

Advertising, Events & Conference Prospectus 2026



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%

Family Medicine



7.42%

Pediatrics



6.58%

Radiology



6.12%

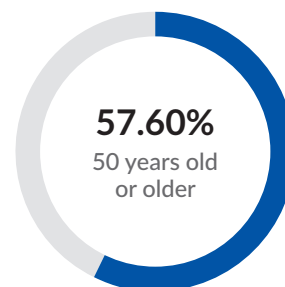
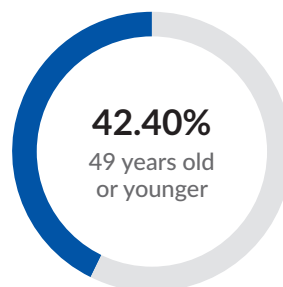
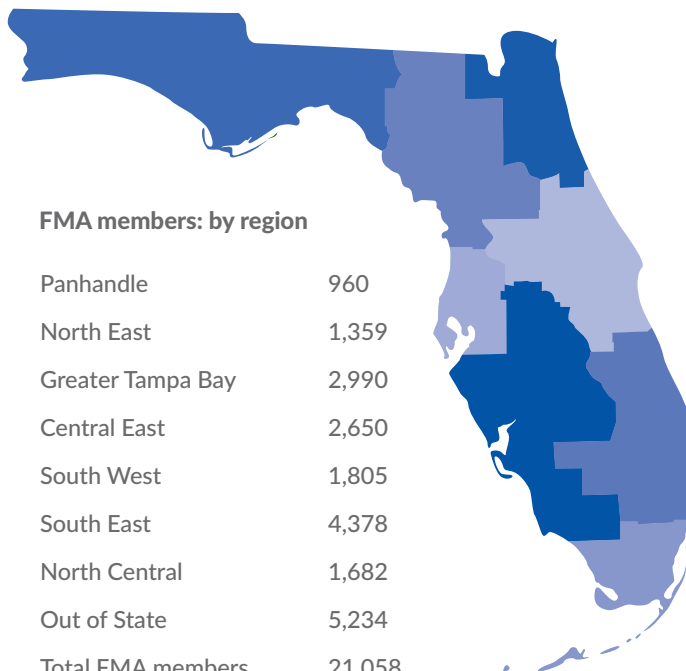
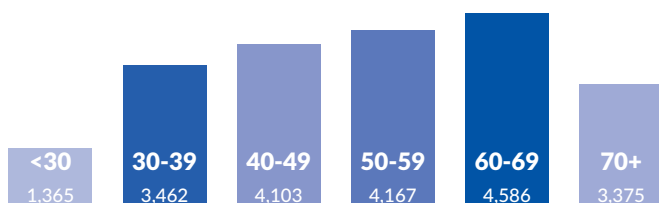
Surgery



5.39%

Anesthesiology

FMA members: by age



21,058
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 platform for connecting 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)

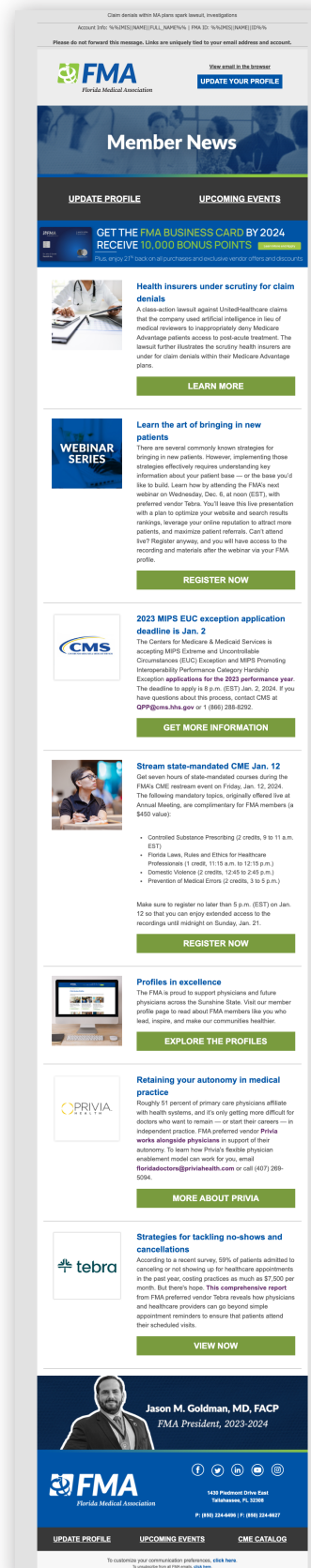
**Based on 2024 analytics. Email list subscribers can vary month-month depending on new additions and those who have chosen to remove themselves from our mailing list.*

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

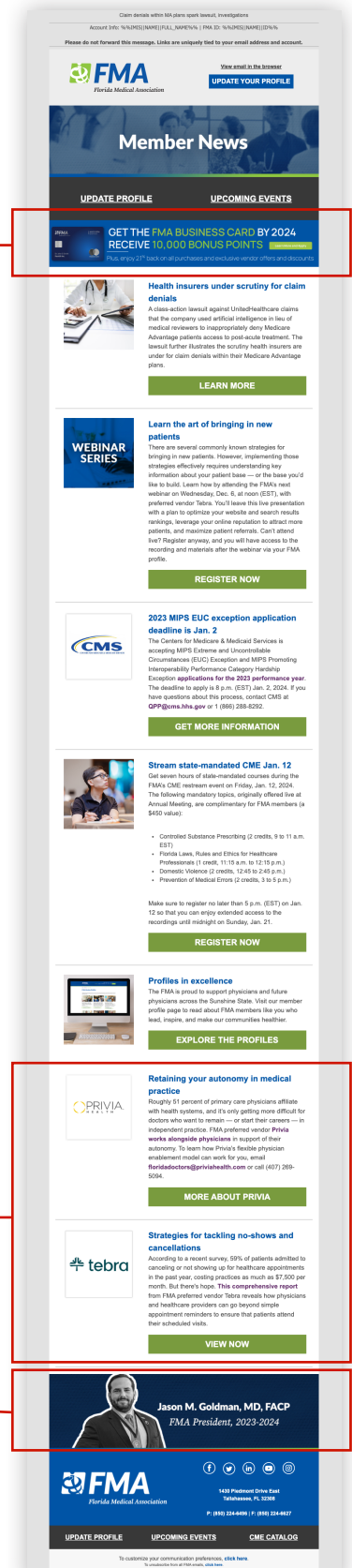
Footer Ad

- 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 the 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 28-31, 2026
Spring Board of Governors Meeting

October 9-11, 2026
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: _____

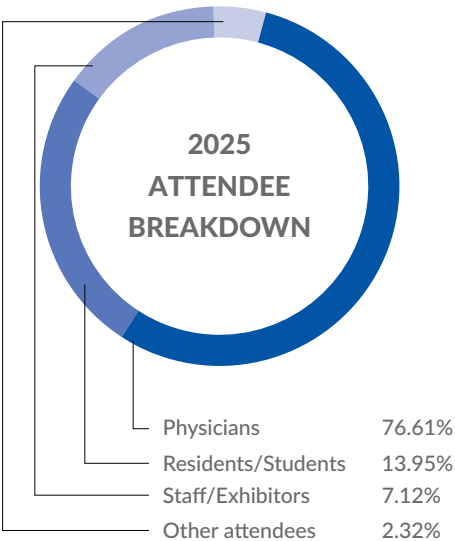
Signature: _____

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

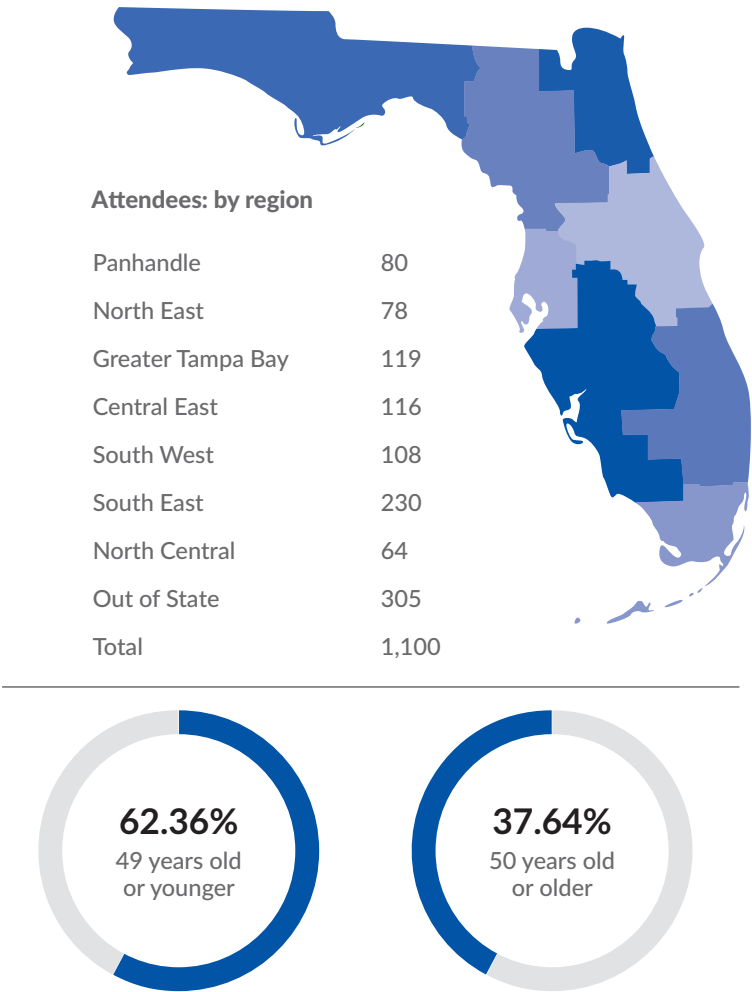
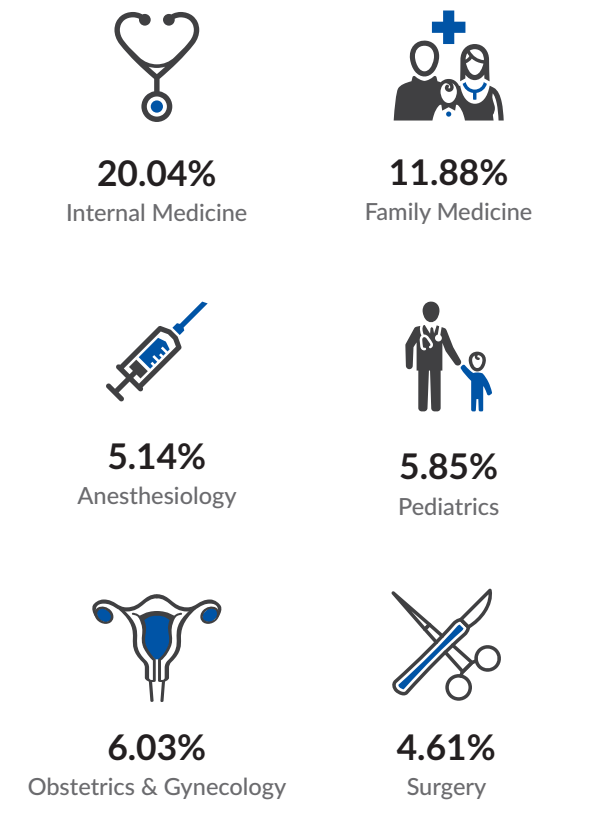
FMA Annual Meeting 2026

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 2025 meeting was a resounding success, attracting over 3,000 registrants, with more than 1,150 attending in person. Don’t miss this unparalleled opportunity to collaborate, learn, and grow alongside your peers in the heart of Florida’s medical community!



Annual Meeting 2025 attendees :
top six specialties represented



July 31 – August 2, 2026 | Hilton Orlando | Orlando, FL

FMA Annual Meeting 2026

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



Hilton Orlando

6001 Destination Parkway

Orlando, FL 32819

(407) 313-4300

Sponsor & Exhibitor Registration Deadline:

Monday, June 29, 2026

Exhibitor Set-up:

Thursday, July 30: 3 – 6 p.m.

Exhibit Hall Open:

Friday, July 31: 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, August 1: 7:30 a.m.- 2 p.m.

Exhibitor Move-out:

Saturday, August 1: 2-5 p.m.

For a customized plan, contact Jacqueline Williams at jwilliams@flmedical.org.

July 31 – August 2, 2026 | Hilton Orlando | Orlando, FL

FMA Annual Meeting 2026

SPONSORSHIP TIERS

Standard perks for all tiers include exhibit booth, program recognition, and pre/post conference attendee list (no email addresses included). Not-for-profit organizations & government agencies: Please contact Jacqueline Williams at jwilliams@flmedical.org for information on sponsorship pricing.

PLATINUM SPONSOR \$25,000

- Exclusive webinar (\$10K value)
- Dedicated FMA post-conference email blast
- Premium logo across signage, website, and program
- First choice of booth location in exhibit hall
- Full-page ad in conference program
- Branded lounge/ water station/ coffee station
- Social media spotlight/FMA newsletter feature (three mentions and/or features)

GOLD SPONSOR \$15,000

- One leaderboard + one content ad in FMA News
- Full-page ad on conference program
- Priority placement in signage and website
- Recognition in House of Delegates (HOD) slides
- Social media spotlight/FMA Newsletter feature (two features)

Optional Add-ons

Available to Silver tier and above

- Additional FMA News ads
- Webinar sponsorship (\$10K+)
- Post-conference attendee email (sent by FMA)

SILVER SPONSOR \$10,000

- One leaderboard or content ad in FMA News
- Full-page ad in conference program
- Priority placement on signage and website
- Recognition in House of Delegates (HOD) slides
- Social media spotlight/FMA newsletter feature (two features)

BRONZE SPONSOR \$4,000

- Quarter page ad in conference program
- Logo on sponsor signage and website

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 influential figures from Florida's political scene together to share insights and inspire meaningful dialogue. With attendance consistently reaching 200-300 engaged physicians, this is a hot-ticket occasion you won't want to miss!

Luncheon & Product Theater: Speaking Opportunity

starting at \$20,000:

Secure a prime speaking slot to directly engage physician leaders and decision-makers. You'll have 20-30 minutes to deliver your presentation, followed by an interactive Q&A session. This high-visibility format also grants you an exhibit booth throughout the conference, plus featured recognition in all conference materials, ensuring your message reaches a captive and engaged audience.

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.

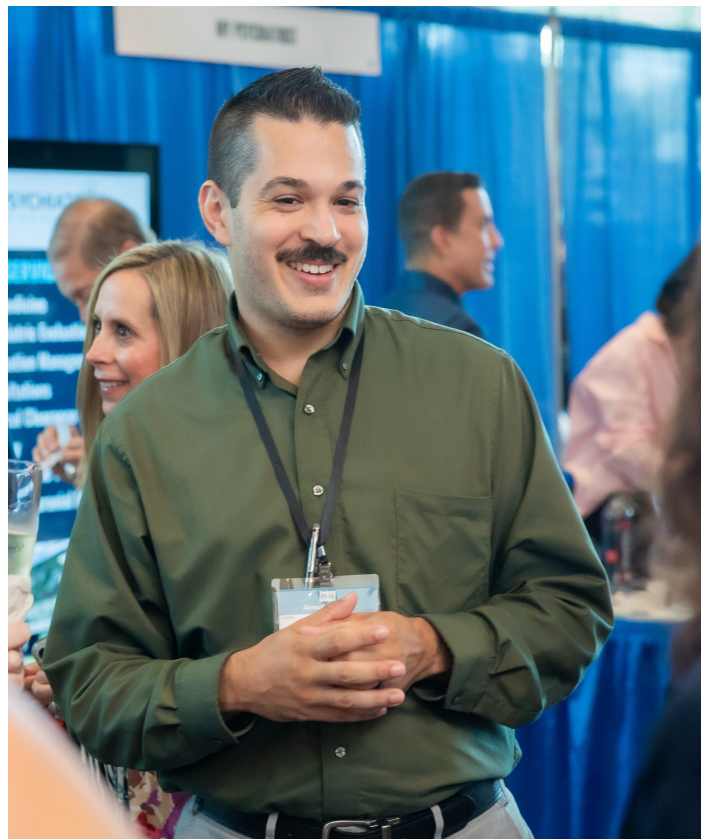
Room Drop

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! 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 August 1, 2026, and join us in showcasing Florida’s brightest medical talent!



| SPONSORSHIP OPTIONS | | | |
|---|----------|---------------|---------|
| All sponsorship levels include one ticket to the symposium lunch & awards ceremony. | \$10,000 | Up to \$7,500 | \$4,000 |
| 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 - Includes speaking opportunity | ✓ | | |

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 affecting 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.

MEETING SPONSOR APPLICATION

[SUBMIT YOUR APPLICATION ONLINE](#)

SPONSOR INFORMATION

All sponsors subject to approval by the FMA

DEADLINES

Annual Meeting- June 29, 2026

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

Luncheon and

Product Theater:

Speaking Opportunity

☐ \$20,000

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

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 ☐ ACH

Card #:

Expires:

Security Code:

Name on Card:

Signature:

Make check payable to Florida Medical Association and mail to:

Florida Medical Association, Inc. | ATTN: Jacqueline Williams

1430 E. Piedmont Drive, Tallahassee, FL 32308

PAYMENT NOTE

All payments made via credit card are subject to a 3% processing fee. First-time exhibitors are required to pay by check or ACH deposit only. If you prefer to make a payment via ACH, please contact Jacqueline Williams at 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.

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 19, 2026, 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