

Events & Conference Prospectus

Sponsorship & Marketing Opportunities



About the FMA

The Florida Medical Association (FMA) is the largest physician advocate organization in the state, representing more than 20,000 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 members: Top six specialities represented



11.78%

Internal Medicine



10.39%

Family Medicine



7.10%

Pediatrics



6.74%

Radiology



5.84%

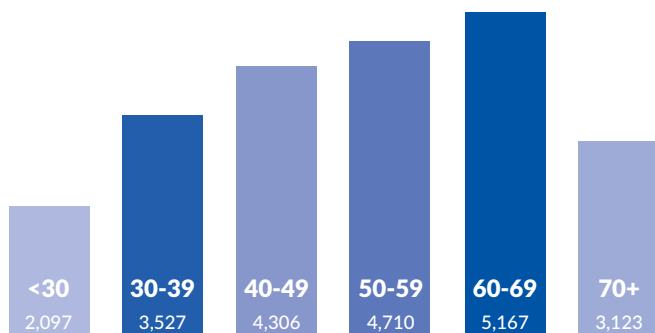
Surgery



5.44%

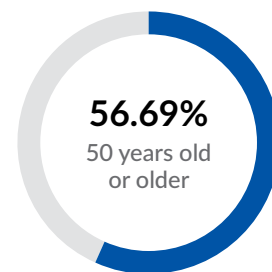
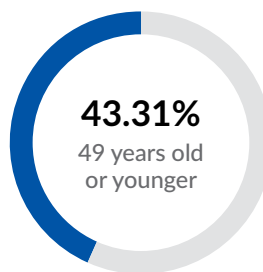
Anesthesiology

FMA members: by age



FMA members: by region

Panhandle	1,204
North East	1,480
Greater Tampa Bay	2,928
Central East	2,809
South West	1,985
South East	4,756
North Central	1,755
Out of State	6,013



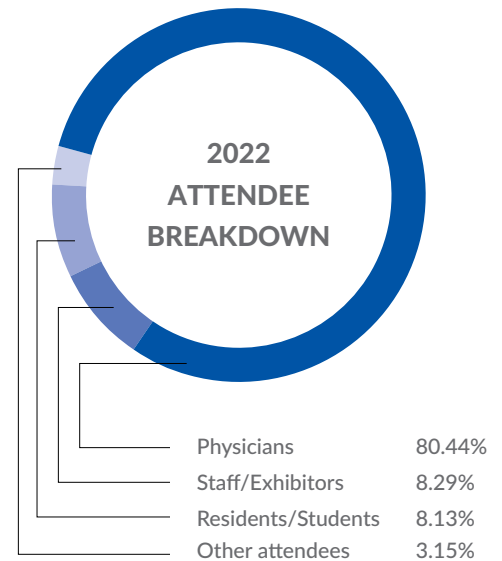
22,930

Total FMA members

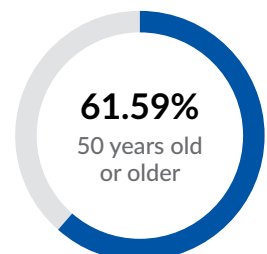
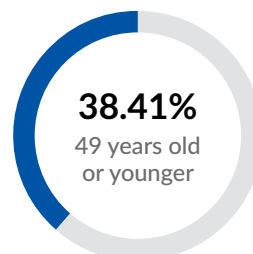
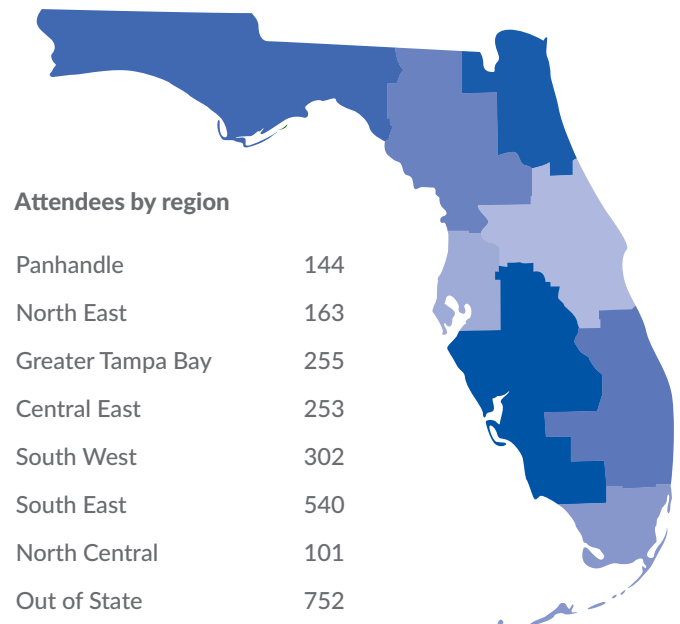
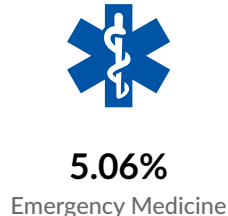
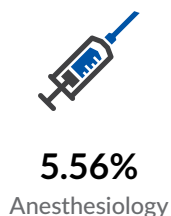
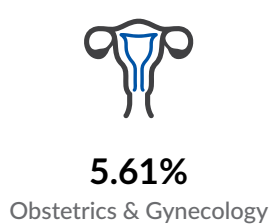
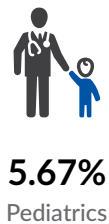
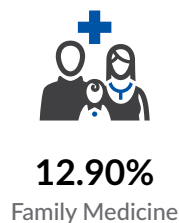
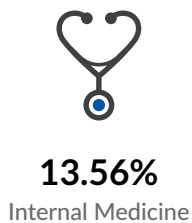
Annual Meeting Conference Information

The FMA Annual Meeting & Conference is our premier event of the year for live, interactive CME, networking events, our presidential installation, poster symposium and more. Exhibiting sponsors are able to engage with nearly 2,500 attendees in person and online.

*2022 attendance



Annual Meeting 2022 attendees :
Top six specialities represented



July 28-30, 2023 | Hyatt Regency Orlando

Annual Meeting Conference Information

PAST SPONSOR TESTIMONIALS



"Conference exceeded my expectations. Thank you!"

– Merchant Advocate



"Enjoyed the feedback we got from physicians"

– UF Health



"Great interactions with providers!"

– Univ. of Miami R.A.P.I.D.

SPONSOR & EXHIBITOR OPTIONS

As a sponsor of our conference, you have access to some of our most engaged Florida physicians both in-person and online. We are committed to providing our sponsors with the most exposure throughout the course of the event.

HOTEL INFORMATION & SCHEDULE

Sponsor & Exhibitor registration deadline: July 3

Exhibitor Set up: Thursday, July 27; 3-6 p.m.

Exhibit Hall Open: Friday, July 28; 8 a.m.-6 p.m.

- *The Welcome Reception for all attendees will be in the exhibit hall at 6:30 p.m.*

Exhibit Hall Hours: Saturday, July 29; 7:30 a.m.-2 p.m.

Exhibitor Move-out: Saturday, July 29; 2-5 p.m.

For a customized plan, contact Cortney Jones at cjones@flmedical.org.

ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

Sponsor benefits	EMERALD \$25,000	DIAMOND \$20,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$7,500	BRONZE+ \$3,500	BRONZE \$3,000
Nonprofit & Government Entities receive \$1,000 off any sponsor & exhibitor package							
An exhibitor booth at conference	✓	✓	✓	✓	✓	✓	✓
Recognition in the event program	✓	✓	✓	✓	✓	✓	✓
Pre and post-conference attendee files (email addresses not included)	✓	✓	✓	✓	✓	✓	✓
Link and listing on FMA website	✓	✓	✓	✓	✓	✓	
Digital ad in a conference email blast or on FMA social media platforms	✓	✓	✓	✓	✓	✓	
One half-page color advertisement in the conference program	✓	✓	✓	✓	✓		
One digital ad in our bi-weekly FMA News sent to all members	✓	✓	✓	✓	✓		
Advertisement upgrade to full-page color advertisement in conference programs	✓	✓	✓	✓			
Company logo on welcome posters displayed throughout the conference and in the sponsored programs	✓	✓	✓	✓			
Dedicated article on FMA website or FMA-hosted webinar; subject to approval by the FMA	✓	✓	✓				
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)	✓	✓					
Customized speaking opportunity with FMA Leadership	✓						
Company acknowledgment with company logo light GoBo displays at Opening Session of the FMA 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)	✓						

Due to CME accreditation restrictions, the FMA does not share the names or contact information of CME learners with any sponsors who are ineligible companies, defined as those companies whose primary business is producing, marketing, selling, re-selling, or distributing healthcare products used by or on patients.

CONTRIBUTE TO PASSPORT TO PRIZES

To enhance booth traffic, the FMA will give each attendee the “Passport to Prizes” as an extra incentive to stop by your booth. Attendees must earn prizes by speaking with your staff and getting a signature. Any sponsor who contributes a qualifying “prize” will receive additional advertisement in the emails leading up to the conference.

BOOST VISABILITY BEYOND YOUR BOOTH

Lunch Sponsors and Product Theaters, starting at \$15,000 **Two sponsorships available*

Speak directly with interested physicians with a lunch presentation about your product or service in a 20–30-minute presentation plus Q+A. Sponsorship includes an exhibit booth during the conference and enhanced recognition in conference materials.

- Application-based sponsorship; can be combined with other advertising options.

Registration Desk - \$10,000

**sole sponsorship opportunity*

Make your company visible to every attendee as they approach the registration desk with your logo displayed across the registration desk panels. Sponsorship also includes company handouts and promotional items in registration packets.

Room Drop - contact for details

**Two sponsorships available*

Put your company's best foot forward and your materials directly in each physician's hands with a hotel room drop. Your promotional items and materials will be neatly displayed in every attendee's room.

Coffee & Tea Sponsor - \$5,000

Make your company one of the first names physicians see in the morning by sponsoring a

coffee & tea station. Includes “sponsored by” signage with your company materials on display for more information. Will be set up next to your booth with additional signage. Also includes a featured advertisement in the conference email blasts.

Conference Email Blast - \$1,500 *

**10 spaces available*

The FMA promotes the annual meeting to the 64,000+ Florida licensed physicians. As an email blast sponsor, you receive logo recognition, a 75-word text, and a link to your website.

Attendee Registration Confirmation Email - \$1,000

Reach the registered attendees before they get to the conference with your company's name, logo, and website link included in the confirmation emails sent to every registered attendee.

Enhanced Program Listing - \$200

Included in your booth sponsorship is a complimentary listing on our conference program. Listings already include your company name, address, phone number, website, and booth number. Maximize your listing with the addition of your company's logo and 20-word description.

Good Government Luncheon - \$15,000



The FMA Political Action Committee's premiere event, the Good Government Luncheon, features prominent individuals from Florida's political landscape each year as speakers. This event sells out every year with an attendance of 200-300 physicians.

Sponsorships for the Good Government Luncheon start at \$15,000 and are based on approval. To discuss your custom package, contact cjones@flmedical.org.

The David A. Paulus, MD Poster Symposium

[Watch a recap from last year](#)

The FMA's Poster Symposium was the first of its kind to feature digital posters as a way for medical school students, residents, and fellows to present their research and clinical work to their colleagues. Since the event's inception in 2006, some of Florida's brightest future physicians have participated in the continued growth of the event, with over 100 posters submitted each year.

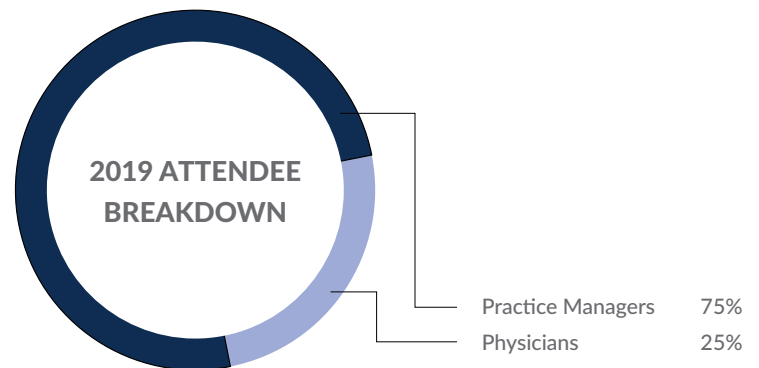


SPONSORSHIP OPTIONS		
	\$10,000	\$5,000
Booth in FMA tradeshow	✓	✓
Logo and link on the symposium webpage	✓	✓
Company logo on symposium signage and materials	✓	✓
Full-page ad in the symposium program	✓	✓
Company description in symposium email blasts	✓	✓
Company advertisement on the digital posters	✓	
Sponsor of the Symposium lunch & awards ceremony • Includes speaking opportunity	✓	

TBD

Insurance Summit

The FMA Insurance Summit is a one-day event that 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.



SPONSORSHIP OPTIONS

	\$1,000	\$2,500
Exhibitor space – 1 table, 2 chairs	✓	✓
Company logo on all display posters	✓	✓
Company logo on all conference materials, digital & print	✓	✓
Post-summit attendees list	✓	✓
Acknowledgement on FMA social media platforms		✓
Digital content ad in the FMA's weekly email newsletter, FMA News		✓

OTHER EVENTS

Board of Governors Meetings

The FMA Board of Governors (BOG) is a group of elected influential physicians from across the state and from all specialty groups. BOG meetings typically consist of 60-70 attendees.



UPCOMING MEETNIGS

May 19-21, 2023
Spring Board of Governors Meeting

Jan. 4-7, 2024
Winter Board of Governors Meeting

LUNCH SPONSORSHIPS	
BOG meeting sponsorships are application-based and must be approved.	
	Starting at \$7,500
Up to 30-minute presentation plus Q+A	✓
Digital ad in FMA News	✓

MEETING SPONSOR APPLICATION

[SUBMIT YOUR APPLICATION ONLINE](#)

SPONSOR INFORMATION

All sponsors subject to approval by the FMA

DEADLINES

Annual Meeting - July 3, 2023
Insurance Summit - TBD

Company Name:

Contact:

Agency Name:

Contact:

(if applicable)

Billing Address:

Email Address:

Phone:

Authorized Signature:

Date:

PLEASE INDICATE BELOW

Which event and which sponsorship level you are reserving.

SPONSOR LEVELS*

- | | Annual Meeting |
|------------------|-----------------------------------|
| Emerald Sponsor | <input type="checkbox"/> \$25,000 |
| Diamond Sponsor | <input type="checkbox"/> \$20,000 |
| Platinum Sponsor | <input type="checkbox"/> \$15,000 |
| Gold Sponsor | <input type="checkbox"/> \$10,000 |
| Silver Sponsor | <input type="checkbox"/> \$7,500 |
| Bronze+ Sponsor | <input type="checkbox"/> \$3,500 |
| Bronze Sponsor | <input type="checkbox"/> \$3,000 |

OTHER SPONSOR OPPORTUNITIES

- | | |
|--------------------------------------|--|
| Lunch Sponsors and Product Theaters | <input type="checkbox"/> \$15,000 |
| Registration Desk | <input type="checkbox"/> \$10,000 |
| Room Drop | <input type="checkbox"/> Contact for details |
| Coffee & Tea Sponsor | <input type="checkbox"/> \$5,000 |
| Conference Email Blast | <input type="checkbox"/> \$1,500 |
| Attendee Registration Confirmation | <input type="checkbox"/> \$1,000 |
| Enhanced Program Listing | <input type="checkbox"/> \$200 |
| David A. Paulus, MD Poster Symposium | <input type="checkbox"/> \$10,000 <input type="checkbox"/> \$5,000 |

- Nonprofit or government entity ☐
Will contribute prize to "Passport to Prizes" ☐

SPONSOR LEVELS*

- | | Insurance Summit |
|----------------------------|----------------------------------|
| Summit Sponsor & Exhibitor | <input type="checkbox"/> \$2,500 |
| Summit Exhibitor | <input type="checkbox"/> \$1,000 |

SPONSOR LEVELS*

- | | BOG Lunch Meeting |
|-----------------|----------------------------------|
| Meeting Sponsor | <input type="checkbox"/> \$7,500 |

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

***DISCOUNTS AVAILABLE**
on multi-advertising and/ or sponsorship contracts

[SUBMIT YOUR APPLICATION ONLINE](#)

For a customized plan, contact
Cortney Jones at cjones@flmedical.org.

MEETING SPONSOR APPLICATION

[SUBMIT YOUR APPLICATION ONLINE](#)

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.

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: Cortney Jones
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. If you have questions regarding your application, please contact Cortney Jones at cjones@flmedical.org.

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 July 3, 2023, for the Annual Meeting and **TBD**, 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 the FMA.*



Florida Medical Association

1430 Piedmont Dr E, Tallahassee, FL 32308 | Office: (850) 224-6496 | flmedical.org