



2023
EXHIBITOR
& SPONSORSHIP
PROSPECTUS

AAPL's Annual Leadership Conference

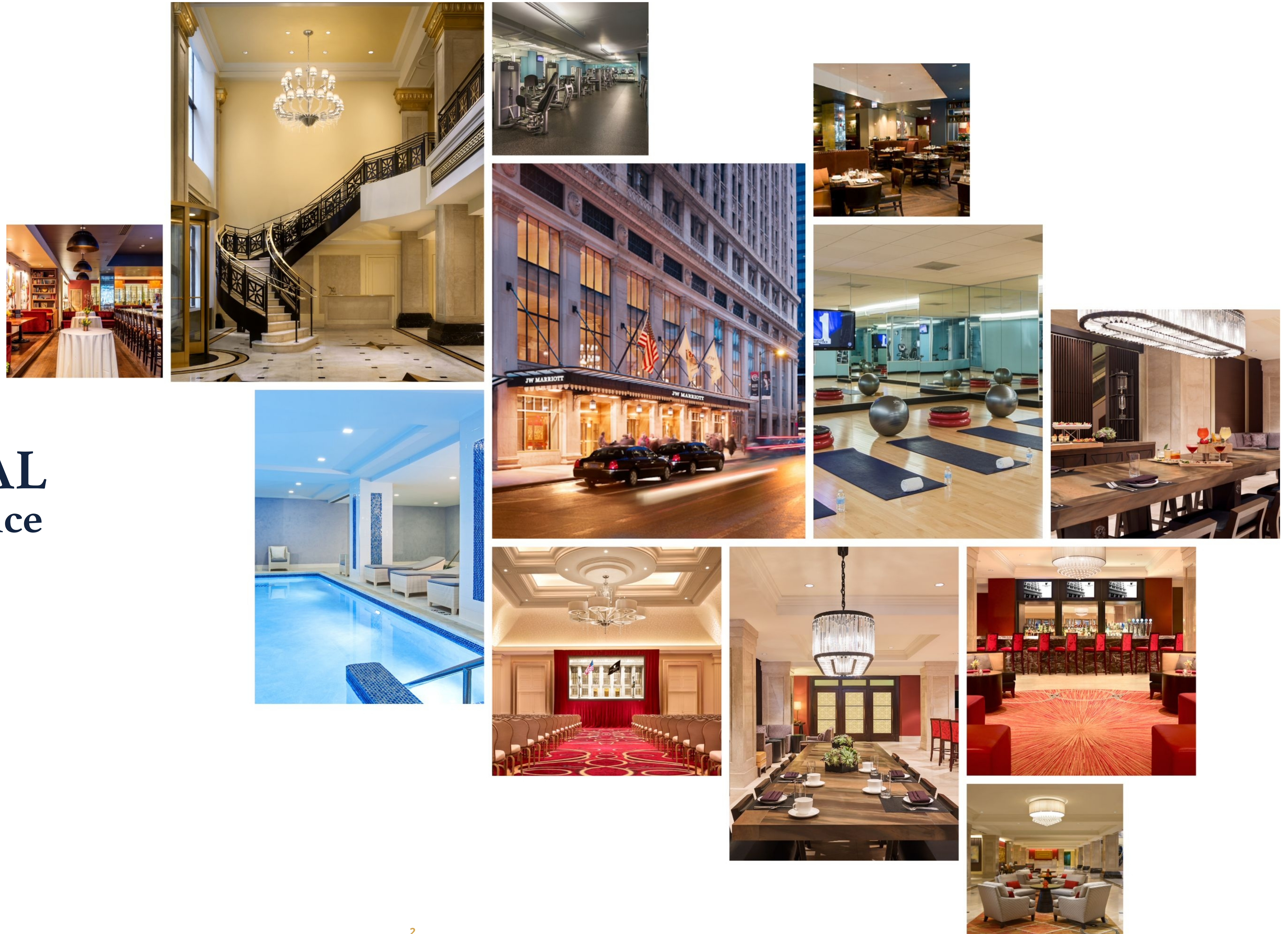
"ALL PHYSICIANS ARE LEADERS"

2023 THEME



CHICAGO | JW MARRIOTT | JUNE 9-11

Sponsor the Most Important Gathering of America's Influential Physician Leaders Since 2019.



AAPL'S ANNUAL Leadership Conference

JW MARRIOTT
CHICAGO | JUNE 9-11

For Sponsorships, Exhibiting and Advertising Information:

Fox Associates, Inc. 116 W. Kinzie Street, Chicago, IL 60654

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

Sponsorship Opportunities

All Sponsorships Include:

- Sponsor logo and website link on the AAPL Annual Leadership Conference webpage
- Sponsor logo and website link on the AAPL Partners & Sponsors webpage
- Sponsor logo included in attendee marketing emails
- Sponsor logo on the AAPL Annual Leadership Conference onsite signage
- Sponsor logo, website link, company description and contact info (email, phone, social media) on AAPL Annual Leadership Conference mobile app
- Sponsor logo featured on AAPL social media event communication including LinkedIn and Twitter.

Additional benefits for each sponsorship are outlined below.

Silver Exhibitor Level Sponsor - \$7,500

- Exhibit space with one 6’ table & two chairs
- Electrical with powerstrip
- Up to four (4) Event passes for Sponsor’s representatives
- One (1) Sponsor provided handout to be included in each attendee Event Welcome Bag (pre-approval of item required)
- Event attendee list with name, title, organization (Note: attendees may opt out of communications)

Bronze Level Sponsor - \$5,000

- Up to two (2) Event passes for Sponsor’s representatives
- Social media inclusion in group logo promotions
- Mobile app logo inclusion in rotation

Welcome Keynote Speaker Sponsor - \$20,000 (Exclusive)

This exclusive sponsorship provides unparalleled exposure at one of the most highly attended events of the conference. Benefits include:

- Silver Exhibitor level benefits
- Logo recognition on welcome PowerPoint slide
- Verbal thank you and introduction in welcoming comments and premium logo placement on event signage.

General Session Sponsor - \$10,000 (2 Opportunities)

This exclusive sponsorship provides exposure at key speaking sessions over the course one of the most highly attended events of the conference. Benefits include:

- Logo recognition on welcome PowerPoint slide
- Verbal thank you and introduction in welcoming comments and premium logo placement on event signage.

Wi-Fi Sponsor - \$10,000 (Exclusive)

Choose a custom-branded password (12 characters max) to be recognized as the official sponsor connecting all attendees. Benefits include:

- Bronze Exhibitor level benefits
- Special recognition in the Know Before You Go Emails (2),
- Event details section of the mobile app and Event signage.

Mobile App Sponsor - \$3,500 (Exclusive)

The one-stop shop for attendees to get all information from Schedule, Sessions, Faculty, and Sponsors. Put your company’s logo recognition on the welcome page of the Event Mobile App.

Lanyard Sponsor - \$8,000 (Exclusive)

Gain broad and continuing exposure by providing the official lanyard for the conference, distributed to every attendee at registration. Benefits include:

- Bronze Exhibitor level benefits
- Logo/company name recognition on the annual conference website, meeting app and onsite signage.
- Logo printed on conference lanyards worn by all attendees.

Welcome Bag Sponsor - \$7,500 (Exclusive)

Welcome bags are distributed to all attendees. Place your logo on this high-visibility opportunity that has residual branding value beyond the event! Benefits include:

- Bronze Exhibitor level benefits
- Logo/company name recognition on the annual conference website, meeting app and onsite signage.
- Logo on welcome bag (co-branded with AAPL)

Welcome Reception Sponsor - \$5,000 (Exclusive)

Your brand will be on display during the Welcome Reception held on Friday evening. This is a highly anticipated and attended event on the exhibit floor with unopposed time. Signage with your logo will appear near the entrance of the exhibit hall and bar/food stations. Sponsor can also supply branded cups, napkins, or anything to compliment a reception. Items must be approved by AAPL.

Breakfast Sponsor - \$3,000 (3 Opportunities)

Maximize your brand visibility and exposure during Breakfast. Sponsor logo printed on table signage at Breakfast.

Lunch Sponsor - \$5,000 (2 Opportunities)

Maximize your brand visibility and exposure during Lunch. Sponsor logo printed on table signage.

Coffee Break Sponsor - the entire day for \$3,500 (2 Opportunities)

Host attendee morning and afternoon coffee breaks every day throughout the Institute. Sponsor logo printed on table signage.

Private Dinner Invitation for up to 15 Guests - \$5,000

Host a private dinner party with targeted Event attendees. Sponsor provides attendee invitation criteria for the private dinner. AAPL delivers the invitation to the Event attendees, manages RSVPs, and vets attendees. Sponsor manages dinner logistics, communications with attendees and pays all costs of dinner.

Lunch Session Sponsor - \$10,000 (2 opportunities)

45 minute speaking engagements over lunch. Your session will be promoted in AAPL’s conference communication.



Lead your Organization *Into the Future*

The AAPL Annual Leadership Conference is 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 of all sizes 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. 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.

Event Schedule

Move-In

Thursday, June 8: 6pm – 8 pm

Exhibits Open

Friday, June 9: 7:30 am – 5:30 pm,
6 pm - 7:30 pm Welcome Reception

Saturday, June 10: 7:30 am – 4:30 pm

Move-Out

Saturday, June 10, after 4:30 pm

For a detailed schedule of events, visit
www.physicianleaders.org/conference.

2023 Theme: “All Physicians Are Leaders”

Exhibit Information

This year’s conference theme, All Physicians Are Leaders, inspired by the book of the same name, is an introspective look and call to action on how all physicians can reach their fullest potential by becoming and remaining more engaged while inspiring engagement in others. It is also a clear-eyed look at the positive and trusted role physicians exercise in every sector of the healthcare industry.

Wi-Fi, Electrical And Audio-Visual Needs

Complimentary Wi-Fi and power strip is provided in the Sponsor Exhibit area. The JW Marriot has audio-visual services available upon request for an additional fee. Please call JW Marriot at (312) 660-8200.

AAPL attendees receive complimentary Wi-Fi in your guestroom

Hotel Accommodations

Sponsor representatives are responsible for their own hotel reservations. Special rates are available on a first come, first served basis in a limited room block. Book now to secure our special room rate online at www.physicianleaders.org/conference or by calling the JW Marriot (312) 660-8200. The AAPL room block rate is for reservations made through May 10, 2023. Market rate will apply for reservations made after May 10, 2023.

Location

151 West Adams Street, Chicago, Illinois, USA, 60603
(312) 660-8200



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