American Academy of Private Physician's Exhibitor, Sponsor & Advertiser's

P R O S P E C T U S 2 0 1 6



LOOKING FOR A COMPETITIVE EDGE?

Exhibit, sponsorships and advertising partnerships with the American Academy of Private Physicians (AAPP) provides great means of broadening your competitive edge by improving your company's brand, image, credibility and product/service awareness.

With a new focus and direction, the AAPP is providing new engagement opportunities with their association members through exhibit and new event sponsorship opportunities at their growing annual Spring Conference and Fall Summit. Additionally, the AAPP is creating new advertising exposure with the rollout of a new interactive website with a stronger member's only portal and recharged newsletter with increased distribution networks. The AAPP is continuing to look for and develop new value propositions for its service and suppliers, as well as its physician membership and anticipate the continued emergence of new programs and opportunities throughout the calendar year as well.





QUICKEST RETURN ON YOUR INVESTMENT?

In recent years, corporate promotional partnerships with industry trade associations has become the fastest growing and quickest ROI of any marketing in the United States. The following pages outline many traditional marketing opportunities with the AAPP as well as new and creative marketing programs:

Event Sponsorships & On-site Signage & Program Advertising Exposure:

Spring Conference

February 26 & 27, 2016 Marriott Marquis San Diego Marina, CA

Fall Summit

September 23 & 24, 2016 Hyatt Regency San Francisco, CA

Website Advertising

Members Only Portal

Newsletter Advertising

Spring Conference on Private Medicine









FEBRUARY 26 & 27, 2016 Marriott Marquis San Diego Marina, CA



Savor Sophistication at this San Diego Luxury Hotel

Soak up the sun in style at Marriott Marquis San Diego Marina. Unique to other downtown San Diego hotels, Marriott provides an environment that easily transitions from dynamic meetings to resort-style relaxation with luxury guest rooms, 240,000 square feet of meeting space and a 446-slip marina. Adjacent to the San Diego Convention Center and steps from the Gaslamp Quarter, our San Diego hotel in downtown is at the center of many popular attractions including Balboa Park, the San Diego Zoo, Seaport Village, SeaWorld® San Diego & LEGOLAND® California. Experience grand service and thoughtful amenities during your stay with exceptional dining options, a resort-style pool with cabanas and a bar, spa and state-of-the-art fitness center. Relax at the end of the day in well-appointed guest rooms featuring plush bedding, the latest technology and breathtaking views of San Diego Bay. No matter what kind of getaway you're craving, this luxury hotel in downtown San Diego delivers.









SEPTEMBER 23 & 24, 2016 Hyatt Regency San Francisco, CA



Dramatic architecture. Panoramic views. Waterfront location. Whether your travel is for business or pleasure, discover Hyatt Regency San Francisco.

Boasting the Guinness Book of World Records' largest atrium lobby, of over 42,000 square feet, the Hyatt Regency San Francisco hotel is situated on the Embarcadero waterfront across from the historic Ferry Building. Guests of Hyatt Regency enjoy immediate access and views to both the Financial District and the San Francisco Bay. With convenient location to famous attractions, you may choose to wander through Chinatown to Fisherman's Wharf, take the ferry to Alcatraz, shop in Union Square or board the cable cars for a riding tour of the city all just minutes from Hyatt Regency San Francisco.

Public transportation is right outside your door when you stay at Hyatt Regency San Francisco. Hop on a cable car, a bus, or BART, all located just a short walk away.

Equally impressive are the extensive in-house amenities, with meeting venues created to host any number of group events, tempting dining choices and the impeccable service that is the hallmark of our downtown hotel.





Spring

Spring Conference on Private Medicine San Diego Marina

\$2,500

Includes a 6' skirted table, two chairs and 2 passes.

SEPTEMBER 23 & 24, 2016



Fall

Fall Summit
on Private Medicine
San Francisco

\$2,500

Includes a 6' skirted table, two chairs and 2 passes.



Exhibit in BOTH the Spring Conference & Fall Summit

Includes: 6' skirted table, two chairs and 2 passes per conference.

\$4,000

*Discount applies if full payment is received by January 31st, 2016.

Below are the sponsorship opportunities for the Spring Conference & Fall Summit:

PRESENTING SPONSORSHIP

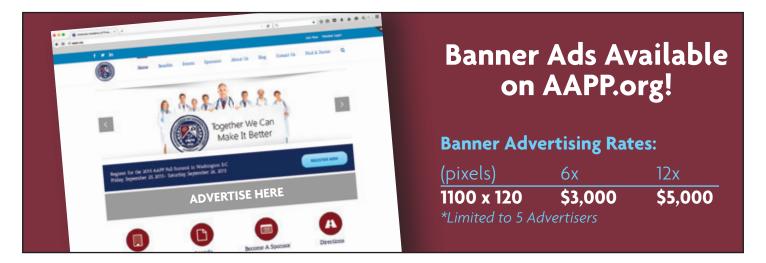
\$15,000

- Company name referenced as the presented sponsor in all communications regarding the selected conference. Example: AAPP Spring Conference on Private Medicine presented by (insert your company name here)
- Company Logo on all printed marketing and promotional materials for the selected conference
- Company name referenced as the presenting sponsor in social media promotion
- Company name referenced as presenting sponsor on all electronic media advertising campaigns
- Company name and/or logo incorporated in all audio visual for conference welcome slide and shown during unsponsored segments
- Company name referenced as the presenting sponsor on all email blasts promoting the selected conference
- Company name referenced as the presenting sponsor on all print advertising campaigns with state medical associations, county medical societies and/or industry trade publications
- On-site program full color/full page advertisement inside back cover
- Four (4) Conference Passes
- One (1) 8' x 8' exhibit space
- One (1) 3' x 8' vertical welcome signage with company name & logo
- The AAPP exhibit hall to be renamed (insert your company name here) Exhibit Hall

FRIDAY BREAKFAST

\$5,000

- Two (2) Conference Passes
- One (1) 8' x 8' exhibit space
- On-site program full color/quarter page advertisement
- Company name & logo recognition of breakfast sponsorship signage located at the beginning of the selected conference buffet line
- Company name and/or logo incorporated in audio visual for Friday Breakfast
- Representative recognition during breakfast
- Five minute (5:00) PA announcement during breakfast read by either one company representative or the AAPP event host





FRIDAY MORNING COFFEE BREAK

\$3,500

- Two (2) Conference Passes
- One (1) 8' x 8' exhibit space
- On-site program full color/business card size advertisement
- Company name & logo recognition as the morning coffee break sponsor on signage located at the coffee service table(s)
- Company name and/or logo incorporated in audio visual for Friday Morning Coffee Break
- Representative recognition during coffee break
- One minute (1:00) PA announcement during morning coffee break read by either one company representative or the AAPP event host

COMPLIANCE ROUNDTABLE SPONSOR NEW!



\$5,000

Two (2) Conference Passes

(Legal firms will not be permitted to sponsor this session)

- One (1) 8' x 8' exhibit space
- On-site program full color/quarter page advertisement
- Company name and/or logo incorporated in audio visual placed on the screen before the Compliance Roundtable Presentation and shown for the duration providing no power point is required during the presentation
- Representative recognition prior to the Compliance Roundtable session by the AAPP event host
- Representative of sponsoring company to introduce the members of the roundtable and session moderator
- Compliance Roundtable sponsor must be an associate member in good standings with the AAPP

FRIDAY LUNCH

\$7,500

- Two (2) Conference Passes
- One (1) 8' x 8' exhibit space
- On-site program full color/half page advertisement
- Company name & logo recognition of lunch sponsorship signage located at the beginning of the selected conference buffet line
- Company name and/or logo incorporated in audio visual for Friday Lunch
- Representative recognition during lunch
- Fifteen minute (15:00) PA announcement during lunch read by either one company representative or the AAPP event host

IT AFTERNOON KEYNOTE SPEAKER NEW!

\$5,000

Two (2) Conference Passes

(Technology firms will not be allowed to sponsor this session)

- One (1) 8' x 8' exhibit space
- On-site program full color/quarter page advertisement
- Company name and/or logo incorporated in audio visual for Friday Keynote Presentation (8:45 AM - 9:00 AM)
- Representative recognition prior to the keynote session by the AAPP event host
- Representative of sponsoring company to introduce the IT Keynote Speaker
- IT Afternoon Keynote Speaker sponsor must be an associate member in good standings with the AAPP

EMERGING TECHNOLOGY ROUNDTABLE NEW!



\$5,000

Two (2) Conference Passes

(Technology firms will not be allowed to sponsor this session)

- One (1) 8' x 8' exhibit space
- On-site program full color/quarter page advertisement
- Company name and/or logo incorporated in audio visual placed on the screen before the Emerging Technology Roundtable Presentation and shown for the duration providing no power point is required during the presentation
- Representative recognition prior to the Emerging Technology Roundtable session by the AAPP event host
- Representative of sponsoring company to introduce the members of the roundtable and session moderator
- Emerging Technology Roundtable sponsor must be an associate member in good standings with the AAPP

FRIDAY AFTERNOON RECEPTION

\$7,500

- Two (2) Conference Passes
- One (1) 8' x 8' exhibit space
- On-site program full color/half page advertisement
- Company name & logo recognition of afternoon networking reception sponsorship signage located at the beginning of the selected conference buffet line & bar
- Company name and/or logo incorporated in audio visual for Friday Networking
- Representative recognition during lunch
- Fifteen minute (15:00) PA announcement during lunch read by either one company representative or the AAPP event host

If you are not interested in sponsoring the full Friday Afternoon Networking Reception, here are 2 available options:



FALL BAR SPONSOR

\$4,000

- Two (2) Conference Passes
- One (1) 8' x 8' exhibit space
- On-site program full color/quarter page advertisement
- Company name & logo recognition of afternoon networking reception sponsorship signage located at the beginning of the selected conference bar

FOOD & NON ALCOHOLIC BEVERAGE SPONSOR

\$4,000

- Two (2) Conference Passes
- One (1) 8' x 8' exhibit space
- On-site program full color/quarter page advertisement
- Company name & logo recognition of afternoon networking reception sponsorship signage located at the beginning of the selected conference buffet line

PRESIDENT'S DINNER NEW!

\$7,500

- Two (2) Conference Passes
- One (1) 8' x 8' exhibit space
- Two (2) President Dinner tickets
- On-site program full color/full page advertisement
- Company name & logo recognition of President's Dinner sponsorship signage located at the beginning of the selected dinner location
- Representative recognition during cocktail reception
- Company name tied to sponsorship of dinner entertainment
- Five minute (5:00) PA announcement during cocktail reception read by either one company representative or the AAPP/president or event host
- President's Dinner sponsor must be an associate member in good standings with the AAPP

SATURDAY BREAKFAST

\$5,000

- Two (2) Conference Passes
- One (1) 8' x 8' exhibit space
- On-site program full color/quarter page advertisement
- Company name & logo recognition of breakfast sponsorship signage located at the beginning of the selected conference buffet line
- Company name and/or logo incorporated in audio visual for Saturday Breakfast
- Five minute (5:00) PA announcement during breakfast read by either one company representative or the AAPP event host

SATURDAY MORNING COFFEE BREAK

\$3,500

- Two (2) Conference Passes
- One (1) 8' x 8' exhibit space
- On-site program full color/business card size advertisement
- Company name & logo recognition as the morning coffee break sponsor on signage located at the coffee service table(s)
- Company name and/or logo incorporated in audio visual for Saturday Morning Coffee Break
- One minute (1:00) PA announcement during morning coffee break read by either one company representative or the AAPP event host

SATURDAY LUNCH

\$7,500

- Two (2) Conference Passes
- One (1) 8' x 8' exhibit space
- On-site program full color/half page advertisement
- Company name & logo recognition of lunch sponsorship signage located at the beginning of the selected conference buffet line
- Company name and/or logo incorporated in audio visual for Saturday Lunch
- Representative recognition during lunch
- Fifteen minute (15:00) PA announcement during lunch read by either one company representative or the AAPP event host

SATURDAY AFTERNOON RECEPTION BAR

\$3,500

- Two (2) Conference Passes
- One (1) 8' x 8' exhibit space
- On-site program full color/half page advertisement
- Company name & logo recognition of afternoon networking reception sponsorship signage located at the beginning of the selected conference buffet line & bar
- Company name and/or logo incorporated in audio visual for Saturday Reception
- Representative recognition during lunch
- Three minute (3:00) PA announcement during lunch read by either one company representative or the AAPP event host

FALL SATURDAY BAGGAGE CHECK NEW!



\$3,000

- Two (2) Conference Passes
- One (1) 8' x 8' exhibit space
- On-site program full color/business card size advertisement
- Company name & logo recognition as the Saturday Baggage Check sponsor on signage located at the designated and secured area

DPC BREAKOUT SPONSOR NEW!



\$4,000

- Two (2) Conference Passes
- One (1) 8' x 8' exhibit space
- On-site program full color/quarter page advertisement
- Company name & logo recognition on session room signage located outside of the designated DPC Breakout meeting room
- Company representative to introduce speakers for the breakout session
- DPC Breakout sponsor must be an associate member in good standings with the AAPP

PRACTICE FORMATION BREAKOUT SPONSOR 154,000

- Two (2) Conference Passes
- One (1) 8' x 8' exhibit space
- On-site program full color/quarter page advertisement
- Company name & logo recognition on session room signage located outside of the designated Practice Formation Breakout meeting room
- Company representative to introduce speakers for the breakout session
- Practice Formation Breakout sponsor must be an associate member in good standings with the AAPP

PRIVATE MEDICINE BREAKOUT SPONSOR NEW!



\$4,000

- Two (2) Conference Passes
- One (1) 8' x 8' exhibit space
- On-site program full color/quarter page advertisement
- Company name & logo recognition on session room signage located outside of the designated Private Medicine Breakout meeting room
- Company representative to introduce speakers for the breakout session
- Private Medicine Breakout sponsor must be an associate member in good standings with the AAPP

SPRING SPOUSE'S TOUR (SATURDAY) NEW!

\$3,000

- Two (2) Conference Passes
- One (1) 8' x 8' exhibit space
- On-site program full color/quarter page advertisement
- Company name recognized for sponsorship of Spouses Tour during a special PA announcement on Friday and again during the Saturday lunch program



CONFERENCE BAG

\$5,000

Company logo/name included with AAPP logo and name of conference, location & date on quality conference bag

- Two (2) Conference Passes
- One (1) 8' x 8' exhibit space
- On-site program full color/quarter page advertisement
- Company name recognized for sponsorship by the AAPP event host in between sessions speakers on Friday



LANYARD SPONSOR

\$3,500

Company logo/name included with AAPP and name of conference on lanyard

- Two (2) Conference Passes
- One (1) 8' x 8' exhibit space
- On-site program full color/quarter page advertisement
- Company name recognized for sponsorship by the AAPP event host in between sessions speakers on Friday



CONFERENCE GIFT SPONSOR NEW!



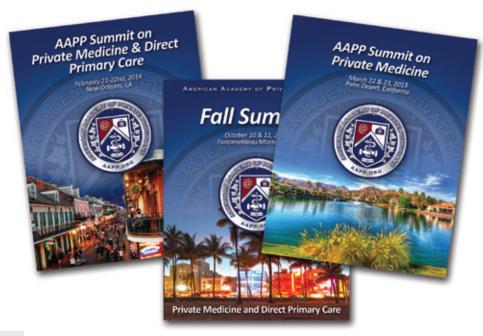
\$3,000 + cost of gift

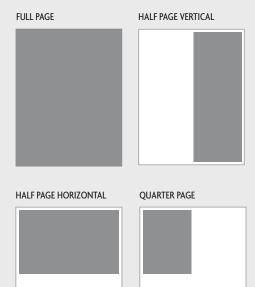
Company logo/name included with AAPP and name of conference, location & date on gift item

- Two (2) Conference Passes
- One (1) 8' x 8' exhibit space
- On-site program full color/quarter page advertisement
- Company name recognized for sponsorship by the AAPP event host in between sessions speakers on Friday

On-site Conference Program Advertising

Full color program distributed to all attendees at the Spring Conference and Fall Summit. Ad must be camera ready or additional production charges may apply. Ad is due 30 days prior to the conference start date to be included in the on-site program.





BUSINESS CARD INSERTION

All final print ready art must be submitted in PDF, JPG, TIF, EPS or Al File Formats. Crop marks and 1/8" bleeds are recommended. All files must be high resolution (300 dpi) at actual size.

Ad Size:	(width x height)	Price (\$)
Full Page	8.5" x 11"	\$800
Half Page Vertical	3.875" x 10.5"	\$600
Half Page Horizontal	8" x 5.125"	\$600
Quarter Page	3.875" x 5.125"	\$400
Business Card Insertion	3.5" x 2"	\$200

Any questions, please contact Brent Nultemeier at 804-683-3123. Email all final art to: brent@bndesign.us

2014 Exhibitors & Sponsors List





2016 Website Advertising

The AAPP website has approximately 4,000 visitor sessions and nearly 10,000 page views every month. With a strong intuitive design coupled with a modern user experience and a dynamic messaging center, the new AAPP website enhances the value of the AAPP membership. In addition, the Find a Doctor component and member's portal increases the value and exposure for a corporation. With the new components, our Physician members will visit this site regularly to get the inside scoop on legislative and regulatory, legal and economic issues. They will be turning to the AAPP website for help on practice management tips and to learn about new opportunities for leadership and professional development and much more as new

Banner Advertising Rates:

programs are introduced.

(pixels)	6x	12x
1100 wide x 120 tall	\$3,000	\$5,000

Web Advertising Requirements:

Your banner ad services as a hyperlink to the destination website of choice. To advertise on the AAPP website, your company must be an associate member in good standing with the AAPP.

Precise dimensions:

Banners are measured in pixels. See examples listed. Maximum file size: 100KB

Graphic format:

All graphics must be submitted by email either in a .gif or .jpg format.

Advertising text line:

You will need a 30 character (maximum) alternative text line for the banner graphic for banners that do not auto-load the graphics.

Registration Form

COMPANY NAME:

PRIMARY CONTACT PERSON:			
PRIMARY CONTACT PERSON EMAIL:	PHONE:		
COMPANY ADDRESS:			
CITY:	STATE:	ZIP CODE:	
COMPANY WEBSITE:			
PRODUCT(S)/SERVICE(S) TO BE MARKETED:			
FRODUCT(3)/ SERVICE(3) TO BE MARKETED.			
All sponsorships for the Spring Conference and/or Fall Summi product(s) or service(s) to be vetted by a representative and/o and contract acceptance.	•	. ,	
Exhibit, Sponsorship & Advertising Opportunities	Spring	Fall	Both
Exhibit ONLY	\$2,500) \$2,500) \$4,000
Sponsorship — includes exhibit space	Spring	Fall	Both
Presenting Sponsorship) \$15,000	\$15,000	\$25,000
• Friday Breakfast	\$5,000	\$5,000	\$8,000
Friday Morning Coffee Break	\$3,500	\$3,500	\$5,750
Keynote Speaker	\$5,000	\$5,000) \$8,000
Compliance Roundtable Sponsor (Legal firms are not permitted to sponsor this session)) \$5,000	\$5,000) \$8,000
• Friday Lunch	\$7,500) \$7,500	\$12,500
• IT Afternoon Keynote Speaker (Technology firms will not be permitted to sponsor this session)	O \$5,000) \$5,000	O \$8,000
• Emerging Technology Roundtable (Technology firms will not be permitted to sponsor this session)	\$5,000) \$5,000) \$8,000
• Friday Afternoon Reception	\$7,500) \$7,500	\$12,500
Bar Sponsor ONLY) \$4,000	\$4,000) \$6,500
Food & Non Alcoholic Beverage ONLY	\$4,000	\$4,000	\$6,500
President's Dinner) \$7,500	\$7,500	\$12,500
• Saturday Breakfast	\$5,000	\$5,000) \$8,000
Saturday Morning Coffee Break	\$3,500) \$3,500	\$5,750
Saturday Lunch) \$7,500) \$7,500	\$12,500

Registration Form (cont.)

Sponsorship – includes exhib	it space		Spring	Fall	Both
• Saturday Afternoon Reception) \$7,500) \$7,500) \$12,500
Bar Sponsor) \$4,000) \$4,000	\$6,500
Food & Non Alcoholic Bever	rage ONLY) \$4,000) \$4,000	\$6,500
Saturday Baggage Check) \$3,000) \$3,000	NA
DPC Breakout Sponsor) \$4,000) \$4,000	NA
• Practice Formation Breakout Sp	onsor) \$4,000) \$4,000	NA
Private Medicine Breakout Spor	nsor) \$4,000) \$4,000	NA
• Spouse's Tour - Saturday) \$3,000) \$3,000	NA
Conference Bag) \$5,000	\$5,000	\$8,000
• Lanyard Sponsor) \$3,500	\$3,500	\$5,750
Conference Gift Sponsor) \$3,000) \$3,000	\$5,500
Conference On-site Program A	dvertising`		Spring	Fall	Both
Full Page) \$800	O \$800) \$1,250
Half Page Vertical) \$600) \$600	\$950
Half Page Horizontal) \$600) \$600	\$950
Quarter Page) \$400) \$400) \$650
Business Card Insertion) \$200) \$200) \$200
Website Advertising	1x	2x	3x	6x	12x
180 x 150) \$300) \$250) \$200) \$150) \$125
160 x 600) \$600) \$550) \$500) \$450) \$400
Newsletter Advertising	1x	2x	3x	6 x	12x
468 x 120 banner	O \$2,500) \$2,250) \$2,000) \$1,250) \$1,000
468 x 100 banner	O \$2,000	O \$1,750	\$1,500	O \$750	O \$500
468 x 80 banner) \$1,500	O \$1,250	O \$1,000	O \$500) \$250
468 x 60 banner	O \$1,000) \$750) \$500) \$250) \$200

Registration Form (cont.)

AAP	P Membership			
0	Yes, please register my compai	ny as a service and supplier membe	er of AAPP O \$350	0
	CARD USED:	Wisia MasterCard MasterCard MasterCard	DISCOVER	
	NAME ON CARD			
	CITY	STATE/PROVINCE	ZIP CODE	
	ACCOUNT NUMBER		3 DIGIT SECURITY CODE	
	EXPIRATION DATE			
_	Yes the business address is tied No, the address tied to this ca			
ADDR	RESS:			
CITY:		STATE:	ZIP CODE:	
payr	E: To receive a discount, nents must be paid in full anuary 31st, 2016.	Amount to be charged: \$ Payment Schedule Requested:	O Yes or O N	
Paym	nent Schedule Details:			
l ack	nowledge and accept the term	ns and conditions of the selected m	narketing services provid	ed by the AAPP

I acknowledge and accept the terms and conditions of the selected marketing services provided by the AAPP and understand that the AAPP has the right to discontinue this agreement at anytime. The AAPP will assign all sponsorship contracts on a first come first received basis.

COMPANY SIGNATURE:	AAPP SIGNATURE:	
PRINTED NAME:	PRINTED NAME:	
DATE:	DATE ACCEPTED:	
	ACCEPTED BY:	

By signing this agreement I acknowledge I am authorized to enter into a marketing or advertising agreement with the AAPP. This registration form will serve as receipt of transaction.



For more information about exhibiting, sponsorship opportunities and advertising rates, please contact:

Shelly Banyay
AAPP's Sales Coordinator
sbanyay@aapp.org
877-746-7301 ext. 2