



Supporter Opportunities

June 7, 2024 | Hyatt Regency Wichita





KANSAS ACADEMY OF
FAMILY PHYSICIANS

Dear KAFP Supporter,

We are changing our signature conference up this year and maximizing your time with physicians, residents and students at Fam Med Forward 2024 on Friday, June 7, 2024 in Wichita. KAFP is offering a hybrid format where participants can join in person or virtually.

We've been hard at work assembling a great CME program to provide vital training on some of the most important topics family physicians need in clinic right now.

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

Please review the opportunities for engaging our attendees in this packet, and contact us to secure your placement today. Act soon – the deadline for most of these opportunities is May 20, 2024. Thank you for your continued support of quality patient care in Kansas!

Sincerely,

Tarah Remington Brown

CEO, Kansas Academy of Family Physicians

tremingtonbrown@kafponline.org

Exhibitor Opportunities

Connect in-person with nearly 200 Kansas family physicians



Exhibitor Booth \$699

Reach nearly 200 family physicians and their colleagues with two hours of dedicated break and mealtime in the exhibit space learners use to travel to and from sessions. Booth spaces are limited and assigned as received.

Benefits

To help market your booth, KAFP provides:

- Complimentary Basic Supporter Directory listing
- Attendee list
- Promotion of your company across all conference communication channels

Booth fee includes

- Skirted table and two chairs
- Two name tags for company representatives
- Complimentary Wi-Fi
- Two breakfast tickets and two lunch tickets, plus access to break snacks

A limited number of booths are available to non-profit organizations with 501(c)(3) designation at a reduced rate. Email us at info@kafponline.org to request a non-profit booth.

Exhibitor Upgrade Opportunities

Upgrade Supporter Directory Listing

\$99 for Standard
\$299 for Premier
Limited availability. See page 10 for details.

Registration Packet Handout \$99

Include your marketing piece in all registration packets at a discounted price. Reduced rate for exhibitors only (regularly \$199 for non-exhibitors). See page 10 for details.

Note: Booth fee does not include

- Admittance to education sessions.
- Electrical access. This is available for an additional charge and must be arranged with venue.
- Shipping/package handling. This is available for an additional charge and must be arranged with hotel.

Supporter Opportunities

Make an impact showing your support for Kansas family physicians



Engage with conference attendees and other KAFP members from across the state with these supporter opportunities. Not seeing an opportunity that meets your goals? Contact info@kafponline.org to discuss a custom opportunity.

Conference Supporter \$1,999 full day, \$999 half-day

This is the highest prominence opportunity at the conference. As a Conference Supporter, you'll be front-and-center with attendees. Enjoy **significant exposure** through multiple video ads and company branding on a variety of communications. This is a limited opportunity, so act fast!

Benefits

- Emcee recognition that CME is supported by your company
- One three-minute video ad played before attendees are dismissed for break
- One 30-second video included in the slides that play during breaks
- Branding with your logo on attendee emails
- Branding with your logo on the schedule
- Your company promoted on social media during the day
- Complimentary Supporter Directory listing for supporters (\$499 value), option to upgrade to Premier level for full day (\$748 value)
- Access to attendee list
- Promotion of your company across all conference communication channels and member communication channels

Casino Night & KAFP Member Recognition Dinner Supporter \$1,999 (Limited 3)

Support KAFP's members and have a great time too!

Benefits

- 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 mission



- 1-3 minute welcome announcement by supporter to dinner attendees.
- Recognition on the welcome letter sent via direct mail to all registrants
- Access to the participant list at the conclusion of the conference
- Signage during event
- Complimentary exhibit booth
- Complimentary registration packet insert
- Complimentary Premier Supporter Listing
- Two tickets to event



Foundation Silent Auction Donations — greater than or equal to a \$50 value

Support KAFP Foundation's annual fundraising event! This year, we will host a silent auction online and live during the conference. Your donation will make all the difference!

Benefits

- 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





Industry Supported Opportunities — \$999

KAFP educational conferences provide organizations and partners several opportunities to connect with their targeted audiences. As an exhibitor, organizations have the opportunity to present a non-CME Innovation Session. These unique sessions provide the sponsor the ability to present new educational content or research, designed to enhance our attendees' learning experience. Organizations can present any educational activity held in conjunction with one of KAFP's conferences.

KAFP educational meetings provide organizations and corporate partners several opportunities to connect with target audiences. As an exhibitor, organizations have the opportunity to present a non-CME Innovation Session. These unique sessions provide the sponsor the ability to present new educational content or research, designed to engage the attendee's learning experience. Organizations can present any educational activity held in conjunction with one of KAFP's regularly scheduled programs, but the content presented is not eligible for continuing medical education (CME) credit.

Time slots will be available during:

- Pre-recorded presentation available on KAFP's website for one year
- 7 a.m. sunrise presentation
- 5 p.m. presentation

Fees:

The fee for each innovation session is \$999 and includes an exhibit booth (\$699). The company will be responsible for providing and paying for food and beverage during the one-hour program.



Innovation Sessions will include:

- One-hour live presentation via the KAFP virtual meeting platform
- Utilization of an audience engagement tool (i.e. audience response system) during the presentation (optional)
- Target audience approximately ranging from 100 to 200
- Presentation available on-demand for 30 days after the conclusion of the live meeting
- Audio Visual Equipment (live meetings only)
 - Laptop computer (1)
 - Podium microphone (1)
 - LCD projector (1)
 - Sound system
- Promotion on the Fam Med Forward website
- Promotion in one KAFP News sent out via email in advance of the conference
- Exhibit booth (\$1,500 value)

KAFP Innovation Sessions may only be conducted upon approval by the KAFP.

Companies interested in sponsoring an Innovation Session should contact

Tarah Remington Brown at tremingtonbrown@kafponline.org.

Applications are processed on a first-come, first served basis. Space is limited for this activity.



Your support of Fam Med Forward helps make high-quality CME available to Kansas family physicians who serve as the foundation of the healthcare system across the state.

Educational Grant Starting at \$999

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 bring high quality CME to our members.

Contact info@kafponline.org to discuss educational grant opportunities.

Benefits

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

CME Break Ad \$499

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

This package includes a 90-second video ad to be played before attendees are dismissed for break. A link to the ad will also be included in emails sent to attendees.

Benefits

- Complimentary Supporter Directory listing, name only
- Attendee list



2024 Supporter Directory

Supporter Directory \$199 Standard, \$499 Premier

The Supporter Directory is a convenient way for attendees to digitally connect with vendors offering solutions to family medicine practices and physicians. Listings are a great way to ensure your organization gets in front of learners.

- **Basic listing:** All exhibitors receive a complimentary basic listing, which includes your business name only.
- **Standard listing:** Appearing in alphabetical order. Unlimited availability.
- **Premier listing:** Promoted listing moved to the top of the directory, appearing in order of purchase. Limited availability.
- **Note:** Exhibitors get a discount for upgrading to standard and premier listings. See page 3 for details.

Benefits

- Supporter Directory listing on the Fam Med Forward conference website with your company logo, a four-sentence description, a link of your choice and your contact info (name, email, phone).
- Promotion of the directory across all conference communication channels, including email, social media, live mentions, and more. including email, social media, live mentions, and more.



Registration Packet Handout \$99

- One single piece up to 8.5" x 11" included in all learner registration packets
- Exhibitor to provide 200 pieces by May 17.



Exhibitor and Supporter Opportunities Pricing

Friday, June 7, 2024 | Hyatt Regency Wichita | Wichita, KS

[Fill out the online application form here](#) to secure your supporter opportunity for our 2024 conference.

Send questions to info@kafponline.org. All applications and payments must be received by May 20.

OPPORTUNITY	PRICING
Exhibitor Booth	\$699
Exhibitor Supporter Directory Standard Upgrade	\$99
Exhibitor Supporter Directory Premier Upgrade	\$299
Exhibitor Registration Packet Handout Upgrade	\$75
Conference Supporter - full day	\$1,999
Conference Supporter - half day	\$999
Casino Night & KAFP Member Recognition Dinner	\$1,499
Foundation Silent Auction Donation	>\$50 value
Innovation Session	\$999
Educational Grant	≥\$999
CME Break Ad	\$499
Supporter Directory - Standard Listing	\$199
Supporter Directory - Premier Listing	\$499
Registration Packet Handout	\$99

Payment information

To pay by credit card: Please use our digital payment platform via the online application.

To pay by check: Send your check to: KAFP, Attn: FMF Supporters, 4225 W. 107th Street #11531, Overland Park, KS 66207

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 info@kafponline.org.