



Florida Medical Association

Events & Conference Prospectus 2024

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 specialties represented



12.23%

Internal Medicine



10.10%

Family Medicine



7.16%

Pediatrics



6.41%

Radiology



5.80%

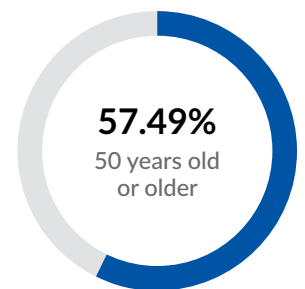
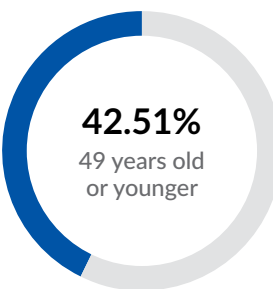
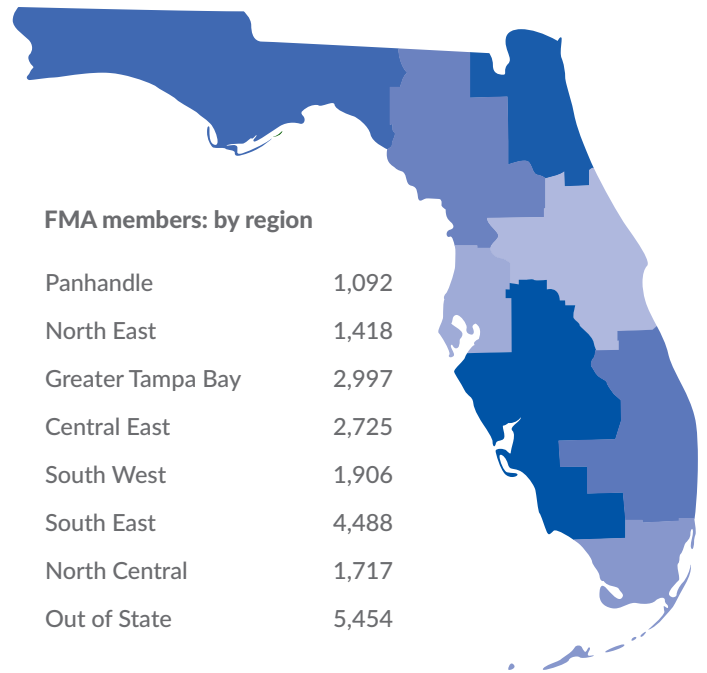
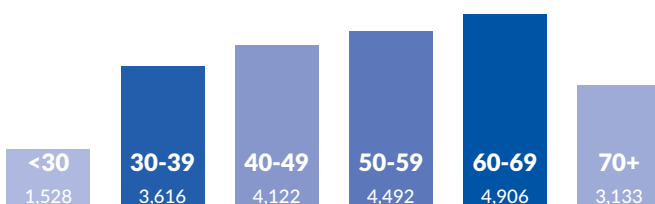
Surgery



5.38%

Anesthesiology

FMA members: by age

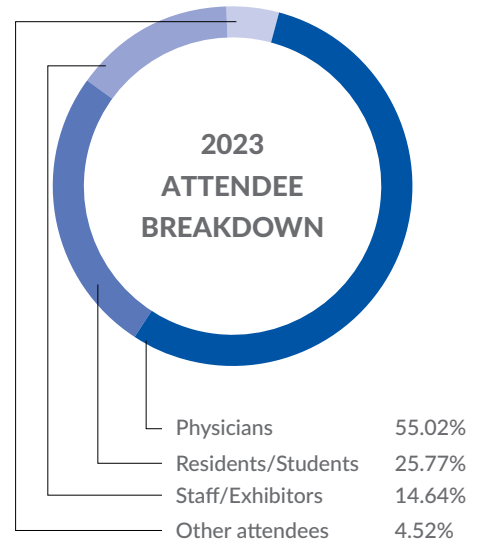


21,797
Total FMA members

FMA Annual Meeting 2024

The FMA Annual Meeting is our premiere event for interacting with some of Florida's most engaged physicians through networking, social celebrations, live CME, and interactive programming for physicians, residents, fellows, and medical students.

The 2023 Annual Meeting drew over 3,000 registrants, with over 1,100 attending in person.



Annual Meeting 2023 attendees : top six specialities represented



15.38%

Internal Medicine



11.30%

Family Medicine



6.59%

Obstetrics & Gynecology



5.97%

Surgery



5.65%

Pediatrics

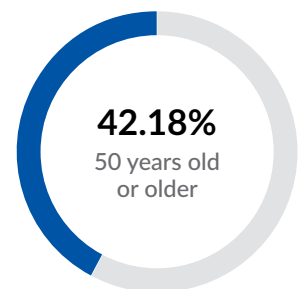
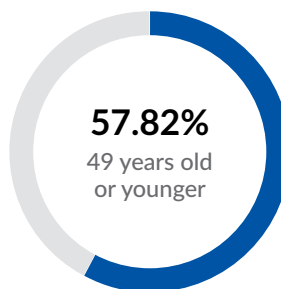


4.71%

Anesthesiology

Attendees: by region

Panhandle	93
North East	93
Greater Tampa Bay	105
Central East	142
South West	112
South East	229
North Central	91
Out of State	330



August 2-4, 2024 | Hyatt Regency Grand Cypress Resort | Orlando, FL

FMA Annual Meeting 2024

PAST SPONSOR TESTIMONIALS



“Exceptional entry point to key local contacts”

– *Limpid Global Solutions*



“I’d recommend our company support this conference in the future. Good interactions with physicians!”

– *Merck*



“Enjoyed the feedback we got from physicians”

– *UF Health*

HOTEL INFORMATION & SCHEDULE



Hyatt Regency Grand Cypress Resort

1 Grand Cypress Blvd.,

Orlando, FL, 32836

(407) 239-1234

Sponsor & Exhibitor registration deadline:

Monday, July 8, 2024

Exhibitor Set-up:

Thursday, Aug. 1; 3-6 p.m.

Exhibit Hall Open:

Friday, Aug. 2; 8 a.m.-5 p.m.

• *The FMA’s 150th Celebration for all attendees will be in the exhibit hall at 5:30 p.m.*

Exhibit Hall Hours:

Saturday, Aug. 3; 7:30 a.m.-2 p.m.

Exhibitor Move-out:

Saturday, Aug. 3; 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
<i>Nonprofit & Government Entities receive \$1,000 off any sponsor & exhibitor package</i>							
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 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	✓	✓	✓	✓			
FMA-hosted webinar or dedicated article promoted on FMA website, email newsletter, and social media platforms; 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 (print and digital)	✓	✓					
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 EXHIBITOR PRIZE PASSPORT

To enhance booth traffic, the FMA will give each attendee the “Exhibitor Prize Passport” 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 **One sponsorship available*

Speak directly to 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 - \$5,000

**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’s name one of the first that physicians see in the morning by sponsoring

a coffee & tea station. Sponsorship includes a complimentary booth set up near the coffee station with signage and your company’s materials on display for more information. 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 message, and a link to your website.

Attendee Registration Confirmation Email - \$1,000

Reach 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 in 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 a 20-word description.

FMA 150TH CELEBRATION

The FMA is turning 150! To celebrate, we are hosting a birthday celebration on Friday, August 2, 2024, full of fun, prizes, and surprises for our members.



Presenting Sponsor | \$20,000

One sponsorship opportunity

“Celebrating 150 years of the FMA, brought to you by INSERT YOUR COMPANY NAME HERE.”

Receive recognition and acknowledgment for one full year as the presenting sponsor of the FMA’s birthday celebration. You will receive a complimentary booth, a Gobo light display, a full-page ad in the conference program, recognition in all conference materials, and in all birthday celebration gifts/swag bags. Sponsorship also includes a ticket to the FMA President’s Installation Celebration, the option for an FMA-hosted webinar (topic subject to approval), and advertising in the FMA’s weekly email newsletter.

Sesquicentennial (150th Anniversary) Sponsor | \$10,000

Receive recognition before, after, and during the conference as a sponsor of the FMA’s birthday celebration. You will receive a complimentary booth, a Gobo light display, a full-page ad in the conference program, recognition in all conference materials, and in all birthday celebration gifts/swag bags. Sponsorship also includes four (4) sponsored content advertisements in the FMA’s weekly email newsletter (content subject to approval by the FMA) to be used at the time of your choosing.

Celebration Sponsor | \$5,000

Receive recognition before, after, and during the conference as a sponsor of the FMA’s birthday celebration. You will receive a complimentary booth, a half-page ad in the conference program, recognition in all conference materials, and in all birthday celebration gifts/swag bags. Sponsorship also includes two (2) sponsored content advertisements in the FMA’s weekly email newsletter (content subject to approval by the FMA) to be used at the time of your choosing.

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

THE DAVID A. PAULUS, MD POSTER SYMPOSIUM

[Watch last year's recap](#)

Capture the interest and attention of future physicians, residency program directors, and medical school deans at the FMA's David A Paulus, MD Poster Symposium on August 3, 2024, during the FMA's Annual Meeting! The FMA's Poster Symposium was the first to feature digital posters 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 contributed to the event's continued growth, with over 200 posters submitted last year.



SPONSORSHIP OPTIONS

<i>All sponsorship levels include one ticket to the symposium lunch & awards ceremony.</i>	\$10,000	Up to \$6,500	\$3,000
Booth in FMA tradeshow	✓	✓	✓
Logo and link on the symposium webpage	✓	✓	✓
Company logo on symposium signage and materials	✓	✓	✓
Company logo, link, and description in symposium email blasts	✓	✓	
Digital ad in FMA News, the FMA's weekly email newsletter	✓	✓	
Company advertisement on the digital posters	✓		
Sponsor of the Symposium lunch and awards ceremony <i>- Includes speaking opportunity</i>	✓		

GOOD GOVERNMENT LUNCHEON



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 200-300 physicians in attendance.

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

Board of Governors Meetings

Present your product or service to FMA's leadership and executive team. 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 MEETINGS

May 17-19, 2024

Spring Board of Governors Meeting

Oct. 17-20, 2024

Fall 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	✓
Sponsored content ad in FMA News, the FMA's weekly email newsletter	✓

MEETING SPONSOR APPLICATION

[SUBMIT YOUR APPLICATION ONLINE](#)

SPONSOR INFORMATION

All sponsors subject to approval by the FMA

DEADLINES

Annual Meeting - July 8, 2024

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

OTHER SPONSOR OPPORTUNITIES

- | | |
|-------------------------------------|---|
| Room Drop | <input type="checkbox"/> Contact for details |
| Enhanced Program Listing | <input type="checkbox"/> \$200 |
| Attendee Registration Confirmation | <input type="checkbox"/> \$1,000 |
| Conference Email Blast | <input type="checkbox"/> \$1,500 |
| Coffee & Tea Sponsor | <input type="checkbox"/> \$5,000 |
| Registration Desk | <input type="checkbox"/> \$5,000 |
| Lunch Sponsors and Product Theaters | <input type="checkbox"/> \$15,000 |
| David A. Paulus, MD | |
| Poster Symposium | <input type="checkbox"/> \$3,000 <input type="checkbox"/> Up to \$6,500 |
| | <input type="checkbox"/> \$10,000 |

Nonprofit or government entity
Will contribute to "Exhibitor Prize Passport"

SPONSOR LEVELS*

- | | |
|------------------------------------|-----------------------------------|
| FMA 150th Celebration Sponsor | <input type="checkbox"/> \$5,000 |
| FMA 150th Sesquicentennial Sponsor | <input type="checkbox"/> \$10,000 |
| FMA 150th Presenting Sponsor | <input type="checkbox"/> \$20,000 |

SPONSOR LEVELS*

Meeting Sponsor BOG Lunch Meeting \$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 June 28, 2024 for the Annual Meeting. 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