

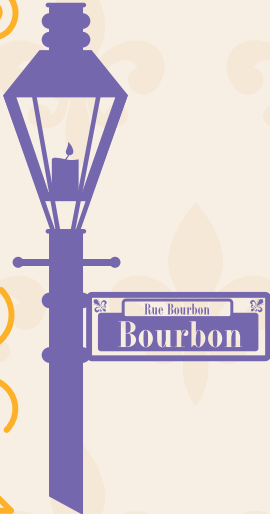

ANNUAL CONVENTION & SCIENTIFIC SEMINARS



APRIL 3 - APRIL 7, 2024

ACOFP 61ST
ANNUAL CONVENTION
AND SCIENTIFIC
SEMINARS

NEW ORLEANS, LOUISIANA



ACOFP '24
Partnership Opportunities



ABOUT THE ACOFP 61ST ANNUAL CONVENTION & SCIENTIFIC SEMINARS

Featuring both an in-person and virtual component, the American College of Osteopathic Family Physicians' 61st Annual Convention & Scientific Seminars educates osteopathic family physicians about the latest techniques and trends in family medicine and provides opportunities for professional networking. With an anticipated reach of more than 1,400 in-person attendees and 700+ virtual participants, this education-rich convention is the ideal environment for you to introduce your organization's products, services or marketing message to the osteopathic family medicine community.

OUR MISSION:

ACOFP exists to promote excellence in osteopathic family medicine through quality education, visionary leadership, and responsible advocacy.

OUR VISION:

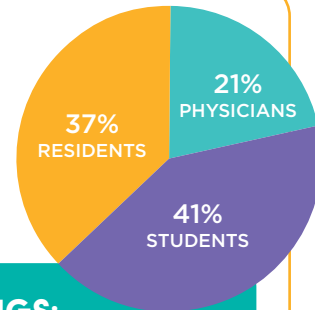
The vision of ACOFP is to be the professional home for all individuals with a commitment to osteopathic primary care.



OUR MEMBERS

WITH NEARLY **35%** OF OUR MEMBERSHIP PRACTICING IN RURAL AREAS

OUR DOCTORS SERVE ON THE FRONTLINES FOR MANY UNDERSERVED COMMUNITIES



PHYSICIAN MEMBER PRACTICE SETTINGS:

40%
Hospital or Health System

15%
Solo Practice

22%
Group Private Practice

2%
Direct Primary/Concierge

3%
Managed Care Organization

7%
Community Health Center

5%
Federal

14%
Academic

9%
Other

WHY EXHIBIT & SPONSOR?

- **SHOWCASE SOLUTIONS** to help osteopathic family physicians provide the best possible patient care and run the most efficient and effective practice.
- **BUILD LONG-TERM RELATIONSHIPS** and meet with influential decision makers intent on learning about the newest products, equipment, technologies, and services.
- **INTRODUCE YOUR PRODUCTS** and services to new prospects—we are a family after all.
- **INCREASE VISIBILITY** with long-term exposure with both in-person and virtual branding opportunities.

EXHIBITING

EXHIBIT HALL BOOTH | \$3,500

INCLUDES:

- One 10 x 10 in-person booth, with a 6' table, two chairs and a wastebasket
- One virtual booth, allowing outreach from attendees for up to three months post-event
- Up to two booth representatives
- Logo/description in program and on virtual Exhibit Hall platform
- Logo on signage

COLLEGE OF OSTEOPATHIC MEDICINE EXHIBIT HALL BOOTH | \$1,650

INCLUDES:

- One 10 x 10 in-person booth, with a 6' table, two chairs and a wastebasket
- One virtual booth, allowing outreach from attendees for up to three months post-event
- Up to two booth representatives
- Logo/description in program and on virtual Exhibit Hall platform
- Logo on signage

EXHIBITOR PASSPORT ENTRY | \$1,000

Drive traffic to your booth by becoming a required stop and engage in meaningful attendee.

EXHIBIT HALL HOURS

THURSDAY
10:00 am - 7:00 pm

FRIDAY
10:00 am - 4:05 pm

SATURDAY
8:30 am - 11:30 am



BUNDLE AND SAVE!

Sign up for **THREE*** exhibit/sponsorship opportunities and get **10% off!**

Sign up for **FOUR*** exhibit/sponsorship opportunities and get **20% off!**

Sign up for **FIVE*** exhibit/sponsorship opportunities and get **30% off!**

NETWORKING & ENGAGEMENT

WELCOME RECEPTION | \$10,000 | 4 OPPORTUNITIES

Sponsor drink tickets for the first 500 attendees during Welcome Reception on Thursday. Attendees must visit your booth to claim a drink ticket for redemption at the bar. This sponsorship also includes your logo on signage, a mobile app push notification and a lead retrieval scanner.

PRESIDENT'S RECEPTION | \$15,000 | 3 OPPORTUNITIES

The President's Reception is an exciting and fun-filled evening that offers the perfect opportunity to reconnect with old friends and make new connections in a casual and inviting atmosphere. Re-envisioned in 2022, this year's event will welcome all attendees and guests for an outdoor waterfront experience to celebrate incoming president Brian A. Kessler, DO, FACOFP *dist.* = Multiple sponsorship opportunities are available. Interactions with the popular exhibitor passport game. Attendees will receive an exhibitor passport at registration with a list of all participating exhibitors for a chance to win prizes.

LGBTQIA+ RECEPTION | \$10,000 | 2 OPPORTUNITIES

Support a welcoming environment for convention attendees by sponsoring the popular LGBTQIA+ reception on Thursday night, hosted by Jeffrey Grove, DO, FACOFP *dist.* See your brand's name on signage and in communications for the event.

WOMEN'S LEADERSHIP | \$7,500 | 2 OPPORTUNITIES

This session will explore how to be mindful when approaching people and situations with greater openness and to overcome the social determinants in our communities as female physicians. In addition to supporting women leaders, this sponsorship includes your logo on signage, a mobile app push notification and a lead retrieval scanner.

NETWORKING COFFEE BREAK | \$5,000 | 5 OPPORTUNITIES

Rejuvenate attendees after educational programming with an especially hot commodity (pun intended!) for our physician attendees. This sponsorship includes your logo on signage and a dedicated push notification.

BRAND AWARENESS

PRODUCT SHOWCASE | \$12,500 | 5 OPPORTUNITIES

Limited timeslots. Booked on first-come, first-served basis.

Educate in-person attendees about how your products and/or services can help osteopathic family physicians better serve their patients during this 60-minute session. Rooms hold up to 150 attendees. ACOFP will promote the session and provide an RSVP system and lead scanner. Food and beverage and AV costs are additional.

WI-FI | \$12,500 | EXCLUSIVE

Sponsorship includes Wi-Fi network branded with company logo, company logo on signage that includes Wi-Fi login instructions throughout the convention hotel, and a push notification via the mobile app.

HEADSHOT LOUNGE | \$15,000 | EXCLUSIVE

The Headshot Lounge offers attendees the opportunity to have portraits taken by photographers while they are at ACOFP, for work or social media. As the sponsor of this popular area, attendees will have you to thank for being able to walk away from the show with a new headshot for their professional use. Brand your company with one of the best traffic drivers at this event!

CHARGING STATIONS | \$6,000 | 2 OPPORTUNITIES

Keep attendees plugged in and engaged by helping charge their devices. With very few public power outlets in ballrooms, this sponsorship will be highly visible and in demand. Sponsorship includes two sponsor-branded, lockable charging devices available in public spaces; a branded charging station wrap with your logo; and a video loop (with no sound) to be played on the charging device.

RECHARGE AND ENERGIZE STATIONS | \$5,000 PER BIKE

Come and exercise and energize at one of our custom-branded smoothies or charging station bikes. Get healthy and have fun! By pedaling at our Recharge Station, you can energize not only yourself but also your electronic devices. You'll be able to conveniently charge your batteries while engaging in a fun and invigorating activity. We believe that combining exercise, connectivity, and relaxation creates a unique and enjoyable experience for all visitors.

JOURNAL AD | \$4,000

Get your product, service or brand in front of ACOFP physician members with a full-page, full-color ad in print and digital issues of the peer-reviewed *Osteopathic Family Physician* journal. Deadlines apply.

PROGRAM AD | \$2,500 FULL PAGE | \$1,250 HALF PAGE

Get your product, service or brand in front of ACOFP members with a half or full-page, full-color ad in our printed program for the ACOFP 61st Annual Convention & Scientific Seminars in New Orleans, Louisiana. Deadlines apply.

REGISTRATION BAG STUFFER | \$3,000

Reach ACOFP '24 attendees during and after the convention by sharing information, booth incentives, coupons, scientific studies and more! Sponsors must provide one 8.5" x 11" (or smaller) bag stuffer or giveaway.



DIGITAL PRESENCE

WALKING CHALLENGE APP | \$15,000 | EXCLUSIVE

Support physicians, residents and students and their journey to wellness by engaging them in a walking challenge before and/or during the convention. Participants can scan a QR code at your booth for “step boosters” to increase their position on the leaderboard. In addition, your logo will appear on the dedicated challenge webpage, on social media, in emails and in the event app, as well as on convention signage.

TECH BAR | \$12,500 | EXCLUSIVE

This interactive spot in the Exhibit Hall helps attendees stay connected with their technology by demonstrating how to better use their devices, social media and the conference app. The hands-on personal guidance from technology experts provides attendees with tips on personal and professional branding techniques and other best practices.

CUSTOM EMAIL BLAST | \$5,000 | 4 OPPORTUNITIES

DIGITAL AD RETARGETING | \$3,500

Get direct access to ACOFP’s website visitors and retarget them with your company’s ads, showcasing your brand across the internet. Acquire a minimum of 50,000 impressions over a three-month time span.

NEWSLETTER AD | \$3,000

Get your brand in front of more than 15,000 practicing physician and resident members with an ad in ACOFP’s new AI-driven weekly newsletter.

EXHIBIT & SPONSORSHIP AGREEMENT

MIX & MATCH

MAXIMIZE YOUR ON-SITE AND DIGITAL PRESENCE
WITH RECOGNITION TIERS BASED ON YOUR SPEND LEVEL:

PLATINUM
—
\$25,000

GOLD
—
\$15,000

SILVER
—
\$10,000

BRONZE
—
\$5,000

EXHIBIT & SPONSORSHIP AGREEMENT

**WE WILL PARTICIPATE IN THE FOLLOWING OPPORTUNITIES:
(PLEASE CHECK ALL THAT APPLY.)**

EXHIBITING

- EXHIBIT HALL BOOTH | \$3,500
- COM EXHIBIT HALL BOOTH | \$1,650
- EXHIBITOR PASSPORT ENTRY | \$1,000
- ADDITIONAL BOOTH REPRESENTATIVE | \$500

BRAND AWARENESS

- PRODUCT SHOWCASE | \$12,500
- WIFI | \$12,500
- HEADSHOT LOUNGE | \$15,000
- CHARGING STATIONS | \$6,000
- RECHARGE AND ENERGIZE STATIONS | \$5,000
- JOURNAL AD | \$4,000
- PROGRAM AD | \$2,500 FULL PAGE | \$1,250 HALF PAGE
- REGISTRATION BAG STUFFER | \$3,000

NETWORKING & ENGAGEMENT

- WELCOME RECEPTION | \$10,000
- PRESIDENT'S RECEPTION | \$15,000
- LGBTQIA+ RECEPTION | \$10,000
- WOMEN'S LEADERSHIP BRUNCH | \$7,500
- NETWORKING COFFEE BREAK | \$5,000

DIGITAL PRESENCE

- WALKING CHALLENGE APP | \$15,000
- TECH BAR | \$12,500
- CUSTOM EMAIL BLAST | \$5,000
- DIGITAL AD RETARGETING | \$3,500
- NEWSLETTER AD | \$3,000

By signing below, the individual represents that he/she is duly authorized to execute this binding contract on behalf of named sponsor and agrees to be bound by the Terms & Conditions and Rules & Regulations, detailed on the following pages.

SPONSOR

Authorized Signature: _____ Date: _____

Name (please print): _____

Email Address: _____ Phone Number: _____

ACOFF EVENT CONTACT

Authorized Signature: _____ Date: _____

Name (please print): _____

METHOD OF PAYMENT

Payment due in full when the contract is signed.

- Invoice full amount.
- Pay by check. Please make checks payable to ACOFP.
- Pay by credit card. (In order to protect your credit card information, an invoice will be sent with instructions on how to submit payment.)

Payment Amount: \$ _____

**Submit payment and
completed agreement to:**

ACOFF
sales@acofp.org
8501 W. Higgins Road, Suite 400
Chicago, IL 60631

**READ THE COMPLETE 2024 RULES & REGULATIONS,
AS WELL AS THE TERMS & CONDITIONS, PRIOR TO SUBMISSION.**