

# Sponsorship & Marketing Opportunities



# 2021 Promotional Planning Calendar

2021

Print / Digital / Events

Materials Due:

<b>Jan</b>	<ul style="list-style-type: none"> <li>FMA News Week 1 &amp; 3 Members/Prospects</li> <li>FMA News Week 2 &amp; 4 Members</li> </ul>	<ul style="list-style-type: none"> <li>FMA News: due the week before it runs</li> </ul>
<b>Feb</b>	<ul style="list-style-type: none"> <li>FMA News Week 1 &amp; 3 Members/Prospects</li> <li>FMA News Week 2 &amp; 4 Members</li> </ul>	<ul style="list-style-type: none"> <li>FMA News: due the week before it runs</li> </ul>
<b>March</b>	<ul style="list-style-type: none"> <li>FMA News Week 1 &amp; 3 Members/Prospects</li> <li>FMA News Week 2 &amp; 4 Members</li> </ul>	<ul style="list-style-type: none"> <li>FMA News: due the week before it runs</li> </ul>
<b>April</b>	<ul style="list-style-type: none"> <li>FMA News Week 1 &amp; 3 Members/Prospects</li> <li>FMA News Week 2 &amp; 4 Members</li> </ul>	<ul style="list-style-type: none"> <li>FMA News: due the week before it runs</li> <li>Sponsorships for Board of Governors Meeting due April 2021</li> </ul>
<b>May</b>	<ul style="list-style-type: none"> <li>FMA News Week 1 &amp; 3 Members/Prospects</li> <li>FMA News Week 2 &amp; 4 Members</li> <li>FMA Spring Board of Governors Meeting (<i>May 7-10, 2021</i>) <i>Grand Hyatt Tampa Bay</i></li> </ul>	<ul style="list-style-type: none"> <li>FMA News: due the week before it runs</li> </ul>
<b>June</b>	<ul style="list-style-type: none"> <li>FMA News Week 1 &amp; 3 Members/Prospects</li> <li>FMA News Week 2 &amp; 4 Members</li> </ul>	<ul style="list-style-type: none"> <li>FMA News: due the week before it runs</li> </ul>
<b>July</b>	<ul style="list-style-type: none"> <li>FMA News Week 1 &amp; 3 Members/Prospects</li> <li>FMA News Week 2 &amp; 4 Members</li> </ul>	<ul style="list-style-type: none"> <li>FMA News: due the week before it runs</li> <li>Annual Meeting Sponsorships due July 1, 2021</li> <li>Magazine Ads Space Due: July 9, 2021</li> </ul>
<b>Aug</b>	<ul style="list-style-type: none"> <li>FMA News Week 1 &amp; 3 Members/Prospects</li> <li>FMA News Week 2 &amp; 4 Members</li> <li>2021 Annual Meeting &amp; Board of Governors (<i>July 31-August 2, 2021</i>) <i>Hilton, Orlando</i></li> </ul>	<ul style="list-style-type: none"> <li>FMA News: due the week before it runs</li> <li>Magazine Ads Art Due: Art: August 2, 2021</li> </ul>
<b>Sept</b>	<ul style="list-style-type: none"> <li>FMA News Week 1 &amp; 3 Members/Prospects</li> <li>FMA News Week 2 &amp; 4 Members</li> <li>Florida Medical Magazine Fall/Annual Report Issue</li> </ul>	<ul style="list-style-type: none"> <li>FMA News: due the week before it runs</li> </ul>
<b>Oct</b>	<ul style="list-style-type: none"> <li>FMA News Week 1 &amp; 3 Members/Prospects</li> <li>FMA News Week 2 &amp; 4 Members</li> </ul>	<ul style="list-style-type: none"> <li>FMA News: due the week before it runs</li> <li>Sponsorships for Insurance Summit due Oct 2021</li> </ul>
<b>Nov</b>	<ul style="list-style-type: none"> <li>FMA News Week 1 &amp; 3 Members/Prospects</li> <li>FMA News Week 2 &amp; 4 Members</li> <li>FMA Insurance Summit 2021 (<i>TBD</i>)</li> </ul>	<ul style="list-style-type: none"> <li>FMA News: due the week before it runs</li> </ul>
<b>Dec</b>	<ul style="list-style-type: none"> <li>FMA News Week 1 &amp; 3 Members/Prospects</li> <li>FMA News Week 2 &amp; 4 Members</li> </ul>	<ul style="list-style-type: none"> <li>FMA News: due the week before it runs</li> </ul>

# Conference Information

The Florida Medical Association (FMA) is the largest physician advocate organization in the state, **representing more than 24,000 members** across the spectrum of medical practice. As the voice of medicine in Florida, the FMA offers the perfect marketing platform for organizations seeking to reach the state's physician community.

## **FMA Insurance Summit: Experts > Answers > You**

The FMA Insurance Summit provides physicians and their office staff members with proven strategies to maximize their payments and help them plan for changes in physician reimbursement. Attendees have opportunities to meet one-on-one with representatives from major insurance carriers and other third-party payers.

**Exhibit space will be available for \$1,000.  
Sponsorship opportunities available.**

## **Annual Meeting/Conference & Expo:**

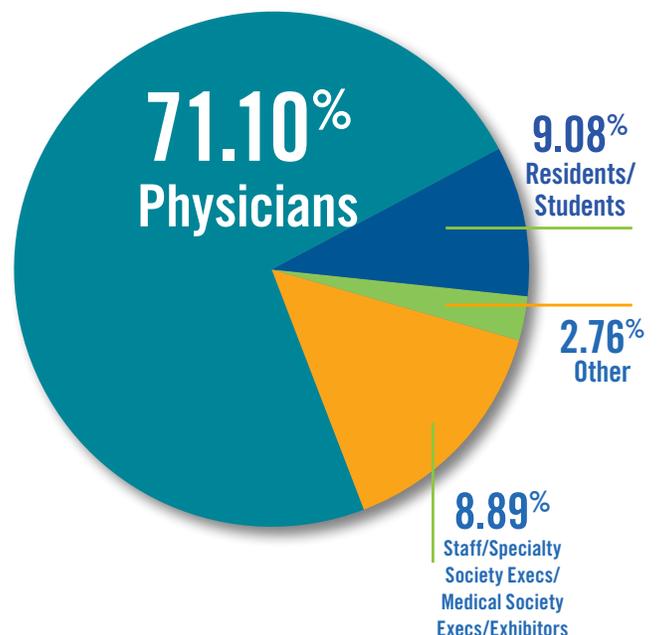
This yearly meeting brings Florida's physician leaders together to discuss key issues in medicine and conduct the business of the FMA within the House of Delegates. Weekend highlights include continuing medical education courses, presentations by nationally recognized speakers, sponsor/vendor exhibits, the FMA Celebration, the FMA PAC Good Government Luncheon. There are also events for residents and medical students, such as the David A. Paulus, M.D. Poster Symposium.

**Exhibit space will be available for \$3,000.  
Sponsorship opportunities available.**

**FMA Insurance Summit Attendees by the Numbers**



**FMA Annual Meeting Attendees by the Numbers**



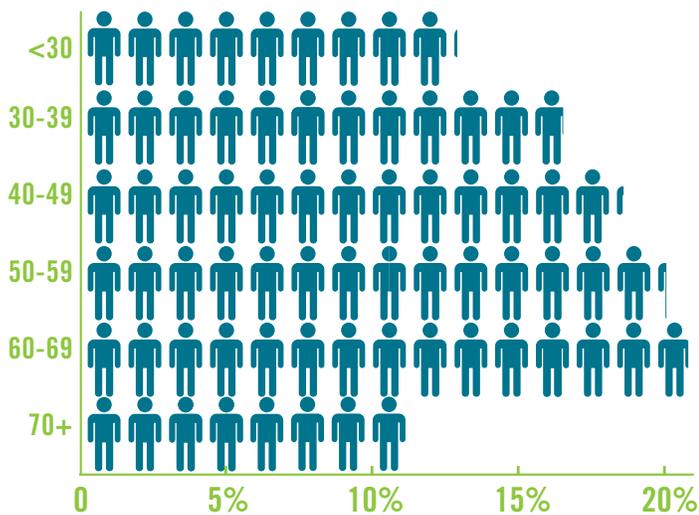
Sponsors at all levels are provided with exhibitor displays stationed in the main traffic areas throughout the conference center. Additional sponsor benefits are outlined in the following pages.

# FMA Membership By The Numbers

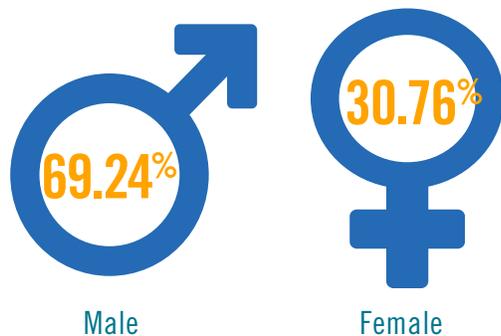
## Membership by Region:

Panhandle	1,400
North East	1,577
Greater Tampa Bay	3,285
Central East	3,056
South West	2,159
South East	5,847
North Central	1,904
Out of State	4,859
Total	24,087

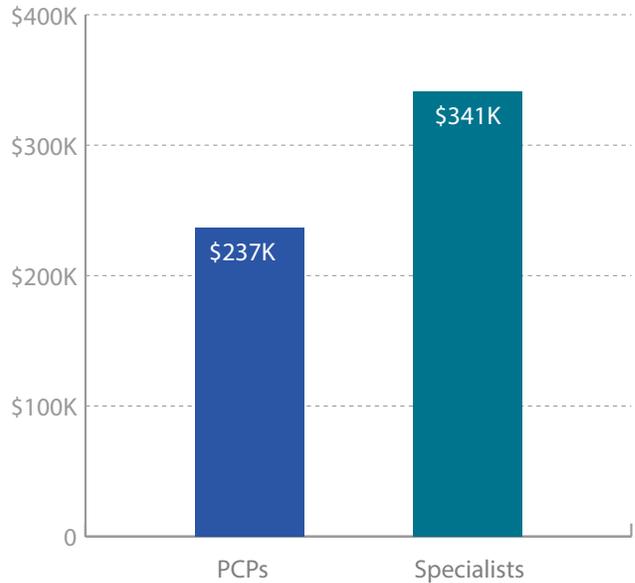
## by Age:



## by Gender:



## How Much do Physicians Earn Overall?



\* From the Medscape Physician Compensation Report 2019

## by Specialty

Internal Medicine	13.14%
Family Practice	10.06%
Anesthesiology	8.56%
Pediatrics	7.53%
Radiology	7.50%
Surgery	5.45%
Obstetrics & Gynecology	4.64%
Cardiology	4.13%
Orthopedics	3.93%
Psychiatry	3.10%

\*Top 10 specialties

Updated data 2/12/21

# Conference Sponsorship Opportunities

## FMA Annual Meeting and Conference Sponsorship Opportunities

### *Boost Visibility Beyond Your Booth*

Sponsorship is the best way to market your business to our physicians. All FMA conference sponsors will be acknowledged in our printed materials, on signs at the event and anywhere else we can make your sponsorship known. We are committed to working with you to provide the most exposure possible for your business through each of these opportunities.

Looking for a way to reach your target audience? Maximize your visibility and gain recognition for your company's products and services through one of the FMA's many sponsorship opportunities.

To get started on a plan just for you, contact Cortney Jones at 800.762.0233 ext. 253 or email [CJones@FLmedical.org](mailto:CJones@FLmedical.org)

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### **REGISTRATION DESK: \$10,000**

#### *Sole Sponsorship Opportunity*

Every physician attending the FMA Annual Meeting visits the registration desk to pick up their name badges and event tickets. What better way to highlight your company! This sole-sponsorship opportunity includes your logo on panels at registration desk, opportunity to welcome attendees and distribute promotional materials at registration.

- Your company logo on signage at registration desk.
- Include a company handout in physicians' registration packets

### **HOTEL ROOM DROP: \$7,500**

#### *Limited to One Company Per Night; Friday & Saturday*

Put your sales material, publication or promotional item in attendees' hands multiple times throughout the event. This opportunity is designed to drive attendees to your booth. (Sponsorship does not include the cost of the promotional item or publication; it is considered the responsibility of the sponsoring company.)

- Put your sales publications and promotional items directly in physicians' hands.
- Your items will be neatly displayed in every attendee's room.

### **AM 2021 E-blast Sponsorship \$1,500**

#### *per blast/17 available*

These emails (e-blasts) are sent in the weeks prior to Annual Meeting, each one promoting a different topic, event, or activity to more than 64,000 e-mail recipients. As a sponsor you receive logo recognition, a 50-word text section, and a live link to your web site. (Limited scheduling due to our email schedule. Be sure to check on availability.)

### **Attendee Registration Confirmation E-mail-\$1500**

Reach more than 900 registered attendees before they even go to the conference! Your company's name and website link will be included in the registration confirmation e-mails sent to every registered attendee.

### **Enhanced On-site Program Listing \$50**

Included in your booth rental fee is one complimentary listing in our on-site Official Program. Your listing includes your company name, address, customer service phone number, web address and booth number. Want to maximize your listing? Consider upgrading your listing with your logo.

Upgrade cost: Include your company's logo for \$50

# FMA Annual Meeting Sponsor Levels

## Cost for each event sponsored

### **\$25,000 Contribution—Emerald** *(non-competing sponsor exclusivity)*

#### **Benefits from ALL packages, PLUS...**

- Customized speaking opportunity with FMA Leadership
- Company logo on all conference printed materials as a presenting sponsor
- Company acknowledgment with company logo light GoBo displays at Opening Session of the House of Delegates
- Dedicated email marketing (one before and one after the meeting) from the FMA on your company's behalf **to our full membership** (content subject to FMA approval)

### **\$20,000 Contribution—Diamond** *(non-competing sponsor exclusivity)*

#### **Benefits from all packages below, PLUS...**

- Company acknowledgment with company logo light GoBo display at Opening Night Reception (Friday evening)
- Company acknowledgment on signage at entry to the FMA PAC Good Government Lunch (Saturday afternoon)
- \$2,000 Marketing credit toward future advertising in FMA member communications (magazine, website, email marketing)

### **\$15,000 Contribution—Platinum**

#### **Benefits from all packages below, PLUS...**

- One half-page, full-color advertisement in one issue of *Florida Medical Magazine*
- Exclusive company acknowledgment with company logo light GoBo displays at Board of Governors Lunch on Sunday, August 1, 2021

### **\$10,000 Contribution—Gold**

#### **Benefits from all packages below, PLUS...**

- Advertisement upgrade to full-page color advertisement in conference programs
- Company logo recognition on welcome posters displayed throughout the conference and in the sponsored programs

### **Up to \$7,500 Contribution—Silver**

#### **Benefits from bronze below, PLUS...**

- One half-page color advertisement in one or both conference programs, depending upon sponsor's request
- One digital ad in our bi-weekly FMA News sent to all members

### **\$3,000 Contribution—Bronze**

- An exhibitor booth at conference
- Recognition in the event program received by all attendees
- Pre and post-conference attendee files *(email addresses not included)*
- Link and listing on website

### **Annual Meeting 2021 Exhibit Hours\***

Hilton Bonnet Creek, Orlando

**Friday, July 30, 2021**

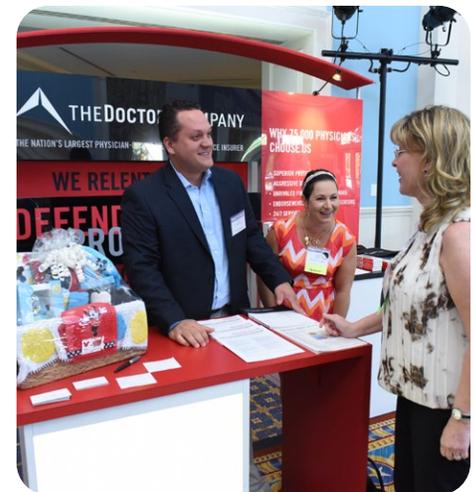
*(Exhibitor Setup)*

4:00 pm– 7:30 pm

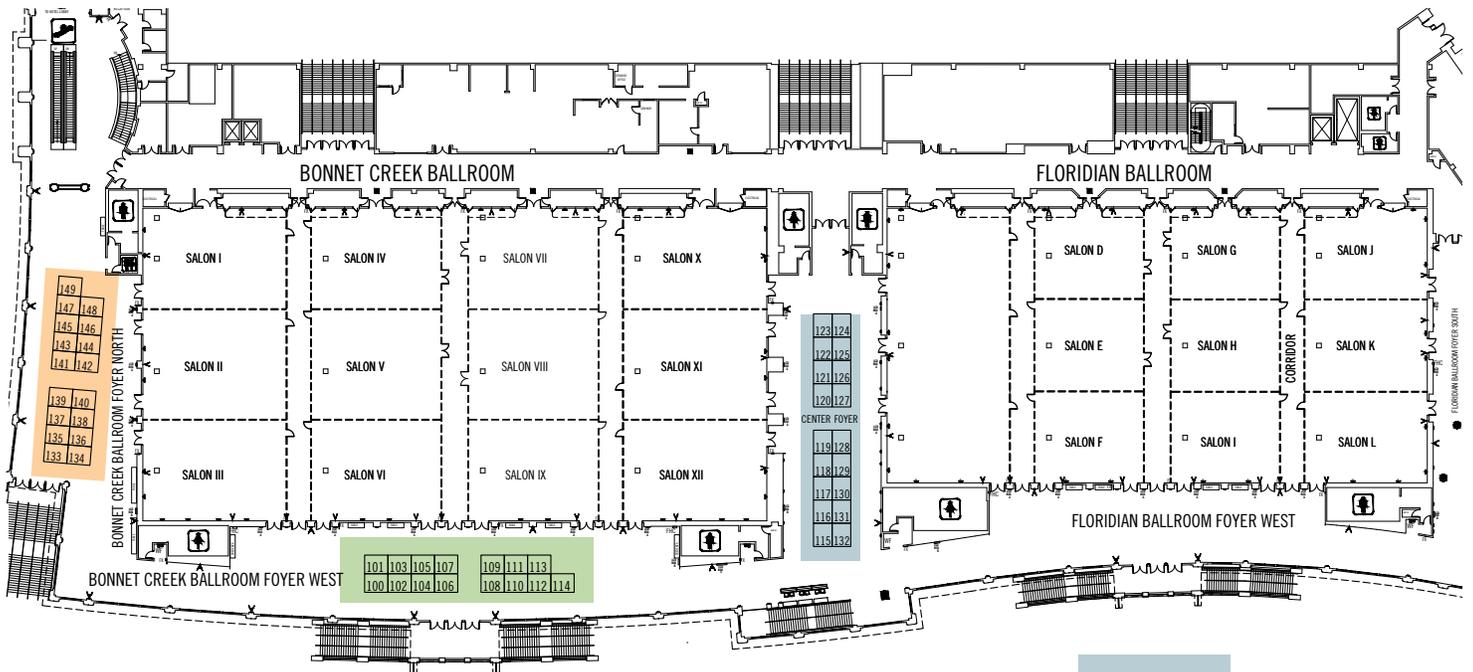
**Saturday, July 31, 2021**

7:30 am– 3:00 pm

*\* Subject to change*



# Hilton Bonnet Creek, Orlando



Subject to Change

149	
147	148
145	146
143	144
141	142
139	140
137	138
135	136
133	134

101	103	105	107	109	111	113	
100	102	104	106	108	110	112	114

123	124
122	125
121	126
120	127
119	128
118	129
117	130
116	131
115	132

# Meeting Sponsor Application

## SPONSOR INFORMATION — All sponsors subject to approval by the FMA

Company Name: \_\_\_\_\_ Contact: \_\_\_\_\_

Agency Name: \_\_\_\_\_ Contact: \_\_\_\_\_

(if applicable)

Billing Address: \_\_\_\_\_

Email Address: \_\_\_\_\_ Phone: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please provide a 20-word description of your company's product(s) and/or service(s) with this application. Your application cannot be processed without a description. Please type or print legibly. The FMA reserves the right to edit your company's description.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Annual Meeting Deadline: July 1, 2021**

**Insurance Summit Deadline: Oct 1, 2021**

### PLEASE INDICATE BELOW

Which event and which sponsorship level you are reserving.

#### SPONSOR LEVELS

- Emerald Sponsor
- Diamond Sponsor
- Platinum Sponsor
- Gold Sponsor
- Silver Sponsor
- Bronze Sponsor

#### Annual Meeting

- \$25,000
- \$20,000
- \$15,000
- \$10,000
- \$7,500
- \$3,000



#### SPONSOR LEVELS

- Insurance Sponsor & Exhibitor \$2,500
- Insurance Exhibitor \$1,000

#### Insurance Summit

#### SPONSOR OPPORTUNITY

Please list which specific option you would like to sponsor. Indicate top three exhibitor booth choices \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**ADA:** In accordance with ADA requirements, if you are disabled and require special services, please check here.  Someone from our office will contact you.

### PAYMENT INFORMATION

Check  MC  VISA  AMEX  Invoice Me

Card #: \_\_\_\_\_

Expires: \_\_\_\_\_ Security Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Make check payable to Florida Medical Association and mail to:  
Florida Medical Association, Inc. | ATTN: Laurie Hartsfield Burleson  
1430 E. Piedmont Drive, Tallahassee, Florida 32308

### PLEASE NOTE

Your sponsorship will not be confirmed until payment is received. Your application will be reviewed by the FMA. If accepted, a confirmation letter will be sent to you.

### CANCELLATION/REDUCTION OF BOOTH SPACE

*All cancellations and reductions of booth space must be made in writing.*

*Cancellation or reduction of booth space may be made with a \$500 fee per booth imposed prior to May 1, 2021 for the Annual Meeting and August 1, 2021 for the Insurance Summit. Cancellations/reductions received after the above dates will result in 100% of the total booth fee being collected or retained by FMA.*



**1430 Piedmont Dr E | Tallahassee, FL 32308**

**800.762.0233 | [FLMedical.org](http://FLMedical.org)**