

# Advertising, Events & Conference Prospectus 2025



# About the FMA

The Florida Medical Association (FMA) is the leading advocate for physicians in Florida, representing over 20,000 members from every corner of the medical field. As the most powerful voice of medicine in the state, the FMA provides an unmatched marketing platform for organizations looking to connect with Florida's vibrant and diverse physician community.

FMA members: top six specialties represented



**13%**

Internal Medicine



**10.04%**

Family Medicine



**7.35%**

Pediatrics



**6.4%**

Radiology



**5.42%**

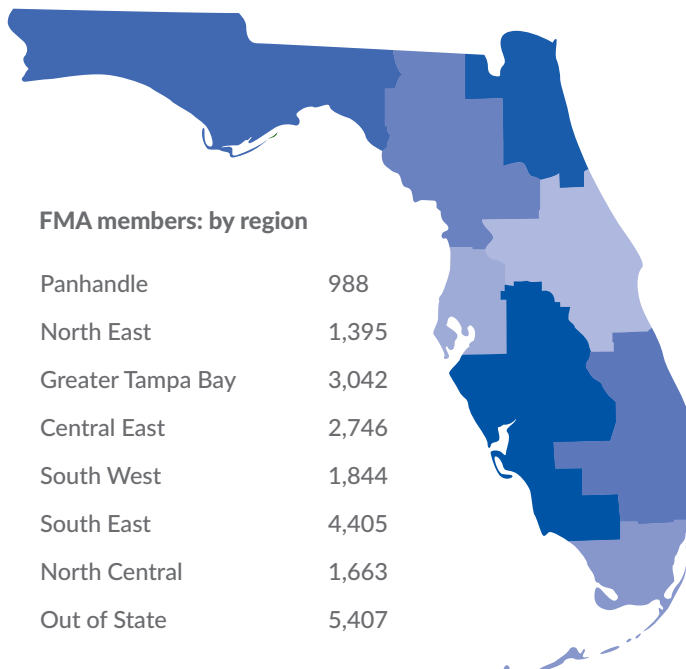
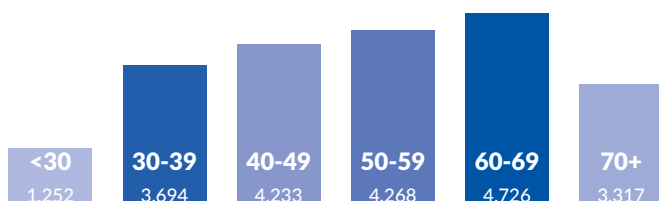
Obstetrics & Gynecology



**5.84%**

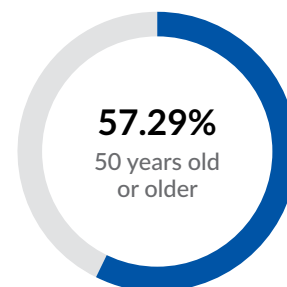
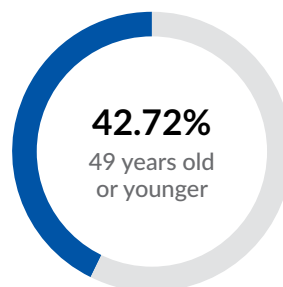
Anesthesiology

FMA members: by age



FMA members: by region

Panhandle	988
North East	1,395
Greater Tampa Bay	3,042
Central East	2,746
South West	1,844
South East	4,405
North Central	1,663
Out of State	5,407



**21,490**  
Total FMA members

# You're in the right place

Partnering with the FMA puts you directly in front of Florida's most engaged physicians. With our comprehensive membership data, we can tailor your message to resonate with their specific needs, ensuring that your product or service connects in a meaningful way. Advertise with us and tap into a powerful network of medical professionals eager to discover what you offer.

## MARKETING TESTIMONIALS



Health Insurance  
Exchange



*"Our partnership with the FMA spans almost ten years. Their staff is always professional, responsive, and a pleasure to work with. We value our relationship with the whole FMA family, and we look forward to continuing to serve their members."*

*– Member Benefits*

*"Abyde's mission is to revolutionize HIPAA compliance for independent medical practices and there's no better way to follow through on that goal than working with the FMA and its membership. The FMA is seen as a leader in the Association space across the country and exactly the type of organization Abyde looks to partner with."*

*– Abyde*

# Advertising Opportunities: FMA News

FMA News is the go-to email newsletter for Florida's physicians, delivered weekly to our members and twice a month to all Florida-licensed doctors. As the premier source of news and essential updates for practicing physicians, it's the perfect way to stay connected with Florida's medical community.

## READERSHIP & FREQUENCY

- Every Thursday: Delivered to FMA members ONLY (15,000-22,000\* total)
- First and third Thursday of each month: Delivered to ALL Florida-licensed physicians with email addresses (approx. 80,000\* total)

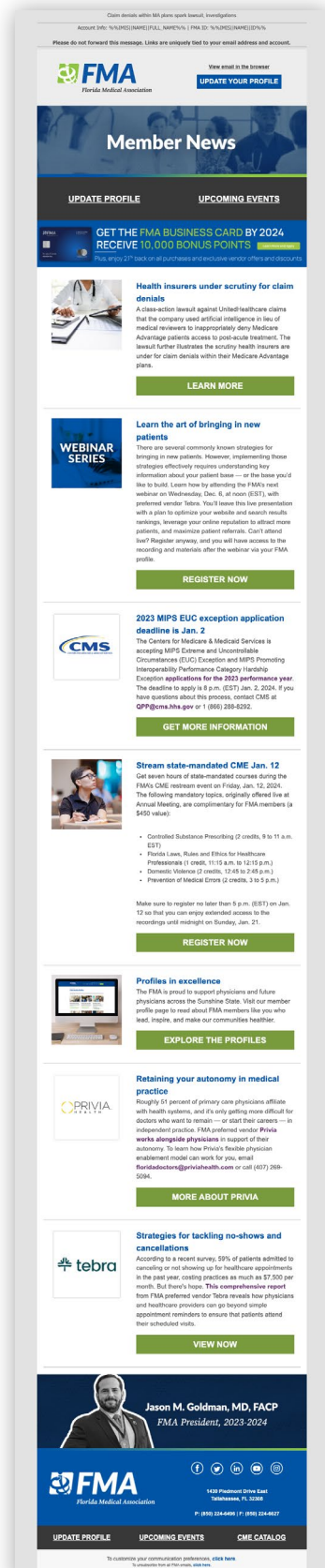
*\*Based on 2024 analytics. Email list subscribers can vary month-month depending on new additions and those who have chosen to remove themselves from our mailing list.*

## RATES/PERFORMANCE

- Open rates averaged 52% in 2024 for FMA members-only emails.
- Click rates averaged 7.5% in 2024 for FMA members-only emails.
- Open rates averaged 43.9% in 2024 for all-physicians emails.
- Click rates averaged 4% in 2024 for all-physicians emails.

## AD SPECIFICATIONS

- 72 dpi GIF, animated GIF (limit 3 loops), JPEG, or PNG
- 125kb max file size
- All artwork must be RGB
- Please note: All orders requiring design will be billed at \$100/hr.





# Advertising Opportunities: FMA News

## PRICING AND SPECS

### Leaderboard Ad

- Dimensions: 650w x 150h
- Members-only edition: \$630
- All-physicians edition: \$2,310

### Sponsored Content Ad

- Word count: about 75 words with a photo or logo
- Dimensions: 450x450
- Members-only edition: \$1,181
- All-physicians edition: \$4,331

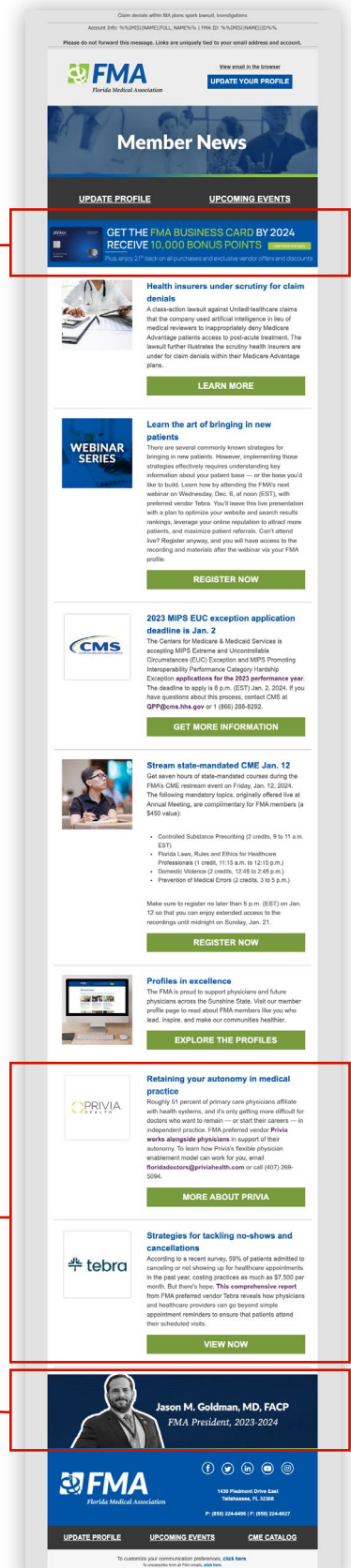
### Footer Ad

- Dimensions: 650w x 150h
- Members-only edition: \$395
- All-physicians edition: \$1,445

## DEADLINES

Ad materials and links must be received by Monday of the week your ad is scheduled to run. Ad space is sold on a first come, first served basis.

Costs estimated by \$40 CPM – leaderboards, \$75 CPM – sponsored content ads, and \$25 CPM – footer ads. CPM is based on 15,000 and 55,000 physicians.



# Speak at a Board of Governors Meeting

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 29-June 1, 2025

Spring Board of Governors Meeting
- October 10-12, 2025

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	✓
Digital ad in FMA News, the FMA's weekly email newsletter	✓

# INSERTION ORDER

## ADVERTISER INFORMATION — All advertisements are subject to approval by the FMA.

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

Agency Name: \_\_\_\_\_ Contact: \_\_\_\_\_  
(if applicable)

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

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

### TO ADVERTISE IN FMA NEWS E-NEWSLETTER:

#### Ad Specs

Member Edition    All Physicians

Leaderboard ad	\$600 <input type="checkbox"/>	\$2,200 <input type="checkbox"/>
Sponsored Content ad	\$1,125 <input type="checkbox"/>	\$4,125 <input type="checkbox"/>
Footer ad	\$375 <input type="checkbox"/>	\$1,375 <input type="checkbox"/>

#### Insertion Dates

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

### PAYMENT INFORMATION

*Please note: advertisements will not run in FMA publications until full payment is received. Exceptions only for state government agencies.*

☐ Check    ☐ MC    ☐ VISA    ☐ AMEX    ☐ Invoice Me

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

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

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

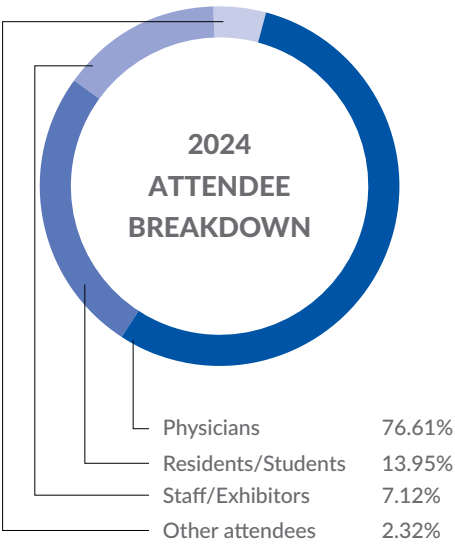
Signature: \_\_\_\_\_

**Make check payable to Florida Medical Association and mail  
with form: 1430 E. Piedmont Drive, Tallahassee, Florida 32308**

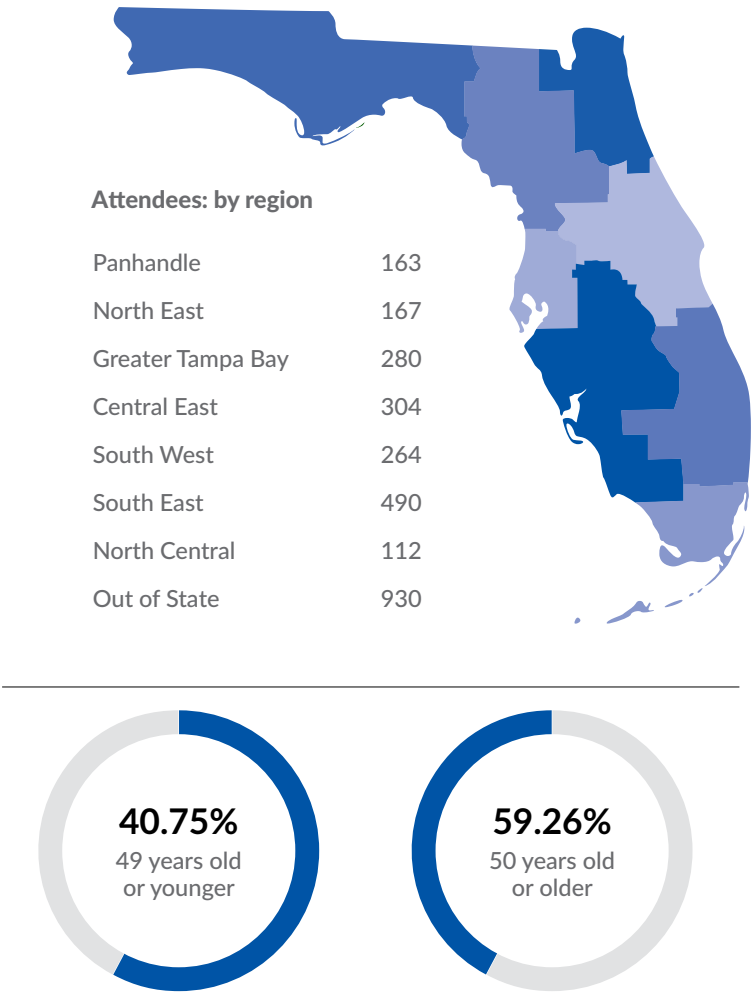
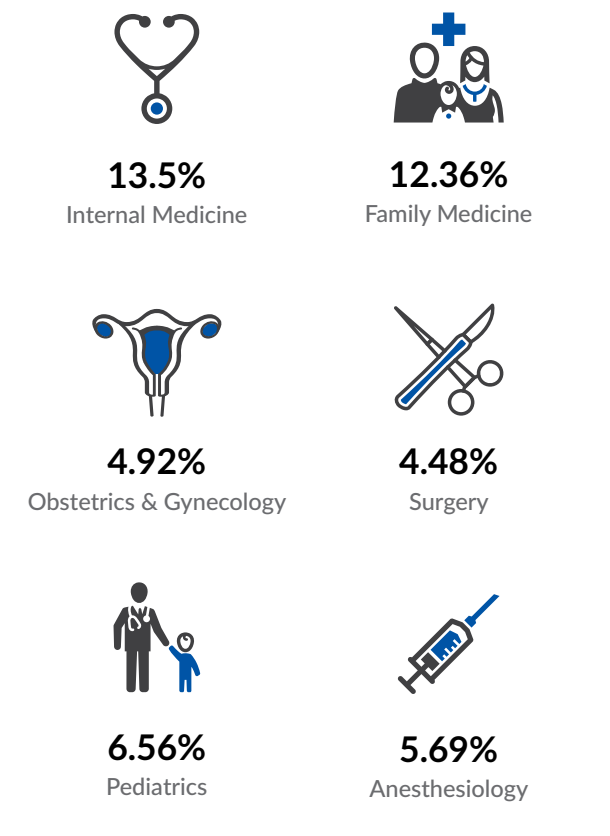
# FMA Annual Meeting 2025

Join us at the FMA Annual Meeting — the premier event for Florida’s most engaged physicians to come together! It’s an exciting opportunity to connect through dynamic networking, lively social events, live CME sessions, and interactive programs designed for physicians, residents, fellows, and medical students alike.

The 2024 meeting was a resounding success, attracting over 3,000 registrants, with more than 1,150 attending in person. Don’t miss out on this unparalleled opportunity to collaborate, learn, and grow alongside your peers in the heart of Florida’s medical community!



Annual Meeting 2024 attendees :  
top six specialties represented





July 24-27, 2025 | Hyatt Regency Orlando | Orlando, FL

# FMA Annual Meeting 2025

## 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 Orlando

9801 International Drive

Orlando, FL 32819

(407) 284-1234

### Sponsor & Exhibitor Registration Deadline:

Monday, June 30, 2025

### Exhibitor Set-up:

Thursday, July 24; 3-6 p.m.

### Exhibit Hall Open:

Friday, July 25; 8 a.m.- 5 p.m.

- A welcome reception for all attendees will be in the exhibit hall at 5:30 p.m.

### Exhibit Hall Hours:

Saturday, July 26; 7:30 a.m.- 2 p.m.

### Exhibitor Move-out:

Saturday, July 26; 2-5 p.m.

For a customized plan, contact Jacqueline Williams at [jwilliams@flmedical.org](mailto:jwilliams@flmedical.org).

# ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

Sponsor benefits	PLATINUM \$25,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$4,000
Not-For-Profit Organizations & Government Agencies: Please contact Jacqueline Williams at <a href="mailto:jwilliams@flmedical.org">jwilliams@flmedical.org</a> for information on sponsorship pricing.				
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	✓	✓	✓	
Company logo on welcome posters displayed throughout the conference and in the sponsored programs	✓	✓	✓	
Advertisement upgrade to full-page color advertisement in conference program	✓	✓		
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	✓			

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

Increase booth traffic and engage attendees by participating in the Exhibitor Prize Passport! Attendees will earn prizes by visiting your booth, speaking with your staff, and collecting signatures. Sponsors who contribute a qualifying prize will also enjoy additional visibility with extra promotion in the emails leading up to the conference.

## BOOST VISABILITY BEYOND YOUR BOOTH

### Good Government Luncheon sponsorships

*start at \$15,000 and are based on approval:*

Join us for the FMA Political Action Committee's flagship event! Each year, this highly anticipated gathering brings together influential figures from Florida's political scene to share insights and inspire meaningful dialogue. With attendance consistently reaching 200-300 engaged physicians, don't miss your chance to be part of this **hot-ticket** occasion!

### Lunch Sponsors and Product Theaters

*starting at \$15,000:*

Engage directly with physicians who are eager to learn about your product or service with 20-30 minutes to showcase your offerings, followed by an interactive Q&A session. As a sponsor, you'll also enjoy an exhibit booth throughout the conference and recognition in all conference materials, ensuring your brand stands out.

### Coffee & Tea Sponsor

*\$5,000, Two sponsorships available:*

Ensure your company's name is among the first that physicians see each morning by sponsoring our coffee and tea station! This opportunity includes a complimentary booth right next to the station, complete with signage and your promotional materials on display for easy access. Plus, your brand will receive highlighted exposure in our conference email blasts.

### Kindess for Cats Sponsor

Join us in creating the purr-fect experience! As a sponsor, your company will be featured with signage prominently displayed near your booth, ensuring maximum visibility to all attendees. Kindness for Cats, Inc. is a 501(c)(3) organization dedicated to supporting the incredible fosters of Orange County Animal Services. Showcase your brand and help make a difference for foster cats!

### Room Drop

*Two sponsorships available:*

Make a lasting impression by putting your company's materials directly into the hands of every physician with a hotel room drop. Your promotional items will be thoughtfully arranged and waiting for each attendee in their room – ensuring maximum visibility and impact.

### Custom Sponsorship Packages Available

We understand that every sponsor has unique goals, and we're happy to work with you to create a custom package that aligns with your needs. Whether you're looking for increased visibility, specific engagement opportunities, or a tailored experience, we're here to help. Custom packages start at a minimum spend of \$7,500.

## THE DAVID A. PAULUS, MD POSTER SYMPOSIUM

[Watch the 2023 recap](#)

Get ready to captivate an audience of future physicians, residency program directors, and medical school deans at one of Florida's most exciting events! The FMA's Poster Symposium — pioneering the use of digital posters — gives medical students, residents, and fellows a dynamic platform to present their research and clinical work to peers and mentors. Since its launch in 2006, the event has grown tremendously, with over 300 posters submitted last year. Mark your calendars for July 26, 2025, and join us in showcasing Florida's brightest medical talent!



### SPONSORSHIP OPTIONS

<i>All sponsorship levels include one ticket to the symposium lunch &amp; awards ceremony.</i>	<b>\$10,000</b>	<b>Up to \$7,500</b>	<b>\$4,000</b>
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



Join us for the FMA Political Action Committee's signature event, the Good Government Luncheon, where Florida's top political leaders share insights on issues impacting healthcare and medicine. This exclusive event is a must-attend, with 200-300 physicians coming together each year to engage with key political figures. It sells out every year, so be

sure to reserve your spot early for this incredible opportunity to network, learn, and shape the future of healthcare policy!

**Sponsorships for the Good Government Luncheon start at \$15,000 and are based on approval. To discuss your custom package, contact [jwilliams@flmedical.org](mailto:jwilliams@flmedical.org).**

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# MEETING SPONSOR APPLICATION

[SUBMIT YOUR APPLICATION ONLINE](#)

## SPONSOR INFORMATION

*All sponsors subject to approval by the FMA*

### DEADLINES

**Annual Meeting- June 30, 2025**

Company Name:

Contact:

Agency Name:

Contact:

*(if applicable)*

Billing Address:

Email Address:

Phone:

Authorized Signature:

Date:

## PLEASE INDICATE BELOW

*Which event and sponsorship level you are reserving.*

### SPONSOR LEVELS\*

Bronze Sponsor

☐ \$4,000

Silver Sponsor

☐ \$10,000

Gold Sponsor

☐ \$15,000

Platinum Sponsor

☐ \$25,000

Nonprofit or

Government Agency

☐ Contact for details

Contribute to Exhibitor

Prize Passport

☐ FREE

### OTHER SPONSOR OPPORTUNITIES

Room Drop

☐ Contact for details

Coffee & Tea Sponsor

☐ \$5,000

Lunch Sponsors and

Product Theaters

☐ \$15,000

Kindness for Cats

☐ Contact for details

David A. Paulus, MD

☐ \$4,000 ☐ Up to \$7,500

Poster Symposium

☐ \$10,000

### 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**

**Jacqueline Williams at**

[jwilliams@flmedical.org](mailto:jwilliams@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.

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## PAYMENT INFORMATION

☐ Check ☐ MC ☐ VISA ☐ AMEX ☐ Invoice Me ☐ ACH

Card #:

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Expires:

Security Code:

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Name on Card:

---

Signature:

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**Make check payable to Florida Medical Association and mail to:**

Florida Medical Association, Inc. | ATTN: Jacqueline Williams  
1430 E. Piedmont Drive, Tallahassee, Florida 32308

## PAYMENT NOTE

All payments made via credit card are subject to a 3% processing fee. If you prefer to make a payment via ACH, please contact Jacqueline Williams at [jwilliams@flmedical.org](mailto:jwilliams@flmedical.org) for further instructions.

## 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 Jacqueline Williams at [jwilliams@flmedical.org](mailto:jwilliams@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 20, 2025, 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.



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