



2025 SPONSOR PROSPECTUS

FALL INSTITUTE

Scottsdale, AZ | Oct 23-25

Westin Kierland Resort

Don't miss this unique opportunity to highlight the value of your products and services to organization leaders and decision makers.

Sponsorship opportunities and booth space are limited

ATTENDEES INCLUDE:

CEOs • CMOs • C-Suite Executives • Presidents and Vice Presidents • Medical Directors • *Physicians from all specialties*

*AAPL's "Can't Miss" Gathering
of Chief Medical Officers &
Healthcare Decision Makers*



Why AAPL Events?

America's busiest
Physician Leaders *find
time* for the American
Association for
Physician Leadership.

Top 6 reasons why AAPL events are prioritized by CPE's and Members:

1. Career Advancement

Beginner level – looking to obtain education experience to jump start a career in leadership.

Intermediate level – looking to add the CPE credential to obtain a higher salary, leadership role, or to refine skills within their current leadership role.

Advanced level – looking to continue advanced training and network with peers.

2. Mentorship Opportunities

3. Professional Networking

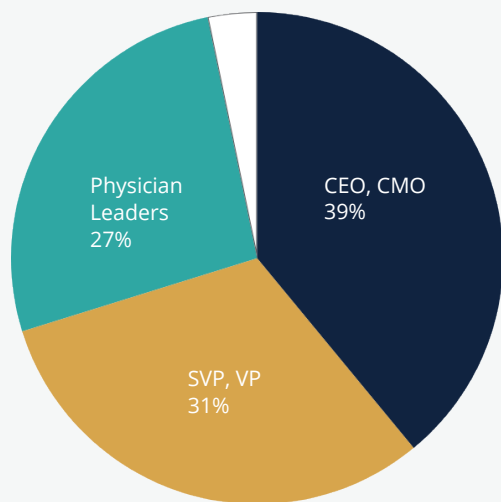
4. Live Event Participation

5. Annual CME Requirement

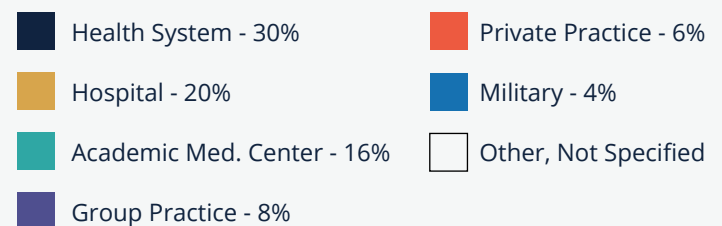
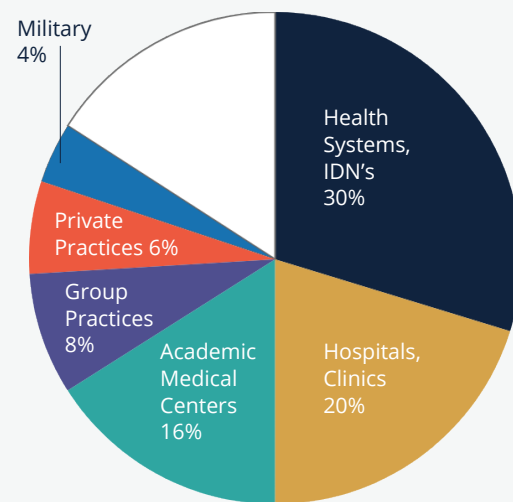
6. Continue their Leadership Journey

The 2025 AAPL Fall Institute: An Oasis for Networking & Leadership Knowledge

Attendees by Title



Attendees by Organization Type



2025 AAPL Fall Institute Sponsorship Opportunities

Select your sponsorship level below.

	GOLD \$25,000	SILVER \$7,500	BRONZE \$5,000
EXHIBITOR/INSTITUTE PASSES			
Institute Passes for staff and qualified clients <i>(full access to Institute courses)</i>	6 <i>(\$20,150 value)</i>	3 <i>(\$3100 value)</i>	2 <i>(\$2050 value)</i>
Exhibit space <i>(6ft table, 2 chairs, electrical with power strip)</i>	X	X	
BRANDING PROMOTION			
Logo on all pre-institute marketing materials	X	X	X
Logo on Institute website and app	X	X	X
Logo on Institute signage indicating level	X	X	X
Social media recognition on AAPL channels	X	X	X
Attendee welcome bag insert <i>(pre-approval of item required)</i>	X	X	X
Company listing on mobile app <i>(description, contact information, social channels)</i>	X	X	X
1–2-minute promotional video on conference mobile app and sponsor listing page on website	X		
Verbal acknowledgement by AAPL leadership during Institute, including opening keynote and golf outing	X		
2 Golf Hole Sponsor Signs	2		
Logo on all Golf Cart Name Plates	X		
Logo on step and repeat photo backdrop	X		
1 Breakfast Sponsor <i>(You pick the day. See page 6 for details.)</i>	1		
1 Lunch Sponsor <i>(You pick the day. See page 6 for details.)</i>	1		
1 Coffee Sponsor <i>(You pick the day. See page 6 for details.)</i>	1		
1 Push notifications on mobile	1		
NETWORKING OPPORTUNITIES			
Host 1 Private Dinner with "C-Suite" Attendees. <i>(See page 6 for details.)</i>	X		
QR Code LeadCapture allows you to qualify, rate and take notes on leads by scanning name badge. <i>Additional licenses can be purchased for \$250 each.</i>	2 Licenses	1 License	
Pre and Post Attendee list <i>(name, company, title, city, state, attendees have option to opt out)</i>	X	X	

Additional Sponsorship Opportunities



Compliment your metallic sponsorship to increase your reach and influence with Institute attendees with additional sponsorship opportunities. These opportunities are available after commitment to sponsor the event at any of the three metallic levels unless Bronze or Silver level benefits are already included.

Influence & Engagement Sponsorships

Welcome Keynote Session Sponsor (Thursday) - \$15,000 *Exclusive*

Gain unparalleled exposure at the most highly attended event of the Institute.

- 2-minute on stage ahead of AAPL keynote presentation by Dr. Peter Angood.
- Verbal acknowledgement from AAPL leader in welcome comments with accompanying slide recognition
- Additional logo recognition on keynote signage
- 3 additional Institute passes
- Four (4) individual player passes to AAPL Golf Outing
- Reserved table near front of stage for up to 10 guests of your choice
- Promotional material on seats, you print – we place
- All Silver level benefits (\$7,500)

Thought Leadership Session (Friday or Saturday at Breakfast) - \$7,500 *2 Opportunities*

Host a 45-minute private thought leadership discussion with up to 15 Institute attendees.

- Private room dedicated for 1-hour over breakfast (45-minute discussion, 15 minutes transition time)
- Choose your own topic (approval required)
- AAPL manages invitation process
- Non-CME earning activity
- All Bronze level benefits (\$5,000 value)

Custom Lunch & Learn Session Sponsor (Thursday, Friday, or Saturday) - \$7,500 *6 Opportunities*

Host a 30-minute private roundtable discussion with up to 15 Institute attendees.

- Private room dedicated for 1-hour over lunch. (30 minute discussion, 15 Q&A, 15 minutes transition time)
- Session promotion in AAPL Institute communications
- All Bronze level benefits (\$5,000 value)

Additional Sponsorship Opportunities (cont'd)

Networking Sponsorships

Private Dinner with “C-Suite” Conference Attendees - \$5,000 *Unlimited*

Host a private dinner party with targeted event attendees.

- Sponsor provides invitation criteria to AAPL
- AAPL manages invitations and RSVPs
- Sponsor manages dinner logistics, communications with attendees and costs of dinner
- Limited to 15 dinner guests

Welcome Reception Sponsor - \$7,000 *Exclusive*

Your brand will be on display during the opening Welcome Reception. This highly anticipated and well-attended event takes place on the exhibit floor.

- Logo on reception signage
- Opportunity to supply branded napkins, cups or anything to compliment a reception. Pre-approval required.
- Push notification recognition on mobile app inviting attendees to reception.
- Opportunity to create/name a specialty cocktail displayed on signage at bar stations.

Breakfast Sponsor - \$3,000 *3 Opportunities*

Maximize your brand visibility during Breakfast.

- Logo on signage at breakfast buffet
- Logo on tabletop signage in meal room
- Push notification recognition on mobile app inviting attendees to breakfast

Lunch Sponsor - \$3,000 *3 Opportunities*

Showcase your brand during Lunch.

- Logo on signage at lunch buffet
- Logo on tabletop signage in meal room
- Push notification recognition on mobile app inviting attendees to lunch

Coffee Networking Break Sponsor - \$3,000 *3 Opportunities*

Keep AAPL attendees alert and energized during networking breaks.

- Logo on signage at networking break buffet
- Logo on tabletop signage in meal room
- Push notification recognizing on mobile app inviting attendees to breakfast
- Opportunity to provide branded coffee sleeve at coffee stations (provided by sponsor)





Branding Sponsorships

Welcome Bag Sponsor - \$5,000 *Exclusive*

Place your logo on this high-visibility opportunity that has residual branding value beyond the event.

- Logo printed on all welcome bags (co-branded with AAPL, your logo on one side and AAPL on the other)
- All Bronze level benefits (\$5,000 value) Logo due to AAPL: September 22, 2025
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Technology Sponsorships

Charging Station Locker - \$4,000 *2 Opportunities*

Help attendees keep their devices charged by sponsoring a complimentary charging station locker. Attendees can lock away their device as it charges in a tower prominently displaying your logo.

- Logo prominently displayed on charging station locker.

Mobile App Sponsor - \$3,500 *Exclusive*

The one-stop shop for attendees to get all information from Schedule, Sessions, Faculty, and Sponsors.

- Logo on mobile app splash page

WiFi Sponsorship - \$3,000 *Exclusive*

Help make it possible for attendees to receive complimentary Wi-Fi in Institute session rooms and common areas.

- Custom WiFi password (subject to venue guidelines)
- Logo on WiFi signage, including login instructions



Activity Sponsorships

The Westin Kierland Golf Club is pleased to welcome AAPL's Fall Institute attendees for a fun afternoon at one of "America's 9 Most Cheerful Golf Courses." Sponsoring organizations will be featured throughout the beautiful course and club surroundings—and will enjoy playing alongside and networking with fellow Physician leaders.

Golf Hole Sponsor - \$1,500 *Up to 9 opportunities*

Promote your organization with a hole sign.

- Logo and messaging on tee box stake sign
- Opportunity to set up on sponsored hole, allowing you to meet golfers and distribute your company's marketing materials
- Opportunity to supply logo imprinted item in player gift bags (pre-approval required)
- Logo on AAPL Golf Outing signage, including Sunset Social Reception.
- Four (4) passes to Sunset Social Reception



We invite you to sponsor our exciting pickleball event at the AAPL Fall Institute. This fun-filled event will feature a "Rules of the Game" workshop and a friendly round-robin tournament, offering fantastic visibility and engagement opportunities for your brand.

Pickle Ball Round Robin Sponsor - \$5,000 *Exclusive*

Promote your organization as the sponsor of the pickball round robin!

- Two (2) stake signs with your logo will be placed near the courts
- Two (2) individual player passes at AAPL Pickle Ball Round Robin
- Logo AAPL welcome signage at the Sunset Social
- Four (4) passes to Sunset Social Reception



Sponsor a transformative 50-minute sound bath session at the AAPL Fall Institute, offering attendees a serene escape with calming sound waves from instruments like crystal singing bowls, gongs, and chimes. This unique meditative experience will harmonize their mind, body, and spirit, providing your brand with visibility in a deeply relaxing and healing environment.

Sound Bath Sponsor - \$5,000 *Exclusive*

Promote you organization as the sponsor of the Sound Bath.

- One (1) Welcome sign with your logo will be placed at the entrance to the event.
- Two (2) individual passes to Sound Bath
- Logo AAPL welcome signage at the Sunset Social
- Four (4) passes to Sunset Social Reception





Exhibit Information

The Fall Institute Sponsor exhibit space, located in the main ballroom foyer, is designed to encourage maximum interactions with attendees. Attendee networking events held in the exhibit area include Registration, Continental Breakfast, Buffet Lunch, Coffee Breaks and Welcome Reception. In addition, Sponsor representatives may attend the Sunset Social Reception on Saturday evening located at the Northern Sky Terrace.

Preliminary Exhibit Schedule*

Move-In

Wednesday, October 22, 3-6 PM

Exhibits Open

Thursday, October 23, 7 AM – 7 PM (incl. Welcome Reception)

Friday, October 24, 7 AM – 2:30 PM

Saturday, October 25, 7 AM – 2:30 PM

Move-out

Saturday, October 25, after 2:30 PM

Facility

The Westin Kierland Resort & Spa
6902 East Greenway Parkway
Scottsdale, AZ 85254, US

Exhibits include:

- Standard tabletop exhibit includes: 6 ft. skirted table, two chairs, power strip and electricity.
- No side rails or pipe and drape are provided.
- The space is fully carpeted.
- WiFi is provided throughout the event space. An access code will be made available in the mobile app.