



2024 MDAFP

ANNUAL MEETING & *Winter Refresher*

SPONSOR & EXHIBITOR PROSPECTUS

FEBRUARY 23 – 25, 2024

 www.mdafp.org

 info@mdafp.org

 (888) 894-2606

WELCOME!

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Dear Family Physician Supporter,

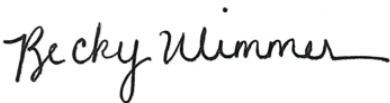
On behalf of the Maryland Academy of Family Physicians (MDAFP) and its Foundation, we are excited to offer exceptional options for your company to be visible at our 2024 Annual Meeting & Winter Refresher, February 23-25, 2024, which is live! We are embracing this new opportunity to provide an even more engaging and interactive experience for our partners with both in-person AND in-app options!

The Maryland Academy of Family Physicians is a 501(c)(6) organization dedicated to supporting and promoting Maryland family physicians to improve the health of our state's patients, families, and communities. The MDAFP is the **largest** professional medical specialty society in Maryland and is a state chapter of the American Academy of Family Physicians (AAFP), one of the largest national medical organizations in the United States, with more than 129,600 members.

Your partnership is important in supporting quality CME for our members and in building relationships and connections as a partner in Family Medicine. Through various ways of exposure, your organization can reach 1,400+ practicing family physicians, family medicine residents, and students who will specialize in family medicine. Partners may select from six package options (**Family Medicine Investor, Family Medicine Benefactor, Family Medicine Partner, Family Medicine Supporter, Lunch Sponsor and Event App Sponsor**) and receive customized partner benefits, many of which are brand **NEW** offerings.

MDAFP offers a variety of cost-effective ways to increase your organization's visibility and attendee awareness to ensure the maximum return on your investment. Thank you in advance for your consideration of becoming a partner of MDAFP.

Sincerely,



Becky Wimmer
MDAFP Executive Director



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ABOUT THE ACADEMY AND FOUNDATION

MDAFP is a chapter of the American Academy of Family Physicians. MDAFP is the largest professional medical specialty society in Maryland. Its 1,400+ members are practicing family physicians, family physicians in training, and medical students. MDAFP works to preserve and promote quality, cost effective healthcare. It promotes the science and art of family medicine and works toward providing Marylanders with well-trained family physicians who render the highest quality care for their patients. The Academy provides advocacy, representation, and leadership for the specialty of family practice. It exists to support the professional needs of its members as they serve their patients.

The MDAFP-Foundation is a 501(c)(3) charitable organization that operates for the benefit of the MDAFP and functions as an integral part of MDAFP's operational structure.

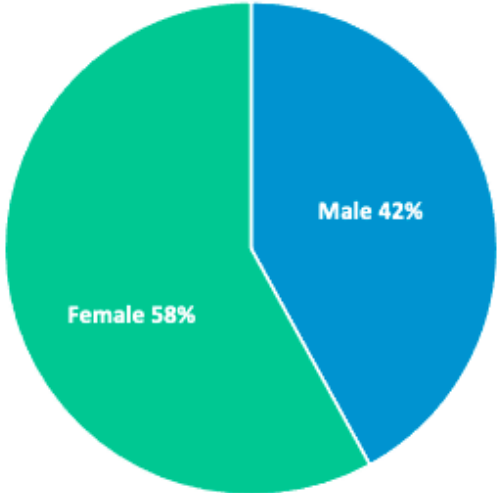
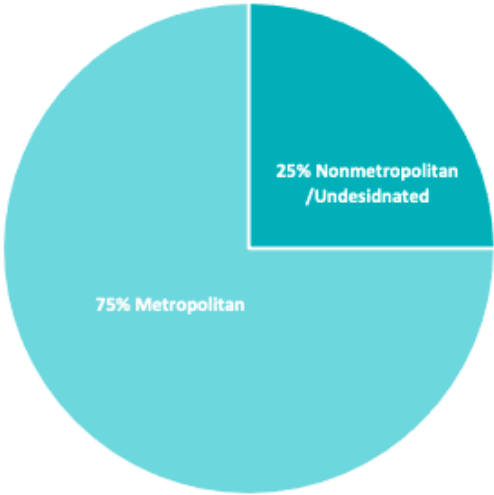
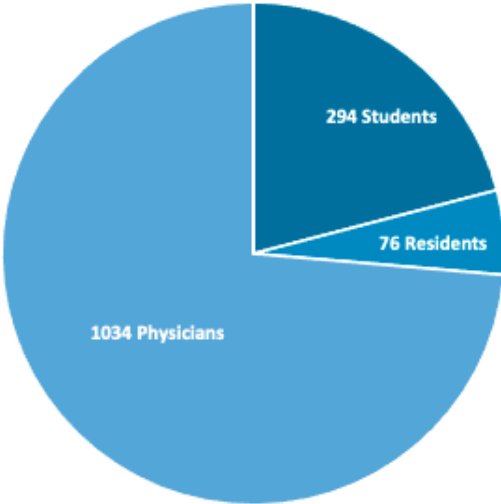
FAST FACTS

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- Family physicians are front-line primary care providers who diagnose and treat **90 percent** of all patient problems
 - Nearly **1 in 4** office visits are made to family physicians annually
 - In the last ten years, office visits to family physicians in the United States numbered more than **210 million**
 - That's 76 million more visits than to any other specialty



MDAFP BY THE NUMBERS

1,400+ Members Strong



74% Active Members
21% Students
5% Residents

75% Practice in metro settings
(population of 20,000 or more)
25% Practice in non-metro or
undesignated settings

58% Female, 42% Male
48 Average age of members



INVITATION TO SPONSOR/EXHIBIT

2024 Annual Meeting & Winter Refresher is back!

MDAFP invites you to participate in the **2024 Annual Meeting & Winter Refresher, February 23 - 25, 2024**. This meeting serves as a premier education event for family physicians from around the Maryland area, drawing hundreds of family medicine physicians, residents, and students each year. For MDAFP partners and related organizations, this event provides an opportunity to gain visibility for your company and demonstrate your support of the industry! By becoming a partner, your organization will reach MDAFP's entire group of esteemed members, with benefits that carry through a full calendar year.

WHO ATTENDS

The MDAFP Annual Meeting & Winter Refresher draws over **150** attendees annually, which includes family medicine physicians, residents, students, and primary healthcare providers. Though years in practice will vary, as will practice profiles, this group represents buying power and embodies the frontline of healthcare delivery in their respective communities.

LOCATION

Graduate Annapolis Hotel

126 West St

Annapolis, MD 21401



SCHEDULE-AT-A-GLANCE

Friday, February 23, 2024	
3:00 - 5:00pm	Pre-Conference CME Session
Saturday, February 24, 2024	
7:00 – 8:00am	Registration, Exhibits, and Breakfast
7:55 – 8:00am	President’s Welcome
8:00 – 9:00am	CME Session 1
9:00 – 9:10am	Exhibits and Break
9:10 – 10:10am	CME Session 2
10:10 – 10:20am	Exhibits and Break
10:20 – 11:20am	CME Session 3
11:20 – 11:30am	Exhibits and Break
11:30am – 1:00pm	Annual Business Meeting Luncheon
1:00 – 1:10pm	Exhibits and Break
1:10 – 2:10pm	CME Session 4
2:10 – 2:20pm	Exhibits and Break
2:20 – 3:20pm	CME Session 5
3:20 – 3:30pm	Exhibits and Break
3:30 – 4:30pm	CME Session 6
4:30 – 5:30pm	Networking Reception ft. Poster Presentations
Sunday, February 25, 2024	
7:00 – 8:00am	Registration, Exhibits, and Breakfast
7:45 – 7:50am	President’s Welcome
8:00 – 9:00am	CME Session 7
9:00 – 9:10am	Exhibits and Break
9:10 – 10:10am	CME Session 8
10:10 – 10:20am	Exhibits and Break
10:20 – 11:20am	CME Session 9
11:20 – 11:30am	Exhibits and Break
11:30am – 12:30pm	CME Session 10
12:30pm	End of Program
*All times are EST. Schedule subject to change.	

TOP REASONS TO PARTNER

Seize the opportunity to sponsor the **2024 Annual Meeting & Winter Refresher**, presented by the Maryland Academy of Family Physicians!

- Reach **1,400+** Family Physicians, Family Medicine Residents, and medical students;
- Increase **brand recognition** and **exposure** among Maryland Family Physicians and other primary healthcare providers; and
- Gain **visibility** for your company and demonstrate your support of the industry.



Seven levels of partnership, offering a variety of touch points via in-app, in-person and digital marketing offerings.



Comprehensive and consistent promotion – Marketing will reach all 1,400+ family physician members, not just those registered for the conference, which will extend through the end of 2024.



Stay Ahead of Your Competition – Sponsors provide a great opportunity to investigate competitive products and services side-by-side. Exhibiting is one of the most cost-effective and enjoyable ways for your organization to connect with physicians. Space is limited and always goes quick. Commit today!



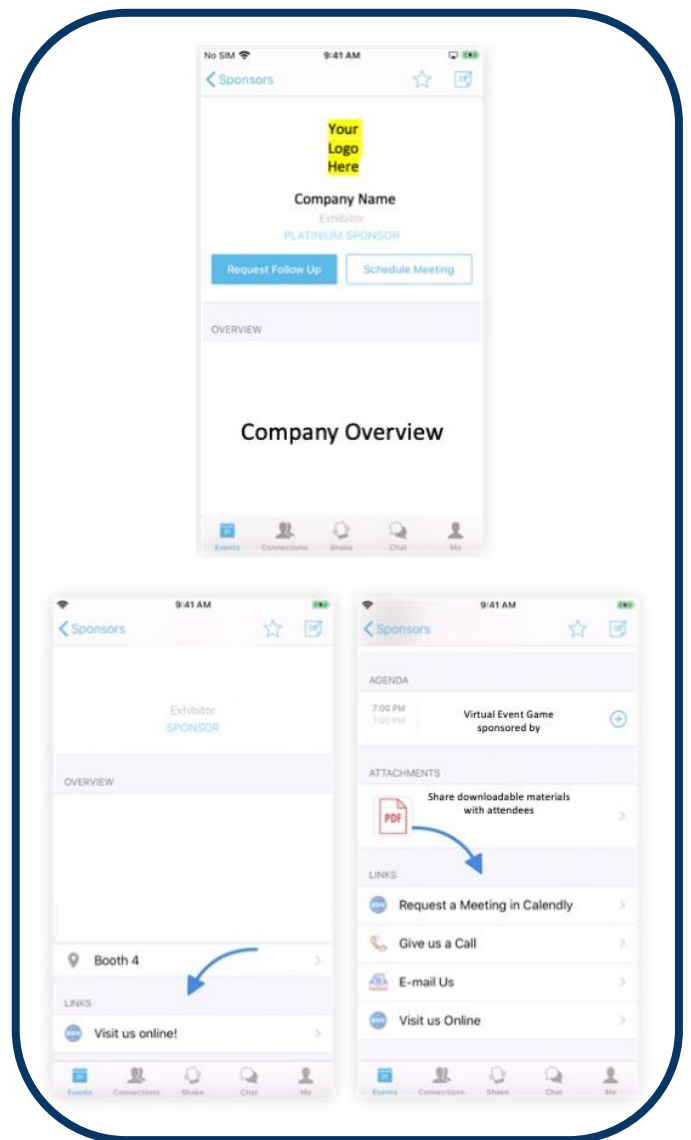
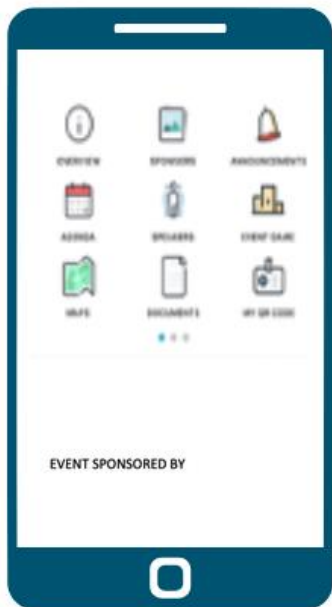
Measurable Outcomes provided to partners in comprehensive follow-up report delivered post-event. Report will include metrics like number of profile views, click-through rates, in person attendees, etc.

EVENT APP

MDFP is excited to enhance the experience by incorporating the **mobile event app** again to serve our partners and attendees in countless ways. The app will serve as a hub where networking, engagement, and sponsor visibility come to life. The event app will drive attendee engagement and provide an interactive platform for partners to showcase their brand to attendees!

We've customized each sponsorship level to include in-app visibility such as:

- Sponsor Exhibitor Profiles
- Banner Ads
- Push Notifications



SPONSORSHIP AND EXHIBITOR OPPORTUNITIES

ENHANCED SPONSOR PACKAGES

Choose a package designed to engage attendees and provide measurable visibility to build brand awareness before, during and after the MDAFP Annual Meeting & Winter Refresher. *All sponsor packages include both in-app and digital marketing offerings, as well as in person exhibit booths, outlined on [page 11](#).*

\$8,000 – Family Medicine Investor (1 available)

\$6,000 – Family Medicine Benefactor (1 available)

\$3,500 – Family Medicine Partner (2 available)

\$2,500 – Family Medicine Supporter (2 available)

\$6,000 – Lunch Sponsor (1 available)

\$5,000 – Event App Sponsor (1 available)

EXHIBITOR OPPORTUNITIES

\$1,500 - Exhibitor Profile (8 available)

MDAFP exhibitor booths offer companies the opportunity to gain qualified leads and connect with hundreds of healthcare decision makers and influencers.

\$1,200 -Nonprofit Exhibitor Profile (2 available)

Nonprofit partners receive 20% discounted price. Nonprofit organizations must submit proof of 501(c)(3) designation to be offered exhibitor spot.

SPONSORSHIP & EXHIBITOR OVERVIEW

Benefits / Features	Investor Sponsor \$8,000	Lunch Sponsor \$6,000	Benefactor Sponsor \$6,000	Event App Sponsor \$5,000	Partner Sponsor \$3,500	Supporter Sponsor \$2,500	Exhibitor \$1,500 / Non-Profit \$1,200
<i>Listing in Program</i>	✓	✓	✓	✓	✓	✓	✓
<i>Invitation to Meals</i>	✓	✓	✓	✓	✓	✓	Breakfast Only
<i>Personalized profile on event app</i>	✓	✓	✓	✓	✓	✓	✓
<i>Exhibit/Display Table</i>	4 representatives	4 representatives	4 representatives	2 representatives	2 representatives	2 representatives	2 representatives
<i>Onsite Sign/Logo recognition</i>	Name badges, lanyards & welcome sign	Branded table tents	Wi-Fi password & signage	✓	Breaks	✓	✓
<i>Podium Recognition</i>	✓	✓	✓	✓	✓	✓	
<i>Logo on Website</i>	✓	✓	✓	✓	✓	✓	
<i>App Banner Ad</i>	✓	✓	✓	✓	✓	✓	
<i>Social Media Recognition</i>	✓	✓	✓	✓	✓		
<i>Recognition in Promotions**</i>	✓	✓	✓	✓	✓		
<i>Invite to Networking Reception</i>	✓	✓	✓	✓			
<i>Special Recognition at Annual Meeting Luncheon</i>	✓	Included (Introduce speaker)	✓	✓			
<i>Opportunity to greet attendees at the Networking Reception</i>	✓						

**Direct outreach to 1,400 family physicians, family medicine residents, and medical students who will specialize in family medicine.

Questions? Contact Madeline Everson at 888-894-2606 or by email at madeline@mdafp.org.

MDAFP TERMS AND CONDITIONS

Application Process:

Please note this is an application process. You will be advised of your selection as a sponsor within 30 days of application submission. Payment will not be processed until sponsor is notified.

Contract:

The Terms and Conditions become binding upon acceptance of this contract between the applicant, inclusive of employees and agents, and the Maryland Academy of Family Physicians (MDAFP). Payment in full is required by **January 12, 2024**. If payment is not received by this date, your partnership agreement will be terminated, and company information and logo will not be displayed.

Confirmation/Exhibitor Profile:

Contact [Madeline Everson](#) if you have not received a confirmation of your received application form within 10 business days of submission. Exhibit profile will be assigned based on sponsorship priority and thereafter on a first-paid basis. Exhibit profile is assigned upon receipt of application and payment in full. MDAFP reserves the right to reject any application.

Cancellation Policy:

Cancellation must be received in writing to Madeline Everson at madeline@mdafp.org. Partner will receive partial refund based on the structure outlined below:

- **75% refund of total cost of sponsorship** if cancelled from date of contract signing to **60 days** before the event (**on or before December 26**).
- **50% refund of total cost of sponsorship** if canceled from **31-59 days** before the event (**December 27-January 24**).

*If written cancellation notice is received less than 30 or fewer days prior to the event start date (**on or after January 25**), **partner forfeits 100% of total cost for sponsorship**. MDAFP shall not be liable for any damages or expenses incurred by Sponsors or Exhibitors in the event the conference is delayed, interrupted, or not held as scheduled.

Questions? Contact Madeline Everson at 888-894-2606 or by email at madeline@mdafp.org.

COVID-19 Protocol

COVID-19 Code of Conduct

MDAFP is preparing for the Annual Meeting and Winter Refresher so that all individuals on site – attendees, speakers, staff, and venue personnel – can remain safe, healthy, and comfortable throughout the event. The health and safety of all stakeholders is our top priority.

MDAFP asks if you are feeling ill with COVID-19 & flu symptoms to please not attend for the safety of others.

Acknowledgement Related to COVID-19

The Maryland Academy of Family Physicians (MDAFP) has implemented enhanced health and safety measures. MDAFP encourages all attendees, exhibitors, and staff to be fully vaccinated against COVID-19 before attending. While vaccinations, observance of safety protocols, and exercise of personal discipline may reduce risk, however, an inherent risk of exposure to COVID-19 does remain in connection with any public gathering.

Questions? Contact Madeline Everson at 888-894-2606 or by email at madeline@mdafp.org.