



# Mid to West

## Rural Health Equity Summit

Cheyenne Mountain Resort & Spa Colorado Springs, Colo.

Oct. 6-7, 2022

Expected attendance: 50-125 Family Physicians, Residents, Medical Students, Allied Health Professionals

### Exhibitor & Supporter Opportunities

The Kansas Academy of Family Physicians (KAFP) and Colorado Academy of Family Physicians (CAFP) are thrilled to host the Mid to West Rural Health Equity Summit this fall.

#### Why Rural Health?

Rural family physicians provide patient care in underserved communities with limited resources, aide and facilities. KAFP and CAFP strive to support these physicians by catering a CME conference just for them that addresses the needs and challenges unique to rural practice; such as rural physician recruitment and retention, collaborative care teams, telehealth, and more. View [the full schedule](#).

#### Support the Future

As a healthcare partner, you are invited to join KAFP and CAFP as an exhibitor or supporter for the Mid to West Rural Health Equity Summit Oct. 6-7, 2022 in Colorado Springs, CO. We have assembled a range of opportunities for you to gain exposure and face time with our attendees.

In addition to 12 hours of CME, attendees will have 3.5 hours of dedicated face time with exhibitors! We know time with our attendees is your top priority, so we have built our schedule with maximizing your time in mind.

- Thursday, 7:30 – 8 a.m. | Breakfast with Exhibitors
- Thursday, 7:30 – 8 a.m. | Supporter Coffee Conversation
- Thursday, 9:30-10 a.m. | 30-minute Refreshment Break with Exhibitors
- Thursday, 12:00 - 12:30 p.m. | Lunch with Exhibitors
- Thursday, 2:15-2:45 p.m. | 30-minute Refreshment Break with Exhibitors
- Thursday, 5:30 - 6:30 p.m. | Reception with Exhibitors
- Friday, 7:30 – 8 a.m. | Supporter Coffee Conversation
- Friday, 9:45-10 a.m. | 15-minute Refreshment Break with Exhibitors

Check out our exhibitor and supporter opportunities below.

#### Exhibitor Opportunities

Reach more than 100 rural family physicians and their colleagues with three hours of dedicated break and mealtime in the exhibit space. Limited booth space available.

#### Exhibitor Booth | \$995

Booth fee includes:

- Six-foot skirted-table and two chairs
  - Two name tags for company representatives
  - Complimentary Wi-Fi
  - Two breakfast tickets, two lunch tickets, access to break snacks
- All meals and breaks will be staged in the exhibit space



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Exhibit booth fee does NOT include:

- **Admittance to education sessions**
- **Electrical access. This is available for an additional charge and must be arranged with hotel.**

Benefits to help market your booth, KAFP gives you:

- **Complimentary Supporter Directory listing (name only).**
- **Attendee list (includes name of all attendees; city and email for attendees who opt-in to sharing)**
- **Promotion of your company across all conference communication channels. Including social media and emails to learners.**

### **Upgrade Complimentary Supporter Directory Listing | \$249 Standard or \$375 Premier**

The [Supporter Directory](#) is a convenient way for attendees to digitally browse and connect with vendors offering solutions to family medicine practices and physicians. As an exhibitor, you'll receive your company name listed in the directory, complimentary with your exhibit booth purchase. You could also upgrade your listing as follows:

Standard listing: Appearing in alphabetical order. Unlimited availability (upgrade fee of \$249)

Premier listing: Promoted listing moved to the top of the list, appearing in order of purchase. Limited availability. (upgrade fee of \$375)

Upgrade includes:

- **Company logo**
- **Four-sentence company description**
- **Web link of your choice**
- **Contact info (name, email, phone)**

Benefits:

KAFP will market the Supporter Directory across all conference communication channels; including, but not limited to, social media and emails to learners.

The Supporter Directory will be promoted throughout the conference script to all attendees.

KAFP and CAFP will promote the Supporter Directory to ALL members via email.

### **Registration Packet Handout | \$149**

For exhibitors only – when you purchase an exhibitor booth, take advantage of this opportunity to include your marketing piece in all registration packets at a discounted price. \$149 reduced rate for exhibitors only (regularly \$249 for non-exhibitors).

- **One single-sided piece up to 8.5" x 11"**
- **Exhibitor to provide 100-150 pieces by Oct. 1 for inclusion**

Benefits:

Have your marketing piece in the hands of each attendee

### **Conference Supporter | \$2,499 full day; \$1,499 half-day**

This supporter opportunity is of the highest prominence of our conference. This opportunity puts you front-and-center with attendees through support of a full or half day of the conference.

Enjoy high exposure through multiple video ads and company branding on a variety of communications.



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Thursday: Full-day or two half-day supporter opportunities

Friday: Half-day supporter opportunity

Benefits:

- Emcee recognition that CME is supported by your company
- One three-minute video ad before attendees are dismissed for break
- One 30-second video included in the bale slides that play on loop during breaks
- Branding with your logo on attendee emails
- Branding with your logo on the schedule
- Your company promoted on social media during the full or half day
- Complimentary Supporter Directory listing for half day supporter (\$499 value), upgraded to Premiere level for full day (\$748 value)
- Attendee list (includes name of all attendees; city and email for attendees who opt-in to sharing)
- Promotion of your company across all conference communication channels.

### Coffee Conversations | \$1,499

Connect with the early risers by hosting a 30-minute block of conversation ahead of the day's formal programming, including breakfast service. These private audiences give you the chance to have in-depth engagement with the attendees most interested in your products and services.

Thursday, 7:30 - 8:00 a.m.

Friday, 7:30 - 8:00 a.m.

Benefits:

- 30-minutes, uninterrupted time with interested attendees before CME begins
- Supporter branding included in emails and social media posts promoting your conversation session
- Live recognition from the emcee promoting your event
- Attendee list (includes name of all attendees; city and email for attendees who opt-in to sharing)Includes a directory listing
- Premier Supporter Directory listing
- CME-accreditation of your session, pending content approval

### Educational Grant | starting at \$1,000

Educational grants of any amount are welcome to support continuing medical education expenses. Show your support for physician education by providing an educational grant to help KAFP and CAFP bring high quality CME to our members.

Contact [info@kafponline.org](mailto:info@kafponline.org) to discuss educational grant opportunities.

Benefits:

- Grant supporters will be featured in the Supporter Directory and on the conference website.

### Attendee Care Package | \$749

Put your brand in their hand! Supporters can have package items branded with their logos and will get special recognition throughout the event.



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Branding opportunities for items such as:

- Pen and note pad
- Small bottle of hand sanitizer
- Golf tees
- Canvas bag
- Snacks: popcorn, trail mix, etc.
- Sunscreen
- Water bottle
- Lip balm
- Lotion

Coordinate your care package items with KAFP staff to ensure they fit in the package and are not duplicated by another supporter. Supporters must furnish items, including branding stickers, to KAFP no later than Oct. 1. Or you can let us do the shopping and branding for you. Contact [info@kafponline.org](mailto:info@kafponline.org) to discuss your options.

### CME Break Ad | \$499

Breaks between CME sessions provide an excellent opportunity to reach attendees with your organization's information. This package includes:

- 90-second video ad before attendees are dismissed for break
- A link to the pitch video will be included in emails sent to participants

Benefits:

- Complimentary Supporter Directory listing, name only.
- Attendee list (includes name of all attendees; city and email for attendees who opt-in to sharing)

Review [Terms and Conditions](#)

### Supporter Opportunities

Engage with the Mid to West Rural Health Equity Summit attendees through any of these supporter opportunities. Not seeing an opportunity that meets your development goals? Contact us to discuss a custom supporter opportunity, [info@kafponline.org](mailto:info@kafponline.org).