

Events & Conference Prospectus

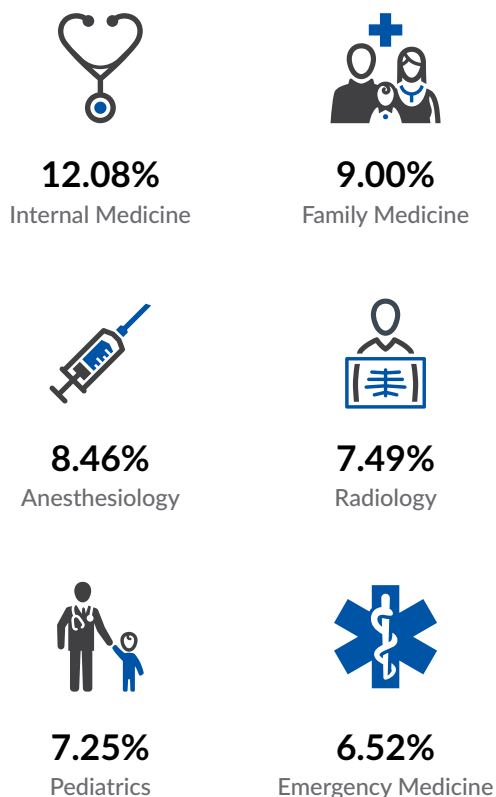
Sponsorship & Marketing Opportunities



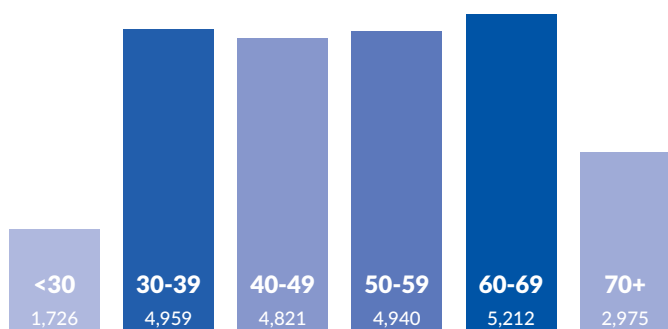
About the FMA

The Florida Medical Association (FMA) is the largest physician advocacy 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.

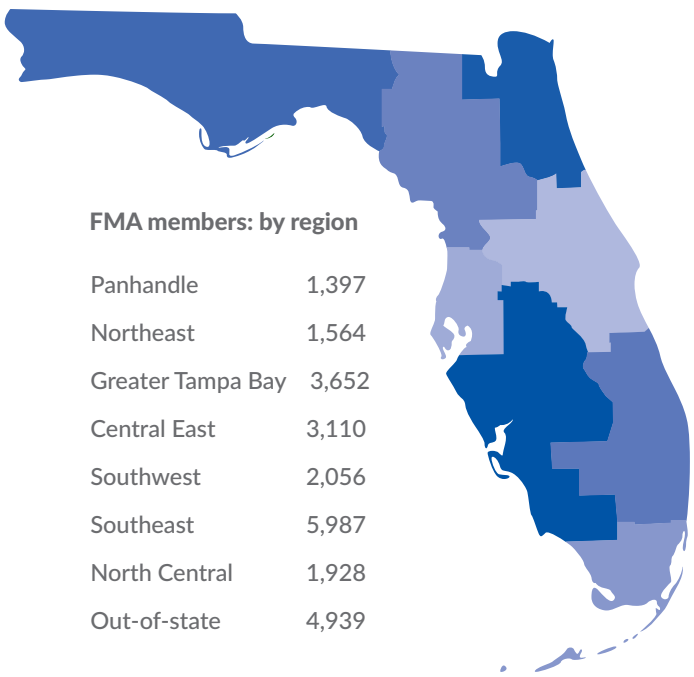
FMA members: Top six specialties represented



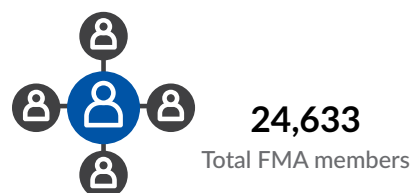
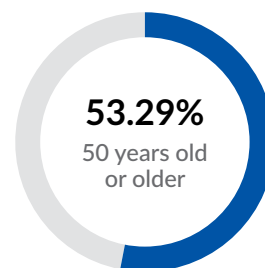
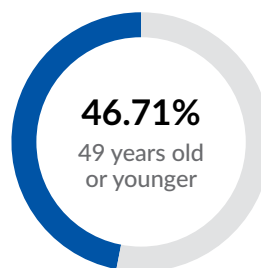
FMA members: by age



FMA members: by region



Panhandle	1,397
Northeast	1,564
Greater Tampa Bay	3,652
Central East	3,110
Southwest	2,056
Southeast	5,987
North Central	1,928
Out-of-state	4,939

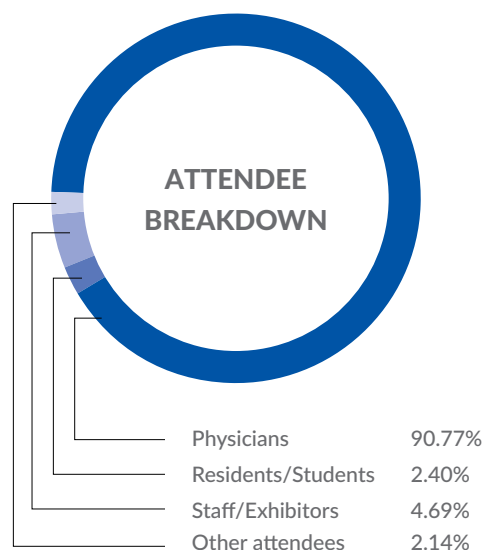


August 4-August 7, 2022 | Hyatt Grand Cypress, Orlando

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 2,000 attendees in person and online.

*2021 attendance



PAST SPONSOR TESTIMONIALS



"Conference exceeded my expectations. Thank you!"

– Merchant Advocate



"Enjoyed the feedback we got from physicians."

– UF Health



"Great conference and great support staff. Would love to exhibit for more days!"

– Univ. of Miami R.A.P.I.D.

SPONSOR & EXHIBITOR OPTIONS

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

ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

Sponsor benefits	\$25,000	\$20,000	\$15,000	\$10,000	UP TO \$7,500	UP TO \$3,500
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	✓	✓	✓	✓	✓	✓
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	✓	✓	✓	✓		
One half-page, full-color advertisement in one issue of FLMed Magazine	✓	✓	✓			
Exclusive company acknowledgment with company logo light GoBo displays at Board of Governors Lunch on Sunday	✓	✓	✓			
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 logo on all conference printed materials as a presenting sponsor	✓					
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)	✓					

OTHER SPONSOR OPPORTUNITIES

Lunch Sponsors and Product Theaters, starting at \$15,000 -

*Two sponsorships available

Speak directly to interested physicians with a 20-30 minute lunch presentation and Q+A about your product or service. Sponsorship includes an exhibit booth and enhanced logo 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 handout and promotional item in registration packets.

Room Drop - \$7,500

*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.

Conference Email Blast - \$1,500

*10 spaces available

The FMA promotes the Annual Meeting to 64,000+ Florida-licensed physicians. As an email blast sponsor, you will receive logo recognition, promotional copy (up to 75 words) and a link to your company's website.

Attendee Registration Confirmation Email - \$750

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 registrant.

Enhanced Program Listing - \$50

Your booth sponsorship includes complimentary listing on our conference program with 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.

The David A. Paulus, MD Poster Symposium

Meet with some of Florida's brightest medical school students, residents and fellows all in one place. The symposium provides young physicians and students with an opportunity to network and share their significant research and clinical work with colleagues. Cash prizes are awarded for the top posters in each category during a reception following judging on Saturday afternoon during the Annual Meeting and Conference.

\$1,000

- Reserved skirted table
- Logo and link on symposium webpage
- Company logo on symposium signage and materials

\$2,500

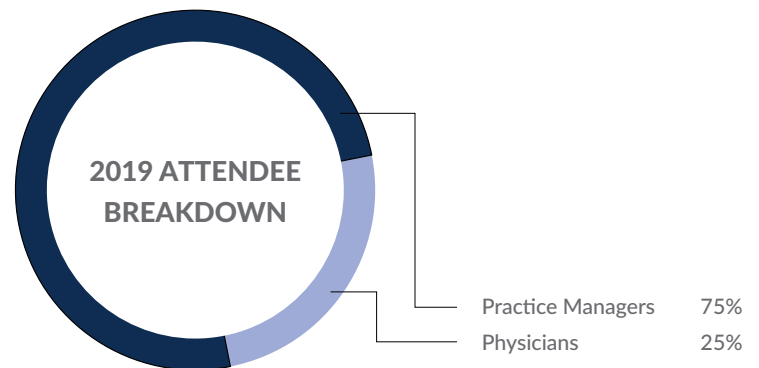
- (*\$1,000 level benefits, plus:*)
- Full-page ad in symposium program
 - Company description in symposium email blasts

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

November 2022

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, including the Florida Surgeon General.



UPCOMING MEETINGS

January 6-9, 2022

Winter Board of Governors Meeting

June 23-26, 2022

Spring 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

SPONSOR INFORMATION

All sponsors subject to approval by the FMA

DEADLINES

Annual Meeting - July 1, 2022
Insurance Summit - Nov. 1, 2022

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"/> \$3,000 <input type="checkbox"/> \$3,500 |

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"/> \$7,500 |
| Conference Email Blast | <input type="checkbox"/> \$1,500 |
| Attendee Registration Confirmation | <input type="checkbox"/> \$750 |
| Enhanced Program Listing | <input type="checkbox"/> \$50 |
| David A. Paulus, MD Poster Symposium | <input type="checkbox"/> \$1,000 <input type="checkbox"/> \$2,500 |

SPONSOR LEVELS*

- | |
|----------------------------|
| Summit Sponsor & Exhibitor |
| Summit Exhibitor |

Insurance Summit

- | |
|----------------------------------|
| <input type="checkbox"/> \$2,500 |
| <input type="checkbox"/> \$1,000 |

SPONSOR LEVELS*

- | |
|-----------------|
| Meeting Sponsor |
|-----------------|

BOG Lunch Meeting

- | |
|----------------------------------|
| <input type="checkbox"/> \$7,500 |
|----------------------------------|

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.

*DISCOUNTS AVAILABLE

on multi-advertising and/ or sponsorship contracts

MEETING SPONSOR APPLICATION

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 1, 2022, for the Annual Meeting and November 1, 2022, 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