



Supporter Opportunities

JUNE 10-12, 2021



Dear KAFP Supporter,

The wide ranging effects of the COVID-19 pandemic have highlighted the importance of access to highly trained healthcare professionals for all Kansans.

That's why we've worked so hard to arrange for this year's *Fam Med Forward* conference to be held in a virtual environment, letting family physicians across the state get vital CME training without unnecessary risk for COVID exposure.

But while the format might be shifting, the significance of the event — and the opportunities it presents to connect with KAFP members — remain extensive.

We've worked hard to develop a slate of **high-impact opportunities that take advantage of this year's virtual format**, giving supporters a chance to engage with KAFP members about how their products and services can benefit family physicians.

Financial support from partners like you continues to be vital to the work of providing quality CME opportunities for our members and in building connections the improve care. Can we count on your support this year?

Please review the opportunities detailed in this packet, and contact Missy Johnson (913-645-6649 or missy@mjmeetings.com) to secure your opportunity today. Act soon — the deadline for most openings is May 10!

Thank you for your continued support for the cause of quality care in Kansas!

Sincerely,



Tarah Remington-Brown
Executive Director
Kansas Academy of Family Physicians

BONUS THIS YEAR: Invest \$1,499 or more and you will receive access to a list of all registered learners including their locations as well as the email addresses of those who opt-in for communication from supporters.

Conference Supporter Package

One of the highest-prominence opportunities for supporters this year, these packages put you front-and-center with attendees.

As a full- or half-day supporter, you'll receive:

- Opportunities to present a five-minute pitch to attendees during select conference breaks
- Emcee recognition noting that CME is being made possible by your company
- A pre-recorded 30-second message about your offerings played as a block of CME begins

- Branding with your logo on the reminder emails that go out to all attendees with the Zoom link for that day's events as well as on the day's schedule
- Your company's branding featured in social media posts
- Your company's logo and information promoted on the schedule page of the *Fam Med Forward* website.

Act soon to reserve your preferred date – these limited spaces will go quickly!

Price: \$1,499 Half Day; \$2,998 Full Day



Coffee Conversation with Your Company

Connect with the many early risers who attend *Fam Med Forward* by hosting a 30-minute block of conversation ahead of the day's formal programming. These private audiences give you the chance to have **in-depth engagement with the attendees most-interested in your products and services.**

The package includes:

- Supporter branding included in emails and social media posts promoting your conversation session
- Live recognition from the emcee promoting your event
- Access to the participant registration list after the conclusion of the conference
- Make an even bigger splash! With this package, you have the option of including a Starbucks gift card (at the supporter's expense) in the Attendee Care Package with a reminder to attend your conversation session. If including a gift card, supporter must submit items by May 25.

Price: \$1,999

CME Break Ad

Breaks between CME sessions provide an excellent opportunity to **reach attendees with your company's pitch.**

This package includes:

- Five minutes of reserved time to deliver your pitch to all learners in attendance. The pitch video will be pre-recorded
- A link to the pitch video will be included in emails sent to participants

Price: \$749



Supporter Directory Listing

Our virtual conference gallery will provide a convenient way for **attendees to connect with vendors** offering solutions to family medicine practices and physicians. Purchasing a listing in the conference supporter directory ensures your organization gets in front of this year's participants.

The package includes:

- A listing on the *Fam Med Forward* website that includes your company logo, a three-sentence description of your company, a link to a webpage of your choosing, and contact information for your company
- Promotion of the directory across all of the conference communication channels, including social media, live mentions by the emcee during the conference, and in emails.

The directory will list supporters in alphabetical order – but **for an additional \$249, you'll get a Premiere level listing** that shows up at the top of the directory. Premiere level supporters will also get special call outs from the emcee and in marketing communications. But act fast – there are only four Premiere listing available!

Price: \$499 for standard listing; \$748 for Premiere listing

Foundation Cocktail Event Supporter

Support **KAFP Foundation's annual fundraising event**, but with a twist this year!

This virtual event will have a mixologist sharing cocktail-making tips and tricks. Help support the Foundation while learning to craft some delicious cocktails and then enjoying them with other conference attendees. This event will be held June 4, the Friday before the *Fam Med Forward* virtual conference.

This package includes:

- Significant promotion via email and social media posts sent to attendees
- Recognition from the emcee during the live portions of *Fam Med Forward*, thanking you for your support of the Foundation's event
- Recognition on the welcome letter sent via direct mail to all registrants
- Access to the participant list at the conclusion of the conference
- Plus two complimentary passes to join the party!

Price: \$1,499



Resident & New Physician Education Support

Reach early-career physicians by supporting the Finance and Contract Review sessions during Saturday's Resident & New Physician track of CME.

Provide a speaker to give a 30 minute presentation on the topic. (Must work with KAFP Professional Development Committee Chair for approval of presentation content. Content must adhere to AACME standards and CME).

Highly limited inventory – just two opportunities! The deadline to engage staff on the CME approval process is April 30.

Price: \$1,499

Resident & New Physician Career Connections

This is your opportunity to **connect with your future family physician hires**. This 45-minute session in the Resident & New Physician track gives recruiters a chance to talk about their hiring process, showcase the benefits of their organizations, highlight their communities, and walk the audience through the job search and hiring process.

Limited opportunity – there are just three opening on this moderated panel.

Price: \$499



Attendee Care Package Support

Put your brand in their hand! The KAFP will be sending a care package to all *Fam Med Forward* attendees ahead of the event. Supporters can have package items branded with their logos and will get special recognition throughout the event.

Branding opportunities include the following items:

- Pen
- Small bottle of hand sanitizer
- Bag of trail mix
- Bag of popcorn
- Bag of hard candy
- Tea bags

Coordinate your sponsored items with KAFP staff to ensure they will fit in the package. Supporters must furnish items, including branding stickers, to KAFP staff no later than May 25 – or you can let us do the shopping and branding for you. Contact Missy Johnson at missy@mjmeetings.com to discuss your options.

Price: \$749 per item

Educational Grant

Grants of any amount are welcome to support continuing medical education expenses.

Educational grant providers will be highlighted in emails and social media posts ahead of the event, and will receive special recognition from the emcee during the conference.

Contact KAFP for details.

Price: Minimum \$1,000

Reserve your space today!

This year's limited *Fam Med Forward* supporter opportunities won't last long. Contact Missy Johnson (913-645-6649 or missy@mjmeetings.com) to reserve your space today! **The deadline is May 10.**

Don't see a supporter opportunity that meets your marketing goals? Contact us to customize an experience that will have your company's name remembered all year long!



Supporter Application

Fill out the form below to secure your supporter opportunity for our virtual 2021 event.
Act soon – the deadline is May 10.

Company Name: _____

Company Address: _____

Contact name: _____ Contact phone: _____

Contact email: _____

OPPORTUNITY	PRICING	CHECK TO SELECT ✓
Conference Supporter - Full Day	\$2,998	
Conference Supporter - Half Day	\$1,499	
Coffee Conversation with Your Company	\$1,999	
CME Break Ad	\$749	
Supporter Directory Listing - Standard	\$499	
Supporter Directory Listing - Premiere	\$748	
Foundation Cocktail Event Supporter	\$1,499	
Resident & New Physician Education Support	\$1,499	
Resident & New Physician Career Connection	\$499	
Attendee Care Package Support	\$749/item	
Educational Grant	\$1,000 minimum	

Payment information

To pay by credit card: Click the button to the right to submit payment.

To pay by check: Email this application form to missy@mjmeetings.com

to reserve your support opportunity. A member of the KAFP team will be in touch with next steps for payment.

[CLICK HERE TO PAY](#)

Thank you! A member of the KAFP team will be in touch to coordinate administering benefits associated with your support. Should you have any questions in the meantime, please contact missy@mjmeetings.com.