Sponsorship & Marketing Opportunities
# 2020 Promotional Planning Calendar

## Print / Digital / Events

<table>
<thead>
<tr>
<th>Month</th>
<th>Print / Digital / Events</th>
<th>Materials Due:</th>
</tr>
</thead>
</table>
| Jan   | • FMA News Week 1 & 3 Members/Prospects  
      | • FMA News Week 2 & 4 Members  
      | • FMA Winter Board of Governors Meeting *(Jan 17-19, 2020)*  
      | • Hilton, Orlando  
      | | • FMA News: due the week before it runs |
| Feb   | • FMA News Week 1 & 3 Members/Prospects  
      | • FMA News Week 2 & 4 Members  
      | | • FMA News: due the week before it runs |
| March | • FMA News Week 1 & 3 Members/Prospects  
      | • FMA News Week 2 & 4 Members  
      | | • FMA News: due the week before it runs |
| April | • FMA News Week 1 & 3 Members/Prospects  
      | • FMA News Week 2 & 4 Members  
      | | • FMA News: due the week before it runs  
      | | • Sponsorships for Board of Governors Meeting due April 2020 |
| May   | • FMA News Week 1 & 3 Members/Prospects  
      | • FMA News Week 2 & 4 Members  
      | • FMA Spring Board of Governors Meeting *(May 7-10, 2020)*  
      | • Grand Hyatt Tampa Bay  
      | | • FMA News: due the week before it runs |
| June  | • FMA News Week 1 & 3 Members/Prospects  
      | • FMA News Week 2 & 4 Members  
      | | • FMA News: due the week before it runs |
| July  | • FMA News Week 1 & 3 Members/Prospects  
      | • FMA News Week 2 & 4 Members  
      | | • FMA News: due the week before it runs  
      | | • Annual Meeting Sponsorships due July 1, 2020  
      | | • Magazine Ads Space Due: July 10, 2020 |
| Aug   | • FMA News Week 1 & 3 Members/Prospects  
      | • FMA News Week 2 & 4 Members  
      | • 2020 Annual Meeting & Board of Governors *(July 31-August 2, 2020)*  
      | • Hilton, Orlando  
      | | • FMA News: due the week before it runs  
      | | • Magazine Ads Art Due: Art: August 3, 2020 |
| Sept  | • FMA News Week 1 & 3 Members/Prospects  
      | • FMA News Week 2 & 4 Members  
      | • Florida Medical Magazine Fall/Annual Report Issue  
      | | • FMA News: due the week before it runs |
| Oct   | • FMA News Week 1 & 3 Members/Prospects  
      | • FMA News Week 2 & 4 Members  
      | | • FMA News: due the week before it runs  
      | | • Sponsorships for Insurance Summit due Oct 2020 |
| Nov   | • FMA News Week 1 & 3 Members/Prospects  
      | • FMA News Week 2 & 4 Members  
      | • FMA Insurance Summit 2020 *(TBD)*  
      | | • FMA News: due the week before it runs |
| Dec   | • FMA News Week 1 & 3 Members/Prospects  
      | • FMA News Week 2 & 4 Members  
      | | • FMA News: due the week before it runs |
The Florida Medical Association (FMA) is the largest physician advocate organization in the state, representing more than 25,000 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 Insurance Summit: Experts > Answers > You**
The FMA Insurance Summit 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.

*Exhibit space will be available for $1,000. Sponsorship opportunities available.*

**Annual Meeting/Conference & Expo:**
This yearly meeting brings Florida's physician leaders together to discuss key issues in medicine and conduct the business of the FMA within the House of Delegates. Weekend highlights include continuing medical education courses, presentations by nationally recognized speakers, sponsor/vendor exhibits, the FMA Celebration, the FMA PAC Good Government Luncheon. There are also events for residents and medical students, such as the David A. Paulus, M.D. Poster Symposium.

*Exhibit space will be available for $3,000. Sponsorship opportunities available.*

*Sponsorships available for special presentations to the FMA Board of Governors*
2018 Insurance Summit By The Numbers

I appreciated the one-to-one interaction with insurance representatives.

96% Of attendees said met or exceeded their expectations.

94% Of attendees would recommend it to others.

71% Of attendees said they would make changes in their practices based on Summit presentations.

"Very informational! Speakers were awesome."

Contact Cortney Jones at 800.762.0233 ext. 253 | CJones@FLmedical.org
Conference Sponsorship Opportunities

by Location:

86.71% of attendees were from Florida

by Gender:

63.85% Male
36.15% Female

Attendees:

Physician ......................... 71.10%
Resident .......................... 4.14%
Student ............................ 7.94%
Other ............................. 2.76%
Staff .............................. 2.67%
SS/CMS Exec ..................... 2.50%
Exhibitors ....................... 8.89%
Total .............................. 100.00%

Annual Meeting exhibit space has been sold out for six straight years.
2014-2019
FMA Membership By The Numbers

Membership by Region:

<table>
<thead>
<tr>
<th>Region</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southeast</td>
<td>6,660</td>
</tr>
<tr>
<td>Greater Tampa Bay</td>
<td>3,252</td>
</tr>
<tr>
<td>Central East</td>
<td>3,169</td>
</tr>
<tr>
<td>Southwest</td>
<td>2,247</td>
</tr>
<tr>
<td>North Central</td>
<td>2,160</td>
</tr>
<tr>
<td>Northeast</td>
<td>1,784</td>
</tr>
<tr>
<td>Panhandle</td>
<td>1,505</td>
</tr>
<tr>
<td>Out of State</td>
<td>5,161</td>
</tr>
<tr>
<td>Total</td>
<td>25,938</td>
</tr>
</tbody>
</table>

by Age:

Average Physician Compensation in the Southeast U.S.

25,000+ Members


by Specialty

- Internal Medicine . . . . . . . 12.76%
- Family Practice . . . . . . . . . 9.19%
- Pediatrician . . . . . . . . . . . 6.17%
- Anesthesiologist . . . . . . . . . 5.97%
- Radiologist . . . . . . . . . . . . 5.97%
- General Surgery . . . . . . . . . 5.6 %
- Cardiologists . . . . . . . . . . . 5.55%

*Top 7 specialties

by Gender:

- Male: 71.16%
- Female: 28.84%

Updated data 3/18/19

Contact Cortney Jones at 800.762.0233 ext. 253 | CJones@FLmedical.org
Conference Sponsorship Opportunities

FMA Annual Meeting and Conference Sponsorship Opportunities

Boost Visibility Beyond Your Booth

Sponsorship is the best way to market your business to our physicians. All FMA conference sponsors will be acknowledged in our printed materials, on signs at the event and anywhere else we can make your sponsorship known. We are committed to working with you to provide the most exposure possible for your business through each of these opportunities.

Looking for a way to reach your target audience? Maximize your visibility and gain recognition for your company’s products and services through one of the FMA’s many sponsorship opportunities.

To get started on a plan just for you, contact Laurie Hartsfield Burleson at 800.762.0233 or email Lburleson@flmedical.org.

REGISTRATION DESK: $10,000

*Sole Sponsorship Opportunity*

Every physician attending the FMA Annual Meeting visits the registration desk to pick up their name badges and event tickets. What better way to highlight your company! This sole-sponsorship opportunity includes your logo on panels at registration desk, opportunity to welcome attendees and distribute promotional materials at registration.

- Your company logo on signage at registration desk.
- Include a company handout in physicians’ registration packets

HOTEL ROOM DROP: $7,500

*Limited to One Company Per Night; Friday & Saturday*

Put your sales material, publication or promotional item in attendees’ hands multiple times throughout the event. This opportunity is designed to drive attendees to your booth. (Sponsorship does not include the cost of the promotional item or publication; it is considered the responsibility of the sponsoring company.)

- Put your sales publications and promotional items directly in physicians’ hands.
- Your items will be neatly displayed in every attendee's room.

AM 2020 E-blast Sponsorship $1,500 per blast/17 available

These emails (e-blasts) are sent in the weeks prior to Annual Meeting, each one promoting a different topic, event, or activity to more than 64,000 e-mail recipients. As a sponsor you receive logo recognition, a 50-word text section, and a live link to your web site. (Limited scheduling due to our email schedule. Be sure to check on availability.)

Attendee Registration Confirmation E-mail-$1500

Reach more than 900 registered attendees before they even go to the conference! Your company's name and website link will be included in the registration confirmation e-mails sent to every registered attendee.

Enhanced On-site Program Listing $50

Included in your booth rental fee is one complimentary listing in our on-site Official Program. Your listing includes your company name, address, customer service phone number, web address and booth number. Want to maximize your listing? Consider upgrading your listing with your logo.

Upgrade cost: Include your company's logo for $50
FMA Annual Meeting Sponsor Levels

Cost for each event sponsored

$25,000 Contribution—Emerald  *(non-competing sponsor exclusivity)*
**Benefits from ALL packages, PLUS…**

- 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 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)

$20,000 Contribution—Diamond  *(non-competing sponsor exclusivity)*
**Benefits from all packages below, PLUS…**

- 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)

$15,000 Contribution—Platinum
**Benefits from all packages below, PLUS…**

- One half-page, full-color advertisement in one issue of *Florida Medical Magazine*
- Exclusive company acknowledgment with company logo light GoBo displays at Board of Governors Lunch on Sunday, August 5, 2020

$10,000 Contribution—Gold
**Benefits from all packages below, PLUS…**

- Advertisement upgrade to full-page color advertisement in conference programs
- Company logo recognition on welcome posters displayed throughout the conference and in the sponsored programs

Up to $7,500 Contribution—Silver
**Benefits from bronze below, PLUS…**

- One half-page color advertisement in one or both conference programs, depending upon sponsor’s request
- One digital ad in our bi-weekly FMA News sent to all members

$3,000 Contribution—Bronze

- An exhibitor booth at conference
- Recognition in the event program received by all attendees
- Pre and post-conference attendee files *(email addresses not included)*

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Annual Meeting 2020 Exhibit Hours*
Hilton, Orlando

**Thursday, July 30, 2020**
*Exhibitor Setup*
5:00 pm – 7:00 pm

**Friday, July 31, 2020**
8:30 am – 7:30 pm

**Saturday, August 1, 2020**
7:30 am – 4:00 pm

*Subject to change*
Conference Sponsorship Opportunities

HOTEL LAYOUT
HILTON ORLANDO

LOBBY LEVEL (L)

CONTACT Cortney Jones at 800.762.0233 ext. 253 | CJones@FLmedical.org

LOWER LEVEL (LL)
Meeting Sponsor Application

SPONSOR INFORMATION — All sponsors subject to approval by the FMA

Company Name: ____________________________ 
Contact: _________________________

Agency Name: ____________________________ 
Contact: _________________________
(if applicable)

Billing Address: ________________________________

Email Address: ____________________________ 
Phone: ________

Authorized Signature: ____________________________ 
Date: __________

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.

Annual Meeting Deadline: July 1, 2020
Insurance Summit Deadline: Oct 1, 2020

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: Laurie Hartsfield Burleson
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.

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 May 1, 2020 for the Annual Meeting and August 1, 2020 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 FMA.

SPONSOR OPPORTUNITY

Please list which specific option you would like to sponsor. Indicate top three exhibitor booth choices ____________________________

Discounts Available on multi-advertising and/or sponsorship contracts

IN ACCORDANCE WITH ADA REQUIREMENTS, IF YOU ARE DISABLED AND REQUIRE SPECIAL SERVICES, PLEASE CHECK HERE. Someone from our office will contact you.

ADA: ____________________________