jozark@aafp.org](mailto:jozark@aafp.org)

# SPONSORSHIPS

CONTINUED

Increase your visibility and drive attendees to your booth.

## Registration Bags

**\$40,000**

*(Exclusive sponsorship)*

An attendee favorite and take-home item. Registration bags are given to each attendee with custom design opportunities on the front of the bag for the sponsor. Sponsor has the option to place one insert in the bag. Insert provided by the sponsor.

### Deadlines

Space reservation due: April 2 | Materials due: April 16



## Lanyards

**\$20,000**

*(Exclusive sponsorship)*

Each registered attendee will be given a complimentary lanyard with their registration material. Sponsor has the opportunity to customize the lanyard fabric.

### Deadlines

Space reservation due: May 1 | Materials due: May 15

## NEW – Sunrise Yoga

**\$15,000**

Provide the perfect combination of relaxation and serenity by sponsoring Sunrise Yoga during FMX. Sponsor(s) will be recognized on signage at the event, on directional signage, and listed as the sponsor in any pre-meeting promotional materials provided to registered and prospective attendees.

### Deadlines

Space reservation due: July 31 | Materials due: August 15



For more information or customized solutions contact: [Julia Ozark, CEM | AAFP | \(913\) 906-6297 | jozark@aaafp.org](mailto:julia.ozark@aaafp.org)

# SPONSORSHIPS

CONTINUED

Increase your visibility and drive attendees to your booth.

## Massage Stations

**\$25,000**

Support the physician well-being initiative at FMX by sponsoring the massage therapist relaxation experience and thank physicians for all that they do. The branding and custom designs of this sponsorship include: logo on floor clings, massage vouchers distributed at booth and relaxation area, and booth welcome signage.

### Deadlines

Space reservation due: July 31 | Materials due: August 15



## AAFP Challenge

(16 available)

**\$2,500 Bronze Level** (includes company name and booth number)

**\$3,500 Silver Level** (includes booth number and company logo)

**\$5,000 Gold Level** (includes booth number, company logo, and product question)

Attract nearly 1,000 attendees directly to your booth. Attendees receive a Challenge card in their registration bag and make their way through the Expo Hall retrieving stamps and initiating conversation at each sponsor's booth. Attendees drop off their completed challenge card and are entered in multiple drawings for a chance to win cash prizes provided by the AAFP.

### Deadlines

Space reservation due: July 2 | Materials due: July 16

## Water Bottle Station\*

**\$10,000**

(Exclusive sponsorship)

Sponsorship includes your logo and messaging on all graphic panels of the structure, which is placed in the main lobby area leading into the Expo Hall.

\*Sponsor provides 4,200 water bottles for distribution.

### Deadlines

Space reservation due: July 31 | Materials due: August 15



For more information or customized solutions contact: Julia Ozark, CEM | AAFP | (913) 906-6297 | [jozark@aaafp.org](mailto:jozark@aaafp.org)

# SPONSORSHIPS

CONTINUED

Increase your visibility and drive attendees to your booth.



## **NEW – Shuttle Bus Schedules and Signs**

**\$25,000**

*(Exclusive sponsorship)*

Enjoy maximum exposure by sponsoring this important service. The free shuttle buses are the primary means of transportation to and from the hotels and the convention center. Company name and logo appear prominently on large colorful route signs in the front of the convention center and on easel signs in official hotels.

### **Deadlines**

Space reservation due: July 31

Materials due: August 15

**Specs: 2' x 4'**

## **Charging Lounge**

**\$45,000**

*(Exclusive sponsorship)*

Brand this sought-after destination for conference attendees to relax and recharge throughout their day. Lounge includes charging stations, multiple sofas, and chairs for a comfortable atmosphere. Supporter will receive customizable design and branding opportunities in the lounge.

### **Deadlines**

Space reservation due: July 31 | Materials due: August 15



For more information or customized solutions contact: [Julia Ozark, CEM | AAFP | \(913\) 906-6297 | \[jozark@aaafp.org\]\(mailto:jozark@aaafp.org\)](#)

# SPONSORSHIPS

CONTINUED

Increase your visibility and drive attendees to your booth.



## **NEW** – Interactive Photo Booth and Social Media Promotion **\$35,000**

*(Exclusive sponsorship)*

Control the content attendees encounter with uploads to your website or social media channels with this interactive branding tool.

Sponsor benefits:

- Printing of unlimited branded photos with logo/design
- Access to social media channels to post branded pictures and videos
- Surveys/Focus group polls
- Data collection

### **Deadlines**

Space reservation due: July 31 | Materials due: August 15

## **Community Service Activity \$15,000**

Tuesday, October 9 from 7:30 a.m.–noon

The AAFP is organizing a customized volunteer event for our meeting participants this year, offering a variety of community service projects in New Orleans neighborhoods. FMX attendees will make a difference by working in schools, community centers, and local parks and streets.

Show your support and receive the following acknowledgments:

- Company name on digital, social media, and printed marketing collateral promoting the event, including: FMX website, mobile app, and On-site Schedule & Expo Guide
- Attendee registration confirmation email
- Welcome message to attendees during breakfast
- Signage at convention center
- Company logo on volunteer t-shirts
- Video message on shuttle transportation to and from the event (sponsor provides)
- Opportunity for company representatives to work side by side with volunteers at each project site



**For more information or customized solutions contact:** Julia Ozark, CEM | AAFP | (913) 906-6297 | [jozark@aaafp.org](mailto:jozark@aaafp.org)

# PRESENTATION, THEATER, AND EVENT OPPORTUNITIES

Showcase your brand during face-to-face interactions with attendees.



## Expo Hall Education Event

**\$50,000**

*(2 available)*

- A 60-minute educational presentation in the Expo Hall on Wednesday evening from 5:00–6:00 p.m.
- Wine, beer, and appetizers for 200 attendees provided by the AAFP
- Decoration and A/V provided by the AAFP
- Bartenders and catering staff provided by the AAFP
- FMX pre-registration attendee mailing list
- Two lead retrieval devices and AAFP staff to scan badges

*\*Exhibit Space of 20 X 20 required*

### Deadlines

Space reservation due: July 31 | Materials due: August 15

## Expo Theaters

### Lunch | 11:30 a.m.–12:15 p.m.

*(4 available Thursday and 4 available Friday)*

**\$42,000**

- One 45-minute presentation theater set for 150 capacity classroom style
- A/V and decoration provided by the AAFP
- Attendee lunch provided by the AAFP
- Two lead retrieval devices and AAFP staff to scan badges
- FMX pre-registration attendee mailing list

*\*Exhibit space of 20 X 20 required*

### Lunch | 11:45 a.m.–12:30 p.m.

*(4 available Thursday and 4 available Friday)*

**\$35,000**

- One 45-minute presentation theater set for 100 capacity classroom style
- A/V and Decoration provided by the AAFP
- Attendee lunch provided by the AAFP
- Two lead retrieval devices and AAFP staff to scan badges
- FMX pre-registration attendee mailing list

*\*Exhibit space of 10 X 20 required*

### Deadlines

Space reservation due: July 31 | Materials due: August 15



For more information or customized solutions contact: [Julia Ozark, CEM | AAFP | \(913\) 906-6297 | \[jozark@aaafp.org\]\(mailto:jozark@aaafp.org\)](#)

# PRESENTATION, THEATER, AND EVENT OPPORTUNITIES

Showcase your brand during face-to-face interactions with attendees.

CONTINUED

## Learning Lab Presentation

**\$7,500**

- One 30-minute presentation session, conducted on the show floor, designed to give attendees the latest information on some of the hottest topics in our industry
- FMX pre-registration attendee mailing list
- Decoration and A/V provided by the AAFP
- Lead retrieval unit

### Deadlines

Space reservation due: July 31 | Materials due: August 15



## Networking Reception Promotion

**\$5,000**

The AAFP will help promote and advertise your company's networking reception. Product demonstrations or presentations may not be part of the event. Receptions can be held on the evenings of Tuesday, October 9 and Wednesday, October 10. Sponsor is responsible for all logistics, expenses, and implementation of the event.

The AAFP will promote your event in:

- FMX On-Site Program/Expo Guide
- FMX mobile app
- FMX website
- On-site signage

### Deadlines

Space reservation due: July 31 | Materials due: August 15

For more information or customized solutions contact: [Julia Ozark, CEM | AAFP | \(913\) 906-6297 | jozark@aafp.org](mailto:julia.ozark@aafp.org)

# PRESENTATION, THEATER, AND EVENT OPPORTUNITIES

CONTINUED

Showcase your brand during face-to-face interactions with attendees.

## Satellite CME Symposium

**\$44,000**

Deliver what FMX attendees want—more CME! Reach family physicians with your educational content during a Satellite CME Symposium held in hotels surrounding the convention center during times that do not compete with FMX CME.

Broaden your marketing reach to FMX attendees who are seeking to maximize their learning. The AAFP will assist CME providers/activity organizers with promoting the event in FMX marketing, including:

Event listing in:

- FMX website
- FMX mobile app
- FMX On-Site Program/Expo Guide
- Satellite event locator map (if completed event resume is received by July 26)
- Convention center signage

### Additional Advertising Opportunities

- Custom ad in the Satellite Event Locator Map  
Sent to all pre-registered attendees in their badge mailing before the FMX event
  - \* Full-page: \$5,500  
**Specs: 8" H x 3.27" W**
  - \* Half-page: \$3,500  
**Specs: 4" H x 3.27" W**

### Deadlines

Space reservation due: June 29 | Materials due: July 13

### On-site Signage Opportunity

- Main lobby Convention Center Signage Ad \$6,000

### Deadlines

Space reservation due: July 31 | Materials due: August 15





# CONVENTION CENTER ADVERTISING

Choose from a variety of advertising options to reach attendees.



## FMX On-Site Program/ Expo Guide

The FMX On-Site Program/Expo Guide is a comprehensive event guide that will engage attendees with session and exhibit information as they plan their day. This important content, which will be available through mass distribution in the FMX Registration Bag, will be referenced by attendees throughout FMX.

### Content

- CME schedule
- General meeting information
- Schedule-at-a-glance (by day)
- Exhibit information
- And more

### Deadlines

August 17	Ad space/payment
August 24	Ad materials due

### Publication Dates and Quantities

Throughout FMX	5,000
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### Distribution Methods

- Inserted in the FMX Registration Bags
- Registration Desk and Member Resource Booths

### Advertising Dimensions and Rates

- Ad units requiring more than one product information page will receive 15 percent off each additional black-and-white P.I. page.

Size	Dimensions	B/W	4/C
Full-page	10 <sup>1</sup> / <sub>4</sub> " x 14"	<b>\$8,700</b>	<b>\$12,500</b>
Junior Page	7 <sup>1</sup> / <sub>2</sub> " x 10"	<b>\$5,500</b>	<b>\$9,100</b>
1/2 page	10 <sup>1</sup> / <sub>4</sub> " x 7" or 5" x 14"		<b>\$4,970</b>
1/4 page	5" x 7"		<b>\$2,380</b>
Product Showcase	5" x 3 <sup>1</sup> / <sub>2</sub> "		<b>\$550</b>
Expo Hall Map Banner	21" x 2"	<b>See Premium Positions</b>	
Front Page Banner	10 <sup>1</sup> / <sub>4</sub> " x 2"	<b>See Premium Positions</b>	
Front Page Sticker	(circle) 3" diameter trim, 3 <sup>1</sup> / <sub>4</sub> " diameter bleed	<b>See Premium Positions</b>	
Bellyband	26" x 2 <sup>1</sup> / <sub>2</sub> "	<b>See Premium Positions</b>	



### Premium Positions

Back Cover	<b>\$17,500</b>
Inside Front Cover	<b>\$15,600</b>
Inside Back Cover	<b>\$15,000</b>
Bellyband	<b>\$14,880</b>
<i>Advertiser must supply bellybands. Includes one full-page, four-color ad to be placed run of book.</i>	
Front Page Banner	<b>\$18,700</b>
<i>Includes one full-page, for ad to be placed run of book.</i>	
Front Page Sticker	<b>\$15,675</b>
<i>This four-color, 3" circle sticker will be placed on the front page of the Expo Guide. Includes one full-page, four-color ad to be placed run of book in all issues. TriStar will produce the stickers.</i>	
Expo Hall Map	<b>\$17,600</b>
<i>Includes banner ad and one full-page four-color ad to run before or after the map.</i>	

For more information or customized solutions contact: Brennah Tate | Tristar Publishing, Inc. | (913) 491-4200 | btate@tristarpub.com

# CONVENTION CENTER ADVERTISING

CONTINUED

Choose from a variety of advertising options to reach attendees.



## LED Screen

**\$25,000**

(Maximum 8 advertisers)

Digital signage, strategically located in the main lobby of the convention center, provides you with an exciting opportunity for branding, digital advertising, and attendee interaction. Showcasing custom event and client messaging, you choose to provide a dynamic video or static, high-resolution image to optimize your brand's exposure.

### Deadlines

Space reservation due: July 31 | Materials due: August 15

**Specs/Format: Submit up to (3) still images running :10 each or (2) :20 second digital or animated ads with no audio. 16 x 9 HD format (1920 x 1080).**

## Main Lobby Banners

**\$20,000 – \$30,000**

(multiple locations available)

Capture immediate attention by sponsoring one or more of the main lobby banner locations. Make a statement with one of these huge visual opportunities.

### Deadlines

Space reservation due: July 31 | Materials due: August 15

**Specs: Varied (based on location)**



## NEW – Main Lobby Window Clings

**\$17,500 for 6**

(multiple locations available)

Be one of the first messages attendees see when they enter and exit the convention center. The clings can be separate images or combined to make one larger image to convey your message.

### Deadlines

Space reservation due: July 31 | Materials due: August 15

For more information or customized solutions contact: [Julia Ozark, CEM | AAFP | \(913\) 906-6297 | \[jozark@aafp.org\]\(mailto:jozark@aafp.org\)](#)

# CONVENTION CENTER ADVERTISING

CONTINUED

Choose from a variety of advertising options to reach attendees.



## Escalator Decals \$25,000 per escalator

(2 available)

Get high visibility in high-traffic areas leading to the educational sessions. Attendees will see your custom graphic displayed on the escalator bank.

### Deadlines

Space reservation due: July 31 | Materials due: August 15

**Specs: (2) 8" W x 70'4" L, decal runners on each set of escalators**

## NEW - Park Bench/Floor Cling\*

**\$4,000 each**

(4 locations available)

Showcase your company logo, tagline, brand message, and booth number on a park bench and floor cling placed along the main aisle of the Expo Hall.

*\*Sponsor may not choose a bench location within 30' of a direct competitor.*

### Deadlines

Space reservation due: July 31 | Materials due: August 15

**Specs: Park Bench 47" W x 15" H, Floor Cling 48" W x 36" H**



For more information or customized solutions contact: Julia Ozark, CEM | AAFP | (913) 906-6297 | [jozark@aaafp.org](mailto:jozark@aaafp.org)

# CONVENTION CENTER ADVERTISING

CONTINUED

Choose from a variety of advertising options to reach attendees.



## Hand Sanitizer Stations \$25,000 per 10 stations

*(Exclusive sponsorship)*

Stations are placed within the convention center main lobby area close to registration, elevators, escalators, and Expo Hall entrances. Each hand sanitizer station is fully wrapped and holds a poster panel sized 15" H x 11" W. They are placed on a matted rug with additional brand exposure opportunity.

### Deadlines

Space reservation due: July 31 | Materials due: August 15

## Column Wraps \$10,000 per column

*(multiple locations available)*

Get high visibility impact for your product in the main lobby. Surround attendees with your brand message as they move through the convention center.

### Deadlines

Space reservation due: July 31

Materials due: August 15

**Specs: Varied (based on location)**



## Expo Hall Footprints \$12,500

*(2 available)*

Such a contagious and fun way for attendees to find your booth. Custom footprint floor clings will lead attendees to your booth from the main entrance of the Expo Hall.

### Deadlines

Space reservation due: July 31 | Materials due: August 15

**Specs: 5" x 12" each (Qty. TBD based on booth location)**

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# CONVENTION CENTER ADVERTISING

Choose from a variety of advertising options to reach attendees.

CONTINUED



## Coffee Breaks\*

**\$15,000 per day in the Main Lobby**

**\$10,000 per day in the Expo Hall**

**\$15,000 per day on the Meeting Room Level**

The AAFP provides more than 2,000 gallons of coffee for attendees throughout the five-day conference. Capitalize on this attendee must-have by sponsoring their coffee breaks. Includes a custom table wrap and napkins with your company logo, tagline, and booth number.

*\*Pharmaceutical and medical device exhibitors may not participate based on the Sunshine Act law. Sponsor must not be a direct competitor of the coffee sleeve sponsor.*

## Deadlines

Space reservation due: July 31 | Materials due: August 15

## Coffee Sleeves\*

**\$15,000**

*(Exclusive sponsorship)*

Hot and in demand! Coffee sleeves are a sure way to catch the eye of every attendee. Customizable artwork is displayed on these beverage jackets and used throughout the entire convention center and Expo Hall at every coffee break.

*\*Pharmaceutical and medical device exhibitors may not participate based on the Sunshine Act law.*



## Deadlines

Space reservation due: July 31 | Materials due: August 15



## Aisle Signs\*

**\$1,500 each**

*(multiple locations available)*

Create awareness and visibility by displaying your company logo, tagline, and booth number on the bottom of an aisle sign along the main aisle of the Expo Hall.

*\*Sponsor may not choose a location within 30' of a direct competitor.*

## Deadlines

Space reservation due: July 31 | Materials due: August 15

**Specs: 2' x 4'**

For more information or customized solutions contact: [Julia Ozark, CEM | AAFP | \(913\) 906-6297 | jozark@aaafp.org](mailto:julia.ozark@aaafp.org)

# ATTENDEE COMMUNICATIONS

Connect with attendees before, during, and after FMX.

**20,484 page views**  
**5.20 minutes**  
**(average time spent)**



## NEW - Housing Confirmation Package \$40,000

*(exclusive opportunity)*

The AAFP-designated Housing Bureau will send out more than 2,400 room confirmations to physicians attending FMX. Secure this opportunity for your ad to be placed in these hotel confirmation emails. Advertiser's message occupies a wide skyscraper (200 X 300) in the confirmation emails as well as the Hotel and Travel primary navigation and internal pages of the website.

## NEW - Final Pre-Event Email \$30,000

*(exclusive opportunity)*

Showcase your brand in the last "know before you go" email attendees receive immediately prior to FMX. This message delivers last-minute reminders and important event information to help attendees prepare. Your rectangle ad (336 x 280) will be displayed in two emails distributions based on attendee registration date.

### Deadlines

Space reservation due: August 16 | Materials due: August 30

Distribution audience: approximately 4,250

Distribution dates\*: September 20 and 26

\*actual distribution dates are subject to change



## NEW - Registration - Badge Mailing Insert \$20,000

*(exclusive opportunity)*

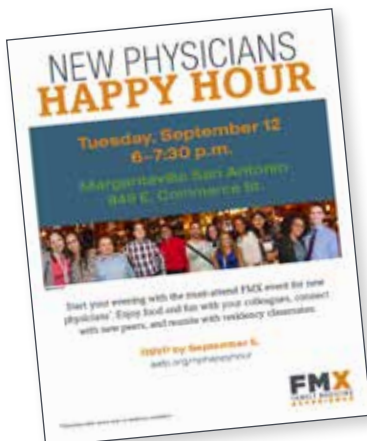
Insert your promotional ad in the badge mailing sent to pre-registered attendees. The only items in this direct mail piece include the attendee badge, tickets purchased, FMX Pocket Guide and sponsor's insert so you are sure to get your message in the hands of FMX attendees prior to arriving in New Orleans.

### Deadlines

Space reservation due: August 17 | Materials due: September 7

Distribution audience: Approximately 3,500

**Specs: 6" W x 7.5" H - client provides insert**



For more information or customized solutions contact: [Julia Ozark, CEM | AAFP | \(913\) 906-6297 | jzark@aafp.org](mailto:juliazark@aafp.org)

# ATTENDEE COMMUNICATIONS

CONTINUED

Connect with attendees before, during, and after FMX.

## Event Update Emails

Receive distinct visibility with prominent digital ad promotion. FMX Event Updates deliver timely and relevant meeting features and information in a more detailed, comprehensive e-communication. These promotions had a **21.5% unique open rate in 2017**. Emails will be tailored and segmented by audience type.

Advertising Includes:

- Display rectangle ad: 300 x 250 pixels
- Advertorial: 65-character headline, 300-character body copy excluding spaces

## Pre-Event Update Emails \$9,500

These promotional emails are sent prior to key registration deadlines and will promote key features and benefits of FMX. Reach a broad audience of approximately 65,000-plus Active AAFP members and past FMX attendees.

### 1. Website Launch – Registration Open

Ad space deadline: February 1  
Ad materials deadline: February 15  
Email is published March 1\*

### 2. Early Bird Registration Deadline

Ad space deadline: June 12  
Ad materials deadline: June 26  
Email is published July 17\*

### 3. Advance Registration Deadline

Ad space deadline: July 17  
Ad materials deadline: July 31  
Email is published August 21\*



## On-Site Event Email \$11,500

During FMX, a promotional email sharing key event highlights will be sent to attendees and Active members not attending the live event. Connect with approximately 65,000 Active AAFP members and FMX attendees.

### Deadlines

Ad space deadline: August 30  
Ad materials deadline: September 13  
Email is published October 9 and 12\*

## Post-Event Email \$9,500

It's a wrap! Post-event recap emails capture highlights from FMX. Round out your marketing campaign with this opportunity to reach approximately 65,000 Active members, registered attendees, and non-registered active members.

### Deadlines

Ad space deadline: September 10  
Ad materials deadline: September 24  
Email is published October 17\*

AAFP member email addresses are not available for purchase. No other opportunity offers exclusive exposure like the FMX Event Updates!

*\*actual distribution dates are subject to change*

For more information or customized solutions contact: Julia Ozark, CEM | AAFP | (913) 906-6297 | jozark@aaafp.org

# ATTENDEE COMMUNICATIONS

CONTINUED

Connect with attendees before, during, and after FMX.



## Event Website

Digital marketing provides targeted visibility and measurable ROI before, during, and after FMX. Build brand awareness, increase your online presence, and influence your target audience with premium advertising on the official FMX event site, [www.aafp.org/fmx](http://www.aafp.org/fmx).

Enjoy broad exposure with event site traffic drivers:

- Hyperlinked on the Event Update emails (on site and post-event)
- Social media posts
- Promotion in the printed Schedule and Expo Guide
- Daily alerts in the FMX mobile app

**In 2017, the FMX event homepage experienced:**  
64,000 visitors  
80,000 content views

## Deadlines

Ads received will be placed upon approval.

Ad Type	Page Placement	Share of Voice	Ad Specs (pixels)	Advertising Rate	2017 Metrics (March–September)
<b>Leaderboard Premium</b>	FMX Homepage About Schedule Hotel & Travel Networking & Events Expo Hall <i>Includes all primary navigation and internal pages</i>	33–100% based upon advertising participation	728 x 90 320 x 50	<b>\$18,900</b> per supporter	<b>137,300</b> Unique Pageviews
<b>Skyscraper</b>	About Section <i>Includes all primary navigation and internal pages</i>	100%	160 x 600	<b>\$9,500</b>	<b>30,000</b> Unique Pageviews
<b>Skyscraper</b>	Networking & Events Expo Hall <i>Includes all primary navigation and internal pages</i>	100%	160 x 600	<b>\$9,500</b> per section	<b>26,800</b> Unique Pageviews
<b>Skyscraper</b>	Schedule Primary Navigation Page	100%	160 x 600	<b>\$9,500</b>	<b>25,100</b> Unique Pageviews <b>1.7 minutes</b> Average Time Spent on Page

**RESERVE EARLY FOR MAXIMUM EXPOSURE**

For more information or customized solutions contact: Julia Ozark, CEM | AAFP | (913) 906-6297 | [jozark@aaafp.org](mailto:jozark@aaafp.org)



# HOTEL ADVERTISING

Get a daily marketing presence with multiple hotel touchpoints.



## Doctor's Bag

Reach attendees directly by promoting your booth, product, and special events in the Doctor's Bag. Your insert will be distributed early in the morning to attendees' hotel room doors, providing excellent visibility for your promotional materials.

### Advertising Rate

**\$8,480** per insert, per day

### Prototype Submission

Submit PDF prototype to Meghan Scobie, [mscobie@tristarpub.com](mailto:mscobie@tristarpub.com)

### Distribution Dates

October 10  
October 11

### Distribution Method

Distributed to attendees' hotel room doors early in the morning.

### Quantity

5,150 per day  
(includes overage)

### Deadlines

Ad space/prototype/  
payment: August 17

Ad materials due:

August 24

### Hotel Property

All Properties

## Advertise on the outside of the bag

Receive high visibility with prime advertising space on the outside of the Doctor's Bag. The participating advertiser receives a clear plastic 7" x 5" window pocket on the outside of the bag for inclusion of one insert with name/logo/booth recognition printed above the pocket. The AAFP will brand the opposite side of the bag.

### Advertising Rate

**\$16,000** per day

### Distribution Dates

October 10  
October 11

### Deadlines

Ad space/payment: June 29

Logo artwork due: July 7

Insert prototypes due for approval: August 17

Printed inserts due: August 24

### Specifications

- Logo not to exceed 9" x 6" (printed directly above the pocket)
- The participating advertiser is allotted a maximum of two colors, plus black for logo artwork
- Window pocket insert cannot exceed 5½" x 4".



# HOTEL ADVERTISING

CONTINUED

Get a daily marketing presence with multiple hotel touchpoints.

## Hotel Key Cards

**\$29,700 without sleeves**

Hotel Key Cards feature the supporter's advertisement and are given to conference attendees at guest check-in. Each attendee guest receives two key cards per room.

**SOLD**

### Quantity

9,350 (includes two key cards per room)

### Deadlines

Ad space/prototype/payment: August 10 | Ad materials due: August 17

Finished product due at hotels: October 5

**Specs: provided upon space reservation**



## Hotel Guest Check-In

**\$15,000 per property**

*(available to one advertiser per property)*

Be the first to welcome FMX attendees with the delivery of your promotional message as attendees check-in at select hotels. This opportunity provides early and elite exposure to promote your product or service and make a great first impression.

### Hotel Property

Hilton New Orleans Riverside  
New Orleans Marriott

### Quantity

1,000  
900

### Deadlines

Ad space/proof/payment: September 3 | Samples to AAFP: September 10

Ad materials due to hotels: October 1

## Premium Room Drop

**\$25,000 per distribution**

Greet attendees with your message as they return to their hotel rooms. Premium room drops are a great way to stand out from the crowd.

### Quantity

4,200

### Distribution Dates

October 10

October 11

### Deadlines

Ad space/proof/payment: September 3 | Samples to AAFP: September 10

Ad materials due to hotels: October 1



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# NEW PERIMETER ADVERTISING OPPORTUNITIES

Extend your marketing message beyond the walls of the convention center and hotels.

## New Orleans Airport Signage

Each airport has its own unique visibility opportunities through a variety of media. Airports offer the opportunity to target an arriving and departing audience in town for a specific event with the added bonus of reaching the arriving audience before a competitors' messages.

### Baggage Claim Level: Digital Screens

**\$15,000** per one 10-second ad in 4:00 loop on 30 panels. Multiple ads available. Advertiser to provide finished digital content.



### Concourse Level: Free Standing Escalator Banners

**\$20,000** for (3) double-sided banners on Concourse Levels B, C, and D including production, and installation. Banner sizes: 60" H x 24" W each. One package is available.

# NEW PERIMETER ADVERTISING OPPORTUNITIES

CONTINUED

Extend your marketing message beyond the walls of the convention center and hotels.



## Billboards

**\$12,500 per billboard**

*(multiple locations available)*

Target your audience with your printed billboard as they travel from the airport to the convention center and nearby hotels. Each billboard is illuminated and the typical size is 14' H x 48' W.

## Taxi Tops

**\$25,000 (50 taxi tops)**

**\$45,000 (100 taxi tops)**

Taxi tops provide a high concentration of your message 24/7. Always present in key areas around the convention center, downtown hotels, and tourist attractions, plus great exposure on routes to and from the airport.



For more information or customized solutions contact: Julia Ozark, CEM | AAFP | (913) 906-6297 | [jozark@aaafp.org](mailto:jozark@aaafp.org)

# ADDITIONAL MARKETING OPPORTUNITIES

## Provide Physician-directed Education to AAFP Members Nationwide

The AAFP Sponsored Resource Center (SRC) places your educational content in front of AAFP members. This is your chance to place your research, webpages, monograms, webinars, and other physician information in the hands of this highly sought primary care audience. Gain visibility with an e-marketing program, including:

- Email to 60,000-plus Active members physicians
- 90-day posting of your branded content
- AAFP web ads featured in *American Family Physician*

For more information, contact

Cindi Benson at [cbenson@aafp.org](mailto:cbenson@aafp.org) or  
visit [www.aafp.org/about/initiatives/industry-features.html](http://www.aafp.org/about/initiatives/industry-features.html).

