



American Association for
**PHYSICIAN
LEADERSHIP**

2025 SPONSORSHIP PROSPECTUS



BOSTON PARK PLAZA

Annual Leadership Conference *Celebrating 50 Years of Transformative Healthcare: The Power of Bold Leadership*

Boston Park Plaza

"Your opportunity to engage with the most important gathering of influential physician leaders of all specialties and disciplines seeking to transform healthcare."

April 25-27

Boston, MA

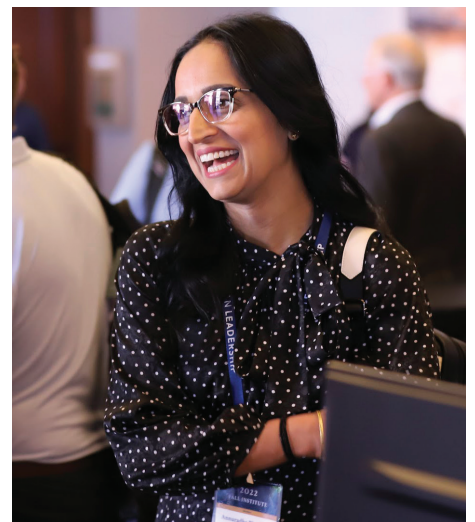
(Pre-conference courses
April 24, 2025)



The AAPL Leadership Conference—50 Years of Inspiring Change

As we celebrate AAPL's 50th Anniversary, this milestone conference will be one of the largest gatherings of physician leaders of all levels, representing all aspects of the healthcare industry. Attendees include c-suite, executive level and attending physicians from hospitals and systems large and small, as well as physicians in private practices and other organizations. We can work with your company to customize a sponsorship package that pinpoints your audience and supports your business goals.

By partnering with us, you'll be able to reach decision makers at your target organizations. And by offering them innovative products and services, you'll help our healthcare community deliver better care, and ultimately help shape the future of the healthcare industry.



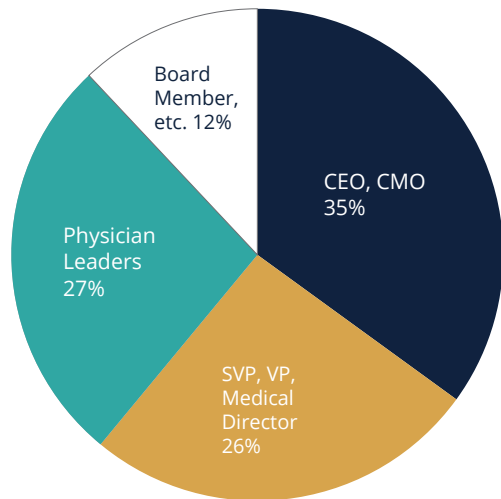


Why Sponsor?

Sponsors are highly visible and interact frequently with attendees throughout the conference.

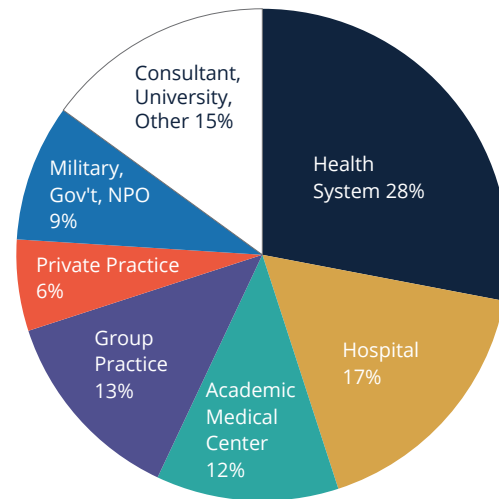
- ➔ Connect with more than 1,000 physicians and healthcare professionals during the event
- ➔ Increase your brand awareness to 10,000+ physicians
- ➔ Access to key leaders in physician leadership roles
- ➔ 7+ hours of dedicated exhibit time
- ➔ Ample networking opportunities
- ➔ Gain new leads and new business
- ➔ Support the continued growth and development of AAPL to serve our mission and the health care industry

Attendees by Title



- CEO, CMO, Division Chief, Administrator, Exec. Director - 35%
- SVP, VP, Medical Director - 26%
- Physician, Surgeon, Hospitalist, Director, Academia - 27%
- Board Member, Consultant, Sponsor, Staff - 12%

Attendees by Organization Type



- Health System - 28%
- Hospital - 17%
- Academic Med. Center - 12%
- Group Practice - 13%
- Military, Gov't, NPO - 9%
- Private Practice - 6%
- Consultant, University, Other Business - 15%

Networking happens in the Exhibit Hall

- AAPL Lounge and Book Mart
- Professional Headshot Station
- Networking Coffee Breaks
- Welcome Networking Reception

Preliminary Event Schedule*

- **THURSDAY, APRIL 24**
Exhibitor Move In, after 3 PM
- **FRIDAY, APRIL 25**
Exhibits Open, 7:30 AM – 4:45 PM
Welcome Reception, 6 PM – 7:30 PM
- **SATURDAY, APRIL 26**
Exhibits Open, 7:30 AM – 4:15 PM
Exhibitor Move Out, after 4:15 PM

**subject to change*

What Attendees Are Saying

“Overall, a great conference that I would highly recommend.”

“Great conference! I really enjoyed it and I gained a lot of useful knowledge.”

“I really enjoyed this conference and look forward to attending more. I will also share with colleagues.”

2025 AAPL Annual Leadership Conference Sponsorship Opportunities

Select your sponsorship level below

	PLATINUM \$40,000 (EXCLUSIVE)	GOLD \$25,000	SILVER \$7,500	BRONZE \$5,000
EXHIBIT/CONFERENCE PASSES				
Conference passes for staff and qualified clients <i>(full access to Institute courses)</i>	8	6	3	2
Exhibit space <i>(6ft table, 2 chairs, electrical with power strip)</i>	X	X	X	
BRANDING PROMOTION				
Logo on all pre-conference marketing materials	X	X	X	X
Logo on conference website and app	X	X	X	X
Logo on conference signage indicating level	X	X	X	X
Social media recognition on AAPL channels	X	X	X	X
Attendee welcome bag insert <i>(pre-approval of item required)</i>	X	X	X	X
Company listing on mobile app <i>(description, contact information, social channels)</i>	X	X	X	X
1-2-minute promotional video on conference mobile app and sponsor listing page on website	X	X		
Verbal acknowledgement by AAPL leadership during Conference, including opening keynote	X	X		
Logo on step and repeat photo backdrop	X			
NETWORKING OPPORTUNITIES				
Pre and Post Attendee list <i>(name, company, title, city, state, attendees have option to opt out)</i>	X	X	X	
Push notifications on mobile app	2	1		
ADDITIONAL VALUE				
Select additional sponsorship items of your choice (listed below)	\$15,000 value	\$10,000 value		

Additional Sponsorship Opportunities

Complement your metallic sponsorship to increase your reach and influence with conference attendees with additional sponsorship opportunities. These opportunities are available after commitment to sponsor the event at any of the four metallic levels available.



Influence & Engagement Sponsorships

Welcome Keynote Session Sponsor (Friday) - \$20,000 *Exclusive*

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

- 2-minute on stage introduction of keynote speaker
- Verbal acknowledgement from AAPL leader in welcome comments with accompanying slide recognition
- Additional company recognition on keynote signage
- 3 additional conference passes
- 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 value)

Afternoon Keynote Session Sponsor (Friday) - \$12,000 *Exclusive*

Demonstrate your support by sponsoring the afternoon keynote speaker taking place right after lunch.

- Verbal acknowledgement from AAPL leader in welcome comments with accompanying slide recognition
- Additional company recognition on keynote signage
- 1 additional conference pass
- 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 value)

Morning Keynote Session Sponsor (Saturday) - \$12,000 *Exclusive*

Associate your organization with our highly anticipated keynote speaker.

- Verbal acknowledgement from AAPL leader in welcome comments with accompanying slide recognition
- Additional company recognition on keynote signage
- 1 additional conference pass
- 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 value)

CPE Convocation & Awards Ceremony Sponsor - \$15,000 *Exclusive*

The CPE Convocation & Awards Ceremony celebrates the graduation of our class of 2023-2024 Certified Physician Executives and will honor the recipients of the 2024 Schenke Award and the 2024 Leape Ahead Award.

- Verbal acknowledgement from AAPL leader in welcome comments with accompanying slide recognition
- Additional company recognition on Convocation signage
- 1 additional conference pass
- 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 value)

Additional Sponsorship Opportunities

Key Opinion Leader Roundtable Discussion - \$7,000 *3 Opportunities*

Host a 45-minute private roundtable discussion with up to 15 conference 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)

Custom Lunch & Learn Session Sponsor - \$10,000 *2 Opportunities*

Host a 30-minute speaking engagement presented over lunch.

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

Thought Leadership Session Sponsor - \$17,500 *7 Opportunities*

Groundbreaking educational opportunity to provide subject matter expertise to C-suite Physician Leaders responsible for strategic, CMO-related decisions at some of America's largest Health Systems & Specialty Practices.

Demonstrate thought leadership and secure your spot in the official AAPL Annual Leadership Conference program as a concurrent session sponsor. Accepted content sponsors will choose a topic, provide up to two speakers and present a 60-minute session — including live Q&A supported by AAPL representatives. Provide subject matter expertise to healthcare's most influential decision-makers. Case studies, research findings and other informative and/or educational presentation topics are acceptable. AAPL reserves the right to decline presentations that appear to be primarily promotional in nature. CME credit may be available and is contingent on company status and/or presentation topic eligibility. *Please note that you must submit a one-page proposal outlining the topic for your session prior to October 15, 2024, for approval by AAPL.*

- Custom session title, course description and speaker bios will appear in AAPL's official Annual Leadership Conference program, schedule on website, and mobile app
- Includes private breakout session room, with theatre seating for to 50 people
- AAPL representative will introduce speakers and circulate microphone during live Q&A with audience
- Invitation reminder "push notification" via mobile app will encourage attendance on the day of your session
- Opportunity to supply literature or promotional product in welcome bags distributed to conference attendees
- All Silver level benefits (\$7,500)



Additional Sponsorship Opportunities

Networking Sponsorships

Private Dinner with Targeted Conference Attendees - \$5,000 *Unlimited Opportunities*

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.



Additional Sponsorship Opportunities

Branding Sponsorships

Welcome Bag Sponsor - \$5,000 *2 Opportunities*

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

- Logo printed on welcome bags (co-branded with AAPL)
- All Bronze level benefits (\$5,000)

Hotel Door or Room Drop - \$3,500 *Unlimited Opportunities*

A hotel door drop is a convenient and cost-effective sponsor marketing tool that delivers your promotional materials, new product announcements, invitations, or samples directly to the hotel rooms of meeting attendees. The door drop provides added visibility for your company, exhibit booth, or event. Door Drops must be approved by AAPL. Delivery fees for the door drop will be charged to the sponsor. Popular items include newspapers, printed publications such as brochures or flyers, and gift baskets.

Professional Headshot Photo Booth Sponsor - \$4,000 *Exclusive*

We all want to look our best, but it's often hard to find the time to get our ancient headshots updated. You can connect with physicians and create a lasting impression by sponsoring professional photo sessions. Each session will include at least three shots that participants can download following the conference.

- Your company promotional message provided with photo download link sent to attendees by email.
- Logo on signage at headshot stations

Technology Sponsorships

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 - \$7,500 *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
- Recognition in Know Before You Go emails



Annual Leadership Conference

April 25-27

Boston, MA

(Pre-conference courses April 24, 2025)

www.physicianleaders.org/conference

For Sponsorships, Exhibiting and
Advertising Information:

Adinfo.AAPL@FoxRep.com
and 800-440-0231

Ask us about additional sponsorship
opportunities throughout the year!

- 2025 Fall Institute
- White Paper Sponsorship
- Case Study Sponsorship

